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:: Case Study

Media – Dial Global Communications

ESET® NOD32® Antivirus – Business Edition

Dialed In



Roger Fye is Vice President of IT for Dial Global, an independent, full-service radio network, offering prep, programming, and 24/7 network services as well as national ad sales representation. Prior to Dial Global, Roger was with Westwood One's "Digital 24/7 Format" division, based in Valencia, CA. Digital 24/7 is the same format employed by stations like Jack FM — an increasingly popular format that stresses programming over personalities. In August of 2007 Westwood One turned over the reins of that division to Dial Global. Dial Global's programming also includes feature and long form programming for all formats, hosted by legendary personalities like Rick Dees, Kid Kelly, Walt 'Baby' Love, Whitney Allen, Bob & Sheri, Mike Harvey and more.

What Do You Do All Day?

Roger's responsibilities include overseeing all IT resources for Dial Global and the corporate offices of Triton Networks, its parent company. Even though he concedes "there is no typical workday," he is currently concentrating his efforts on disaster planning and recovery, and is currently implementing a storage area network (SAN). Other responsibilities range from help desk support to network administration, and of course network security.

During his Westwood One days, Roger was tasked with evaluating alternative antivirus systems. His evaluation objectives were simple: What will provide the best protection on all his resources, for the best value? At one time, he was running different programs from three different vendors: Symantec, AVG and Microsoft. This soon proved to be a taxing situation for his network. "We needed to standardize... to conform to a single, centrally managed anti-malware product that would run on everything from Windows 95 all the way up to Windows 2003 servers." He took another look at AVG, but passed because it required running a separate spyware application. Symantec was also considered, but ultimately passed up because of performance issues that slowed his network.

Why ESET?

"Ultimately I reached out to ESET, and told them what I needed," said Roger. "I was immediately impressed with their responsiveness. ESET's sales rep drove up and we went over things for about two hours. He answered every question I had, and gave me a very competitive quote. It wasn't long before I told Westwood One to replace our AVG, Symantec

Quick Facts

Company name:	Dial Global Communications
Location:	Los Angeles, CA, USA
Industry:	Media

"After installing ESET NOD32, there was a very noticeable difference.

and Microsoft solutions with ESET's 'Rip & Replace' uninstaller tool." ESET NOD32 Antivirus would now protect over 1,700 Westwood employees.

After joining Dial Global, Roger repeated the drill — installing ESET NOD32 Antivirus on all 110 West Coast machines, and is currently planning to deploy another 200 applications back East. He also replaced Trend Micro with ESET on Dial Global's Exchange server.

"After installing ESET NOD32, there was a very noticeable difference," said Roger. "Between AVG and Symantec, there were a lot 'left over' after uninstalling. NOD32 not only found

these previously unfound files, but cleaned them all up. Immediately, everything started running better, because of the CPU cycles ESET was saving. In other words, ESET found what nobody else could. Those things included a number of Trojans, including Win32/Trojandownloader.vb.afk, a 'My Websearch' toolbar...another had the MySpace Trojan."

Anything to Add?

"What I have found over the years is we'll remove the supposedly good product that is theoretically protecting you. You install ESET, and suddenly it discovers all the stuff that's been sitting there in the background. People think they are protected — they are not! That's why I'm so positive on the product. ESET is more thorough, faster at cleaning and scanning, and the memory footprint is much smaller. It's very easy to deploy for any circumstance," said Fye.



ESET @ work

Customer Problem	ESET Solution
Slow network	Improved speed
Incompatible solutions, difficult to deploy and manage	Ease of deployment, transparent to user
Undetected malware	Detected previously undetected malware

... it found what nobody else could." — Roger Fye



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