

# Avira rises to second biggest anti-virus company worldwide

TETTNANG, GERMANY / JOHANNESBURG, CAPT TOWN, SA: IT security expert Avira claims to have reached global second position in market share. The company is the second largest anti-virus security company in the world according to the OPSWAT Market Share report, as measured by instalments of the software.



The OPSWAT report detects instalments of data security applications on Windows systems from a worldwide sample of 192 000 computers, and compares percentage market share among competitive vendors. OPSWAT regularly releases reports on the market share for endpoint security products such as anti-virus, hard disk encryption, backup clients and peer-to-peer applications. In addition to overall usage statistics, the report also breaks down the data by geographical location and trends, and will include an anti-virus and threat report in the future.

"This type of validation from an outside company that actually measures which anti-virus programs are installed on computers around the world proves the product's effectiveness," says Lutz Blaeser, MD of local Avira distributor Intact Security. "The number of installations is not what is important, but rather how many people are protected from the myriad threats out there. Avira lets people live free of the fear of viruses and malware."

He adds that while Avira is known for its free version, many of the tens of thousands of users profiled in the report - and many more who did not form part of the research pool - have upgraded to the premium, paid-for, version. "With features such as live customer support, proactive behaviour scanning, automatic repair technology, configurable presentation and game modes, and many more, users of the premium Avira products have access to the best protection money can buy," Blaeser says. "You don't need to be a computer expert in order to secure your machine with confidence because the Avira suite is extremely easy to install and exceptionally easy to use."



"Avira is constantly at the forefront of analysing, identifying, and removing threats in order to protect its users effectively and efficiently. The brand's international growth is mirrored in the growth we are seeing in the local market, and I have no doubt that this trend will continue," he said.

## About Intact Security

Intact Security is a dedicated Avira Anti-Virus distributor focusing on providing the entire product range coupled with the service performance and know-how of an experienced and specialised solution provider.

For more information go to [Avira](#) and [Intact Security](#).