

# Acme Computer Components

*"With DELL laptops shipped with free ESET Smart Security we guarantee a smooth and enjoyable use, as well as proactive protection."*

AURIMAS PAZERA – SENIOR PRODUCT MANAGER, ACME COMPUTER COMPONENTS, LITHUANIA



Country: Lithuania  
Number of seats: 18 000  
[www.accdistribution.lt](http://www.accdistribution.lt)

### ABOUT ACME COMPUTER COMPONENTS

Established in 1998, today Acme Computer Components is one of the leading IT hardware and software, peripherals and consumer electronic wholesaler in the Baltics. The company is an official distributor of ASUS, CANON, LG, SAMSUNG and other products.

### THE CHALLENGE: A QUEST FOR ADDED VALUE

Though "Acme Computer Components" is fairly successful on the market, the company faces a huge competition from other software & hardware distributors. The idea to offer added value for the company's customers brought Acme to forge an alliance with ESET, which offered ESET Smart Security OEM licenses for DELL laptops distributed in Lithuania.

### CHOOSING ESET

ESET Smart Security was not selected by accident. "I believe that the customers buying our products appreciate the gift we are giving them – every one of the 18.000 DELL laptops is shipped with free ESET Smart Security, so we guarantee a smooth and enjoyable use as well as proactive protection," says Aurimas Pazera, Senior Product Manager of ACC.

### THE ACTIVATION PROCESS

As DELL laptops can't be delivered with a built-in security solution, ESET license cards were inserted in DELL boxes, and each case marked with a special sticker "This computer is protected by ESET Smart Security." Activation was done through a website, and users have received their credentials for one-year license via email.

### BENEFITS OF BUNDLING ESET SECURITY IN OEM DEALS

- Reach new customers
- Large customer base for renewals
- Proven protection against malware