



COMPUTER 2000 Grows Revenue by Meeting Customer Need for GDPR Compliance



Partner

COMPUTER 2000 Bulgaria

Coverage Area

Balkan region

Website

www.infosec.computer2000.bg

Partner Since

April 2016

Partner Profile

COMPUTER 2000 Bulgaria is a value-added wholesale distributor of technology products, services and solutions. Its VA services enable resellers to work efficiently and to actively support diverse technology needs of their customers in the Balkan region. Operating in the Balkans market since 1995, it is one of the oldest privately-held IT distributors in Bulgaria. COMPUTER 2000 represents solutions from leading information security vendors and provides professional pre-sales, post-sales, marketing and technical support for partners and their customers.

BUSINESS CHALLENGE

COMPUTER 2000 recognized increasing market demand for solutions addressing security and compliance issues – with definite focus on GDPR compliance. Therefore, COMPUTER 2000 was keen to expand its services in order to enable customers to secure their sensitive and regulated data and streamline their compliance efforts. By adding Netwrix Auditor to their portfolio, they aimed to improve their competitive edge and, subsequently, increase revenue.

NETWRIX SOLUTION

Martin Rakov, Sales Engineer at COMPUTER 2000, and Anelia Kostadinova, General Manager for COMPUTER 2000, shared the benefits of their partnership with Netwrix:

Providing customers with solution for GDPR compliance. With Netwrix Auditor, COMPUTER 2000 enables customers to establish proper security controls and validate their alignment with the GDPR. Anelia was especially impressed with Netwrix Auditor’s data discovery and classification functionality, which enables clients to accurately discover and secure regulated data. She also appreciated that Netwrix together with COMPUTER 2000 developed a taxonomy specifically for Bulgarian customers.

Grow revenue and margin through cross-selling and integration opportunities. Netwrix complements the distributor’s existing offerings in two ways. First, COMPUTER 2000 can cross-sell Netwrix Auditor to customers already using other solutions, such as DLP, SIEM and Monitoring Solutions. For example, when COMPUTER 2000 sells Office 365, it can also provide auditing for that system with Netwrix Auditor. Second, Netwrix Auditor provides broad integration capabilities through a RESTful API. One of the distributor’s resellers has already used the API to develop an add-on requested by clients for auditing Samba file shares and secure additional deals. Thus, Netwrix Auditor helps COMPUTER 2000 provide comprehensive solutions to customers of virtually any industry and size and close more deals of larger amount.

Extensive marketing services. As a part of its partner enablement program, Netwrix provides distributors with collaborative marketing campaigns, unwavering support at each stage of the campaign and ready-to-use marketing assets. Anelia shared the following, “Netwrix provides excellent marketing support. For instance, leads generated by Netwrix campaigns-in-a-box are automatically sent to our partner portal account. This enables us to close more deals faster.”

KEY BENEFITS

- Met market demand for a GDPR compliance solution
- Increased revenue and margin
- Accelerated sales process

[Learn more about Netwrix Auditor](#)



Netwrix provides the best solution for GDPR compliance on the market in our region and helps us stay #1 in the compliance area. We like that Netwrix Auditor is a flexible platform that provides us numerous cross-selling opportunities and, hence, helps our business grow.

*Anelia Kostadinova, General Manager,
COMPUTER 2000*