SDC AWARDS 2022

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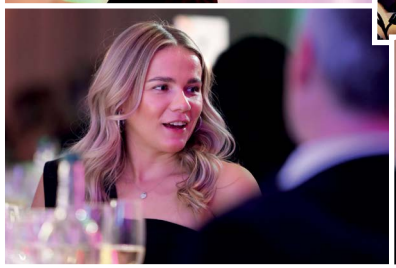
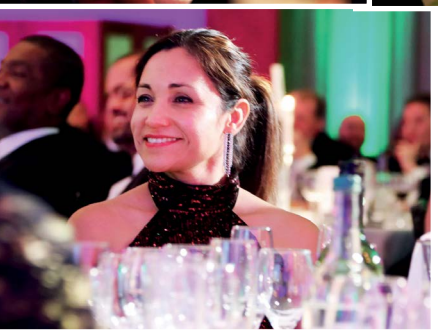


A Spotlight on the Winners

Rewarding the very best of the Storage, Digitalisation and Cloud Industry



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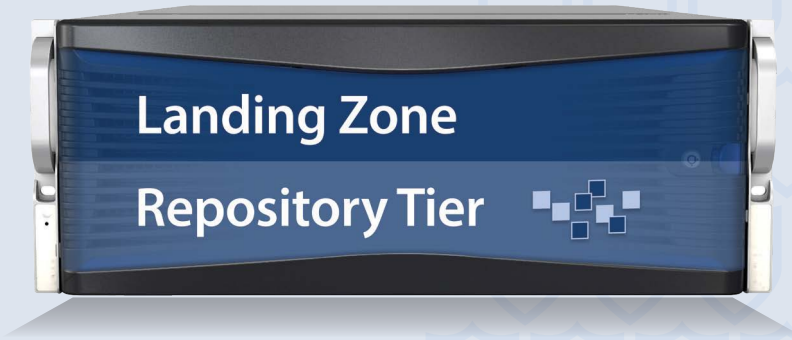

- Fastest backups
- Fastest restores
- Scalability for fixed-length backup window
- Comprehensive security with ransomware recovery
- Low cost up front and over time

SDC AWARDS
2022 WINNER

- **Storage Company** of the Year
- **Vendor Channel Program** of the Year

Thank you so much to all who voted, and congratulations to our fellow SDC Awards 2022 winners!

Visit our website to learn more about ExaGrid's award-winning Tiered Backup Storage.

LEARN MORE >

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33 reasons to be cheerful!

ENERGY PRICES going through the roof, a cost of living crisis, the aftershocks of the pandemic, gloomy economic forecasts...sometimes it's all too easy to concentrate on life's (admittedly significant) downsides, with optimism and joy parked firmly in a corner.

And then one attends an event such as the SDC Awards, and there's buzz in the room of IT industry professionals socialising, networking and generally enjoying themselves in anticipation of an evening of good food, good comedy and excellent awards.

As the evening unfolds, then buzz continues to grow, until our expert MC, Paul Trowbridge calls the room to order and the recognising of the IT industries outstanding achievements commences. Projects, product innovation, individuals and companies, not to mention the Channel, are rightly rewarded for the work that they have put in over the past year. Great customer successes are celebrated, along with technology developments, corporate initiatives and individual brilliance.

By the end of the evening, the overall feeling is one of a collective success, that so much has been achieved by the IT industry across so many areas – storage, cybersecurity, AI and automation, cloud to mention just a few.

This publication salutes our winners. I'd be surprised if there isn't at least one of them who can't help your organisation on the road to digital transformation so, please do take some time to discover what they've achieved and be inspired by their expertise. Happy reading and thank you to all our awards finalists and congratulations to all the winners.

Sukhi Bhadal, CEO, Angel Business Communications

SDC AWARDS

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BUSINESS CONTINUITY / DISASTER RECOVERY (BC/DR) PROJECT OF THE YEAR AWARD

Open to any specific data business continuity and disaster recovery project implemented in any organisation of any size in EMEA.

virtualDCS

THE AGRICULTURE and Horticulture Development Board (AHDB) has planted one of the UK's most advanced and robust IT disaster recovery systems in its Warwickshire headquarters, after appointing Leeds-based virtualDCS to design, implement and manage the solution.

The innovative system has now been named the Business Continuity / Disaster Recovery (BC/DR) Project of the Year at the prestigious 2022 Storage, Digitalisation and Cloud (SDC) Awards.

Jamie Blakeman, IT support manager at AHDB, explained: "When it came to procuring a new disaster recovery solution, we knew we wanted a robust DR plan, with a system that would offer minimal recovery point objectives (RPOs) and recovery time objectives (RTOs), as well as using some of the best technology available. Ultimately, being able to access our data quickly and easily, and under any circumstances, was a key requirement. "Potential suppliers were sought through G-Cloud, which is the UK Government framework that enables the public sector to procure IT services via the Digital Marketplace. virtualDCS was selected because the company could provide a robust DR solution, with very low RPOs, through its single CloudCover service.

"The new system was up and running in a matter of weeks. After the hardware racking was completed and software was installed, most of the installation and configuration was done remotely and the longest part was synchronising the data.
"Our old solution was a dated product as well as being difficult and complicated to use. Now we know that data, files and systems can be quickly restored."

Kerri Milburn, project delivery specialist at virtualDCS, said: "To win an award for this bespoke and innovative solution is a huge coup for everyone involved, as well as reinforcing to AHDB how robust the system is.

"The challenge of protecting data has never been greater, with it held in local sites, on public clouds and SaaS solutions. This project was novel as AHDB wanted to protect backup data and provide DR for these scenarios, but they didn't want their protection on the public cloud. In addition, it needed to be a secure and disaster proof backup and recovery system that offered native, near-time replication, as well as being easy to use, meaning in the event of an incident, they have the freedom and autonomy to immediately invoke it themselves. Our CloudCover solution allows them to protect and replicate their data from on-premise and Azure servers, as well as Microsoft 365. It offers full backups and near real-time failover of their systems, as well as protecting against ransomware and other cyber nasties.

"By bringing top-tier applications together, we can provide fast and reliable offsite protection. The solution protects both the onsite and public cloud workloads to the DR site in question, across different locations with ease, as well as providing the desired RPOs and RTOs. This gives AHDB peace of mind that they can failover to replica virtual machines on our platform with minimal user interruption."

STORAGE TRANSFORMATION PROJECT OF THE YEAR AWARD

Open to any project, carried out on behalf of any organisation of any size in EMEA, where a storage implementation has led to demonstrable business transformation.

DATA DYNAMICS
Manage Your Data®

DATA DYNAMICS enables file modernization into a data lake for data sharing with classification and search for a global customer experience technology and services company - Client: For Fortune 20 financial services institution.

StorageX 8.5 is a next-generation solution for file storage management. It helps customers with more real-time insights and automation around file access security, anomaly detection, intelligent multi-cloud, and agile metadata and access pattern analytics, which are used to drive data management actions. This allows customers to correlate file access, file ownership, and utilization, driving data management policies to reduce the surface area for ransomware attacks, making immutable copies of data, driving data tiering, creating data lakes, and location optimization. StorageX 8.5 provides intelligence-based data analytics and mobility in a hybrid cloud environment.

The release of our globally recognized StorageX software provides support for cloud-to-cloud mobility and interoperability for migrations to Azure File, Azure Blob, Google Cloud Platform, and S3 Object Storage. It simplifies the migration process by providing templates that guide best policy creation and management practices, which can be configured and managed via a robust suite of API.

A financial institution with over 6,000 offices across more than 80 countries was migrating from legacy NAS platforms to NetApp Data ONTAP. The customer's unstructured data had grown exponentially over the years with no global consistency of storage and varying legacy standards as a result of multiple acquisitions. The customer's data was also distributed over 100 locations in order to provide minimal latency for end-users.

However, with end-user compute rapidly moving from users' offices into centralized core data centers, a consolidation of the data was also needed during the migration whilst driving consistency across the global footprint. The data was hosted on legacy hardware across the globe that in some cases was over 13 years old and they wanted to move it into the NetApp Clustered Data ONTAP Storage Platform. They were also extensively using Microsoft DFS that provided an abstraction layer for their CIFS. They wanted a reliable and secured solution for automating their migration process.

Data Dynamics' StorageX solution offered a unified and centralized platform to manage CIFS and NFS migrations from legacy NAS platforms to NetApp Data ONTAP. StorageX simplified and automated the migration process including providing a means of updating the DFS links automatically. The automated, policy-based approach used by StorageX maximized user data access and minimized cutover windows, user downtime, and other disruptions related to file storage rebalancing, migrations, consolidations, and tech refreshes.

StorageX provided a single and unified console to manage the migrations supporting various sources and destinations, including cross-platform support for NetApp, Windows, and other heterogeneous resources. StorageX helped the customer with data migration by consolidating their data centers and in parallel introduced effective data governance, intelligent data insights, and data lifecycle management.

DATA SECURITY / COMPLIANCE PROJECT OF THE YEAR AWARD

Open to any specific IT security project, including compliance and GDPR implemented in any organisation of any size in EMEA.

ninjaOne

NINJAONE is the unified IT management platform behind 10,000+ IT teams worldwide. NinjaOne's easy-to-use single-pane-of-glass dashboard reduces IT complexity and modernizes IT management, so IT teams can get RMM, Endpoint Management, Patch Management, Remote Access, Ticketing, and Backup all in one unified system.

The company's mission is to simplify IT management so businesses can be more agile. NinjaOne is committed to building high-performance, scalable, secure, and easy-to-use IT management products that monitor, remediate, and enable MSPs and IT professionals to deliver business continuity and drive profitability.

The user experience of NinjaOne is designed from the ground up to lower the costs of onboarding new users and maximize automation to deliver a modern IT management experience.

NinjaOne drives innovation and MSP growth
Two of NinjaOne's awards, Intelligent Automation Project of the Year and Data Security/Compliance Project of the Year, were won in collaboration with NinjaOne customer Focus IT Managed Services. Focus IT Managed Services used NinjaOne to drive growth in their MSP, increasing the endpoints they managed by 25% and adding new customers onboarding new technicians. Since switching to NinjaOne, they've had more incoming customers than ever before.

The team at Focus implemented NinjaOne's unified IT management platform to drive growth in their MSP. With the automation offered by NinjaOne, the technical staff at Focus were able to decrease ticket volume, freeing up time to work on strategic projects. This allowed Focus to increase the number of endpoints they managed by 25% and add new customers, resulting in more incoming business than ever before.

As a security-focused MSP, Focus required a solution that could help keep their customers secure. Thanks to NinjaOne, patch compliance for Focus' managed endpoints is now at 99.5%, a significant increase compared to their previous IT management system. This not only improves the security of their customers but also allows Focus to provide a higher level of service themselves.

Industry Leading Support
NinjaOne strives to provide customers with the highest level of customer service and satisfaction, and the Excellence in Service Award is a testament to the hard work and dedication of the NinjaOne team to their customers. One of the key factors of NinjaOne's excellence in service is its commitment to providing transformational, not transactional support to its customers. This approach ensures that the company's customers are well-supported and that their needs are met.

Ready to become an IT Ninja? Start your free trail at ninjaone.com!

ninjaOne

Bring efficiency, automation, and scale to your MSP.

Learn more

DIGITAL TRANSFORMATION PROJECT OF THE YEAR AWARD

Open to any project, carried out on behalf of any organisation of any size in EMEA, where the end result has contributed to a significant digital transformation of the business – these might include a focus on topics such as remote/hybrid working; low/no code, API and microservices or data analytics.

ARISTA

VIRGIN MEDIA O2 selects Arista Networks for largest innovation of core UK telecommunications network to support next generation service delivery strategy. Supporting Virgin Media 02.

As part of an ongoing project to modernise its UK telecommunication network, Virgin Media O2 has undertaken a major project to replace its legacy core IP network with a more flexible and largely cloud driven alternative.

To meet its need for performance, reliability and support for its software defined future, Virgin Media O2 turned to Arista's Cognitive Cloud Networking technology to help deliver the resiliency, performance and open approach that would support next generation service delivery including the move to DevOps and successful delivery of 5G.

MANAGED SERVICES SUMMIT EUROPE

13 JUNE 2023

NOVOTEL AMSTERDAM CITY
AMSTERDAM NETHERLANDS

The Managed Services Summit Europe is the leading managed services event for the European IT channel. The event features conference session presentations by specialists in the sector and leading independent industry speakers from the region, as well as a range of sessions exploring technical and operational issues. The panel discussions and keynotes are supported by extensive networking time for delegates to meet with potential business partners. This C-suite event will examine the latest trends and developments in managed services and how they have influenced customer requirements and the ability to create value through managed services for your organisation and customers.

THEMES, TOPICS AND TRENDS

The Managed Services Summit will address the key trends and issues that impact the managed services sector including:

- How to build differentiation within an increasingly competitive market
- Maximise value and increase efficiencies for MSPs and their customers
- Increasing knowledge of new technologies, processes, and best practice
- Analysing trends in buyer behaviour and successful sales strategies
- Changes and trends in regulatory compliance
- Successfully adoption of Zero trust architecture (ZTA)
- Emerging advances in AI, automation and XaaS
- The state of cloud adoption, and hybrid and edge computing
- Hybrid and remote working best practice
- Addressing the growing cyber security skills gap
- Participation with local business community leadership organisations

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https://europe.managedservicessummit.com/

INTELLIGENT AUTOMATION PROJECT OF THE YEAR AWARD

Open to any IT automation project implemented within an enterprise or public environment in EMEA - the project is likely to encompass one of the following technologies: orchestration management, IoT, artificial intelligence, machine learning, and/or robotics process automation.

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ninjaOne

Bring efficiency, automation, and scale to your MSP.

Learn more

CLOUD TRANSFORMATION / MSP PROJECT OF THE YEAR AWARD

Open to any project, carried out on behalf of any organisation of any size in EMEA, where a Cloud implementation or outsourced MSP project has led to demonstrable business transformation

Schneider Electric

SCHNEIDER ELECTRIC'S remote monitoring software, EcoStruxure™ IT Expert, delivers IT resilience and uptime for Birmingham Women and Children's NHS Foundation Trust.

The Birmingham Women and Children's NHS Foundation Trust is a specialist provider of healthcare services for more than 140,000 patients. The Trust's operations are supported by an extensive IT infrastructure system, whose functions were consolidated and integrated across both of its hospital campuses. They include two on-premise edge data centres, a growing number of distributed network closets and more than 100 UPS systems that safeguard critical equipment and patient data against loss in the event of a power outage.

Continuous uptime is the top priority for the Trust's IT department to enable always-on patient-management and clinical applications. To ensure continuous operation in the event of a failure, the Trust maintains a detailed disaster recovery (DR) plan, which sees its data centres act as fail-over resources to one another. A critical element of the DR plan is the extensive network of UPS systems, deployed across a number of edge computing locations, which provide instantaneous battery backup to vital equipment in the event of a temporary power loss. It is essential that these batteries are in good working condition should they ever be called upon in the event of a sudden power interruption, and so they are to provide supervising personnel with adequate warning of any performance degradation. Traditionally, manual inspections were required to check the health and status of its backup power and IT equipment. However, given the distributed nature of their infrastructure, the Trust had begun to experience longer intervals between inspections, increasing both the risk of battery malfunctions and of downtime to its IT applications. Realising that it needed to improve the resilience of its IT and UPSs, the Trust engaged the support of Advanced Power Technology (APT), a specialist provider of energy efficient power and cooling systems and Elite Partner, Schneider Electric.

In collaboration with Advanced Power Technology (APT), Schneider Electric deployed its EcoStruxure IT™ Expert software at the Birmingham Women and Children's NHS Foundation Trust. The open, vendor-agnostic and interoperable data centre infrastructure management (DCIM) platform provided the Trust with a dedicated remote monitoring solution, offering real-time data-driven decision-making, increased resiliency and uptime for its distributed IT and critical backup power systems. Use of EcoStruxure IT Expert software replaced the Trust's manual-inspection regime for more than 100 of its uninterruptible power supplies (UPS), which were distributed throughout the hospital to safeguard critical equipment and patient data with a continuous centrally monitored cloud-based system.

This transformed the resilience and reliability of all equipment by providing timely warning of issues such as the impending end of life of any battery so that its replacement could be arranged in good time.

STORAGE HARDWARE INNOVATION OF THE YEAR AWARD

Open to any clearly identifiable IT storage hardware solution – disk, tape, SSD/Flash etc.

KINGSTON is known for many things, from memory and storage solutions like solid-state drives (SSDs) and encrypted USBs to high-performance memory. These products can be found everywhere: around people's homes, offices, even satellites and beyond. However, even with our status as a global leader in the tech industry, Kingston is made of amazing people who operate more like a family than a large corporation.

Starting in May 2022, Kingston has launched new IronKey drives that have incorporated additional security options to make drives even more user-friendly and secure:

1. Multi-Passwords: Kingston's new Vault Privacy 50 (VP50), Vault-Privacy80ES (VP80ES) now incorporate multi-password option. Customers can now enable multi-password mode. The VP50 allows for up to 3 passwords and VP80ES allows up to two. In the case of VP50, the Admin password can be used to unlock a drive if Brute Force attack protection was triggered on the other passwords and locked them, allowing small and medium businesses to locally manage their drives. Multi-passwords address Kingston's customers' #1 request for data recovery options should a password be forgotten. In addition, new regulations for forensics often require companies to account for what data was on a recovered drive or drive returned by an employee; using the Admin role and password, VP50 drives can be unlocked to reset the User password and/or access the data that is stored on the drive.

2. New Passphrase mode: Complex passwords are still there, but people are getting fatigued with remembering them. Passphrase allows for new passwords from 10-64 characters long; this means customers can use passwords that are lists of words, a sentence, a line from a poem or lyrics, etc. They are much easier to remember and hard to guess. The FBI recommended that people use passphrases

of 15 or more characters as stronger password security for encrypted drives.

3. New Eye symbol: Entering a new password can be fraught with typos. VP50 and VP80ES are the first mainstream drives to allow for users to click on the eye symbol and see their password. No more typos!

4. New Virtual Keyboard: VP50 adds a virtual keyboard to enter the password for Windows and macOS. This new feature can block keyloggers and screenloggers that try to capture the keys being entered.

When designing the IronKey VP80ES External SSD and VP50 USB drive, Kingston has been single-minded about strong data security. A keypad drive, whether using physical buttons or a touch screen like VP80ES, can be attacked by analysing fingerprint traces on the keys. VP80ES comes with a Key Randomizer feature, set by default, that scrambles the digits and rows of alphabet keys upon every login; in this case, a Mission Impossible style of attack by analysing fingerprint smudges is not feasible.

STORAGE MANAGEMENT INNOVATION OF THE YEAR AWARD

Open to any IT storage management software - delivered in either single or multi-vendor environments.

StorMagic

STORMAGIC ARQvault Video Management System (VMS) software lets retailers capture video anywhere, store it forever and find it fast. It is based on the ARQvault Active Intelligent Repository (AIR) architecture and can reduce storage costs by at least 50 percent versus other solutions.

ARQvault was purpose-built to store, manage and utilise video and other unstructured data. It is ideal for capturing, storing, using and managing video at individual stores, or can be used and managed centrally. There are many benefits of surveillance video, not only to look back, but to look forward and provide business insight. Retailers are creating video assets that provide tremendous value but also require massive amounts of expensive storage. To use and maintain these assets with evolving retention, compliance and legal requirements, retailers can rely on ARQvault VMS to manage video, scale easily when needed, and make video easy to find and use, all at a reasonable cost.

For retailers, surveillance video storage can be complicated and expensive. Large retail chains suffer from spiralling costs and complexity as solutions are deployed across many store locations. Retail SMEs may have lower store counts, but face their own difficulties with limited budgets and resources. In addition, the use of video surveillance systems is growing at a significant rate, used not only for deterrence and detection, but as a tool for insight and analysis for retail organisations. More cameras in more stores with higher quality requirements is creating an explosion of video data for retailers. ARQvault VMS lets retail security and IT managers capture video anywhere, store it forever, and find it fast. Using open systems, there is no vendor lock-in, and users, cameras, sites and storage expand easily. Existing servers and storage can be used, saving on incremental costs.

StorMagic ARQvault VMS is a powerful video surveillance solution. It solves the challenges retailers face to store, manage, find and use video as they add more cameras capturing higher-resolution video in more sites. It helps retailers by improving ease of use and performance while reducing storage costs, so they can afford to capture all the video they want, store it for as long as they want (even forever), and find and utilise it easily for business benefit.

StorMagic solves retail IT problems by offering a flexible, robust, easy-to-use, cost-effective video surveillance solution. For retailers with a few, hundreds or thousands of store locations, ARQvault VMS combines and shares distributed storage resources, can actively search, playback and view any video in real time, and uses policies to automatically move video to different storage tiers, improving performance and reducing costs.

BACKUP / ARCHIVE INNOVATION OF THE YEAR AWARD

Open to any system or solution that enhances or improves backup and archive of IT data in any organisation or company of any size.

N-ABLE™

WITH CLOUD-FIRST data protection as a service, you can improve efficiency and decrease your cost-of-service delivery while adding more value to your users. Winner of the SDC Award for Backup and Archive Innovation of the Year, Cove Data Protection™ provides streamlined, cloud-first backup, disaster recovery, and archiving for physical and virtual servers, workstations, and Microsoft 365® data, managed from a single web-based dashboard. Here are five reasons to take a closer look at Cove Data Protection for server, workstation, and Microsoft 365 data protection:

1) Local cloud storage in your region:
Backups stored only on the local network can be vulnerable to ransomware attacks as well as natural disasters and hardware failures. And trying to bolt on cloud capabilities to traditional, local-only backup products only means more cost and complexity for you. With Cove you receive fully managed cloud storage, certified data centers in region, and AES 256-bit encryption of your backups, in transit and at rest.

2) Spend less time babysitting backups:
Skilled technical staff is your most precious asset – and payroll is probably your biggest expense – so don't waste your employees' valuable time. Cove is a SaaS application, so we handle the updates for you. Just log into the web-based console and it's all there, ready for you.

3) Move 60x less data:
Cove's unique architecture was built for cloud-first data protection. Because Cove processes data changes from inside the disk image, the change rate between incremental backups is dramatically

lower than with traditional image-level backup – 60x lower.

4) Different service levels, one product:
With Cove Data Protection, you can standardize on a single product behind the scenes while offering different service levels to match your needs – including backup, disaster recovery, and archiving for virtual and physical servers, workstations, and Microsoft 365 data. From full-system recovery and standby images to fast file-level restore, Cove has recovery covered, at no additional cost.

5) Modernize your approach to data protection:
Traditional image backup software used to be just fine. Appliance dependent backup provided extra comfort in the early days of cloud adoption. But for today's cloud-first world, there's a better option. Take a closer look at what traditional backup is costing you, and you'll see the appeal of securing your data in the Cove.

DATA SECURITY / COMPLIANCE INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that delivers enhanced IT security and / or compliance in any part of any organisation's IT environment.

INFINIDAT

INFINISAFE allows enterprise storage to be part of the overall cyber security strategy and help thwart malware and ransomware. Because of InfiniSafe several storage analysts have noted Infinidat is establishing a new standard for the entire storage industry. With cyber security top-of-mind for not only CIOs and CISOs, but also CEOs and Boards of Directors, InfiniSafe® brings the storage industry to the forefront of helping thwart cyberattacks. The InfiniSafe cyber resilience technology solution is available across Infinidat's entire award-winning enterprise storage platforms: InfiniBox®, InfiniBox™ SSA II, and InfiniGuard®. InfiniSafe delivers powerful cyber resilience capabilities to help thwart and recover from cyberattacks. InfiniSafe enables the creation of cyber-resilient environments in four essential areas:

- Immutable snapshots
- Logical air-gapping
- Fenced forensic environment
- Near-instantaneous recovery

InfiniSafe encompasses a detailed solution to help companies expand cyber resilience throughout their entire primary storage and secondary storage infrastructure. Our InfiniSafe Cyber Storage Guarantees on our InfiniBox and InfiniBox SSA II platforms guarantees that an immutable snapshot can be recovered in one minute or less. All this included in our platforms at NO additional charge. InfiniSafe is very, very unique in the enterprise storage industry. It is the first comprehensive cyber resilience common technology across both primary and secondary storage, making it easier for partners to support, sell, and service. Allows storage to be part of the comprehensive corporate cyber security strategy, expanding partner margin and revenue opportunity. It is the most comprehensive feature set for cyber resilience in the storage industry with the full features of Immutable snapshots, Logical air-gapping, Fenced forensic environment, and Near-instantaneous recovery. InfiniSafe includes the ONLY primary storage guarantees on cyber storage resilience in the market (guaranteed immutable

snapshots with 1 minute or less recovery times), giving customers the solid backing and partners a strong sales tool to use.

Key differentiators for InfiniSafe are:
A. High-end only enterprise cyber resilience solutions.
B. Comprehensive licensing model – no piecemeal charging for our cyber resilience InfiniSafe as it is included NO CHARGE, making us very easy to transact with.
C. Most comprehensive cyber resilience solution on the market that spans an entire portfolio.
D. Multiple recurring revenue models with cloud-like consumption that now have full cyber resilience with InfiniSafe.
E. Much lower cost solution for cyber resilience, as InfiniSafe is not an additional charge but competitors usually charge extra for cyber resilience.
F. Technical advisors assigned to all accounts for free that understand cyber resilience and the importance of storage for a full cyber strategy.

Cyber Security was the #1 CEO (yes, CEO) concern in the May 2021 Fortune 500 survey, IDC did a BOD study in Feb 2022 and cyber security was the #1 concern, and in the March KPMG survey the same. InfiniSafe allows enterprise storage to be part of the overall cyber security strategy and help thwart malware and ransomware. Because of InfiniSafe several storage analysts have noted Infinidat is establishing a new standard for the storage industry.

BUSINESS CONTINUITY / DISASTER RECOVERY (BC / DR) INNOVATION OF THE YEAR AWARD

Open to any BC/DR software - delivered in either single or multi-vendor environments.

HORNETSECURITY

HORNETSECURITY is a leading global email cloud security, backup, and awareness training provider, which secures companies of all sizes across the world. Its award-winning product portfolio covers all key areas of email security, including spam and virus filtering, protection against phishing and ransomware, legally compliant archiving, and encryption — as well as email, endpoint and virtual machine backup, replication, and recovery.

Its fully automated Security Awareness Training features realistic spear phishing simulations and AI-powered e-training to build sustainable security cultures. Hornetsecurity's flagship product, 365 Total Protection, is the most extensive next-gen cloud security solution for Microsoft 365 on the market.

With more than 400 employees in 12 regional offices, Hornetsecurity is headquartered in Hanover, Germany and operates through its international network of 8,000 channel partners and MSPs, and its 11 redundant, secured data centers. Its premium services are used by 50,000 customers including Swisscom, Telefónica, KONICA MINOLTA, LVM Versicherung and CLAAS.

365 Total Protection is the only solution on the market to cover all aspects of security, compliance, and backup for Microsoft 365.

Clients can choose from various services to suit their business needs, and enjoy state-of-the-art email security that protects against spam, viruses, phishing, and ransomware, and offers email signatures and disclaimers. Businesses can also

benefit from Advanced Threat Protection (ATP) by defending their employees against the most sophisticated email attacks, as well as by providing automated email continuity to prevent unexpected downtime, and legally compliant email archiving to keep all emails safe and searchable.

Additionally, clients can opt for backup and recovery for endpoints and Microsoft 365 data in mailboxes, Teams, OneDrive, and SharePoint. 365 Total Protection's tailored integration with Microsoft 365 simplifies the entire experience: from signup, to setup, to feature and user management. Its central console is a perfect blend of data privacy and ease of use, enabling customers to do more and worry less.

HYPER-CONVERGENCE INNOVATION OF THE YEAR AWARD

Open to any single or multi-vendor solution that delivers an architecture that tightly integrates compute, storage, networking and virtualisation resources for the end-user.

SCALE COMPUTING SC//Platform Edge reduces IT management costs by 70% or more when running applications outside of a centralized data center or in the cloud. Our unified infrastructure platform combines computing, storage, virtualization and disaster recovery in a single, easy-to-use solution that can be deployed virtually anywhere. Autonomous, self-healing software creates a highly-reliable, non-stop computing environment to keep applications online and available, even at distributed locations, close to where data is created and utilized by users and IoT technologies. Centralized management and monitoring with cloud-like orchestration simplifies implementation and administration for large-scale deployments.

SC//Platform Edge is an all-in-one software platform for running edge applications. It replaces complex, costly and difficult to manage solutions with a single, easy-to-use platform that can be deployed almost anywhere. The fully-integrated compute, storage, virtualization and disaster recovery environment simultaneously runs legacy and modern applications on the same infrastructure. The lightweight software stack can be packaged on virtually any hardware specification, from the extremely small Intel NUC up to any size rackmount server. The unique architecture of the operating platform uses a fraction of the resources of alternative solutions. Therefore, SC//Platform Edge delivers far more computing power while running on significantly smaller, lower-priced hardware. Designed for locations with no IT staff on-site, autonomous, self-healing capabilities maximize the uptime and performance of applications. Applications on SC//Platform run independently so they can survive a disruption in service from the centralized cloud or data center. Advanced failure detection and mitigation technology constantly monitors for potential problems and takes corrective action automatically. As a result, applications remain online and no data is lost, even when a failure occurs. The centralized management portal makes managing and monitoring a growing fleet of edge computing systems easier than ever. The

familiar, cloud-like experience automates error-free provisioning and configuration of new infrastructure without the need for skilled IT staff on-site. Firmware and software updates are applied as system-managed live upgrades and hardware exchanges are automatically incorporated directly into the existing environment with no application downtime. From initial deployment and routine system maintenance to capacity expansion and hardware replacement, administrative tasks are easily automated and remotely executed. Demand on IT departments actually decreases even as more edge computing locations are added.

https://youtu.be/BjsmsROfu9I

AI / MACHINE LEARNING INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's primary design is to provide AI/machine learning for the end user. It's likely that the innovation will focus on one or more of the following: machine/deep learning (ML/DL), Internet of Things (IoT), robotic process automation (RPA), edge.

BRIDGEWORKS

WAN ACCELERATION technologies are unique. They accelerate data transfers that eliminate data management challenges are known as 'WAN acceleration'. Bridgeworks patented artificial intelligence (AI) and machine learning (ML) technologies accelerate organisation's existing technologies and dramatically accelerate their Wide Area Networks (WANs). AI underpins the patented technology to provide process intelligence, mitigating latency and mitigate packet loss. Our solutions, such as PORTrockIT, dramatically improve data throughput up to 98% of bandwidth – regardless of distance.

Organisations such as the National Institutes of Health (NIH), which is part of U.S. Department of Health and Human Services in the U.S, a major IT security firm, and an F1 team, can therefore gain significant WAN performance without touching any of your data, maintaining security protocols, governance, and compliance.

National Institutes of Health - customer example
The NIH was originally a PORTrockIT 400 customer. However, it found an additional need to add two of Bridgeworks' new high end PORTrockIT 800's last year. They are moving four protocols over the WAN at 'breakneck speed'.

A spokesperson from BKJ Works - New York comments: "This is a non-engineering group, but they have had no problem in installing the devices (each in under 1 hour!). Don't be surprised if they come up with future needs on an even grander scale in the future. I cannot thank Bridgeworks enough for their continued support, fast turn around and meeting all and any of our requests with a willingness to say, 'Yes we can'. This relationship will only deepen going forward."

WAN Data Acceleration powers the National Institutes of Health's global data transfer requirements at the U.S Department of Health and Human Services. It is also the world's largest biomedical research

agency. One Bridgeworks' healthcare customer, US-based CVS Caremark, connected two virtual tape libraries over 2,860 miles at full WAN bandwidth. This achieved a performance gain of 95 times the unaccelerated performance.

The National Institutes of Health (NIH) has gone from never being able to achieve fast datacentre replication over a distance between sites of 2,000 miles, to be able to attain it. The difference between doing it between two machines in the same datacentre and in two machines across two datacentres was 6 MB/s on NetApp Snap Mirror replication. So, they now lose only this amount of time.

The NIH wasn't able to address this issue for a couple of years. NetApp and Aspera couldn't achieve this. Bridgeworks was brought in to conduct a quick POC that took a couple of days to set it up, and then that was it. The savings come from not having anything previously to protect their data. Bridgeworks has also helped NIH to resolve network infrastructure issues. Although successful, the results aren't yet in the public domain. Yet it is a substantial multi-million U.S. dollar contract.

ORCHESTRATION / AUTOMATION INNOVATION OF THE YEAR AWARD

Open to any product or service that delivers IT orchestration and/or automation to the enterprise or public organisation.

HCL

DRYiCE Lucy – HCL's AI enabled cognitive virtual assistant - acts as a unified one stop shop for all user queries (IT, Travel, HR, procurement, finance, and all others) providing a single source of truth.

It mimics human interactions, learns, and adapts to user needs through smart conversations by leveraging enterprise-grade Natural Language Processing (NLP) and Machine Learning (ML). Lucy is integrated with all enterprise applications in the environment be it ticketing system, RPA solution etc. and with Active Directory through rest APIs.

It is also available in both voice and chatbot format, across mediums (Alexa, Cortana, Siri, Cisco WebEx, as a widget etc.) and in any language. As Lucy understands users' profiles, personas, job roles etc., it provides tailored and dynamic responses, thus becoming a single point of contacts for end users.

An important note here is that any standard self-service bot (A 'Tell Bot') is trained on Frequently Asked Questions and provides Standard Operating Procedure.

The onus remains on users to understand and follow the steps to complete a task. On the other hand, Lucy's integration with various applications and its natural language processing abilities provides it sense and act abilities (A 'Do Bot').

A case in point of Lucy's intelligence capabilities is 'Leave management system'. Lucy assists users by conversing with them and asking details about how many leaves they want to apply for, which type of leaves and start date of leave. It then takes users permission and triggers leave application on behalf of users.

Taking another example when Lucy encounters users' queries like why their computer is slow. Lucy is integrated with HCL's end user experience monitoring solution WorkBlaze. It interacts with WorkBlaze, analyses user computer performance data and checks user experience score, diagnoses the problem and provides recommended actions.

Once user confirms, Lucy performs these actions to resolve issues. Lucy has been trained for over 5 years on 500+ IT and non-IT use cases, so it works as an out of the box solution which can be implemented very quickly.

Lucy has a 'Configuration module' where admins can configure Lucy for various aspects, a 'Cognitive module' to understand and interpret the context of conversation happening in natural language, a 'Channel integrator' to integrate Lucy with any communication channel like voice assistants, social media channels and email, an 'NLP engine' and a 'Rule engine'.

Lucy's reporting module provides advanced analytics driven insights and recommendations to quickly identify and address customer paid points.

DATA MANAGEMENT INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's primary design is to provide a data management and / or analytics solution

DATA DYNAMICS
Manage Your Data®

DATA DYNAMICS' unified unstructured data management platform enables end-to-end data management capabilities.

Data Dynamics has taken a unique approach via its Unified Unstructured Data Management Platform that combines its award-winning products StorageX, Insight AnalytiX, and ControlX to provide a one-stop solution for risk mitigation, enhanced data security, secure sharing of sensitive data, and storage optimization. The platform enterprises unlock the power of end-to-end data management with the following capabilities:

Mobility:
Provides for intelligence-driven, automated data migrations to meet the needs and scale of global enterprises.

Identify workloads and migrate data based on characteristics such as the least-touched files, files owned by specific users or groups, or hundreds of other actionable insights.

Move files seamlessly from NAS to NAS or server to server for a technology refresh.

Enable predictable results with cutover estimation and full audit reporting.

The Management Portal dashboard shows graphical reports of unstructured file analysis such as age, activity, and file type to empower enterprise optimization through workload tiering and archiving redundant, obsolete, and trivial data.

Selectively migrate data bi-directionally for agility and protection across on premise, private cloud, and the edge. Mobility functionality is built for scalable performance and data connectivity to address disaster recover from the cloud, backup to the cloud, and hybrid cloud deployment.

Customers typically reduce their overall storage costs by 50%, faster time to value by 66% and improve storage management productivity by 10X.

Security & Analytics:
With Insight Analytix integration, the ability to analyze unstructured file content to find any personally identifiable information (PII)/sensitive data and remediate or otherwise act on that information to reduce risk exposure using a combination of AI and ML. The platform addresses a major void existing in the market, enabling user to assess the risk associated with personal and sensitive data as well as automating remediation triggers in a one-stop-shop -- user can move, monitor, or lock down their at-risk data all from the same platform.

The remediation analyst may alternatively choose to move the reported sensitive files to more secure and accessible locations. Sensitive files may be moved from one file-share to another file-share & a file-share to an object-store location which includes NFS and SMB based storage technologies. Object storage includes any S3 compliant object store and support for Azure-Blob. The latest upgrade includes flexible and scalable data discovery, deep analytics, and reduced data vulnerability to help organizations ensure maximum accuracy in PII/sensitive data discovery and an upgraded remediation functionality.

Compliance:
Utilizes both Insight AnalytiX and ControlX, as a part of the Unified Unstructured Data Management Platform, to provide intelligent identification of data sets that contain files with content fields that are associated with regulatory requirements.
It provides truly actionable reporting for the enterprise. This allows data custodians to make decisions about what data to store, how to store it, and what level of access and use is appropriate with the individual's consent.

OPEN SOURCE / DEVOPS INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's primary design is to provide either an Open Source and/or DevOps solution for the end user.

MSys Technologies
Expanding Horizons

MSys Technologies (SDC Winner – DevOps and Hyper-convergence Innovation of the Year) is a reliable partner for Product Engineering Services and Digital Transformation projects for its Enterprises and Silicon Valley clientele.

We design, develop, and manage modern distributed systems and complex ecosystem integrations with expertise in open-source, proprietary, cloud-native, and containerized technology.

Industry Awards and Accolades
Industry recognitions reflect our customer-first mindset and unparalleled digital modernization services with best possible CX and UX, crucial in winning these awards. In 2022, key wins were:

- SDC Awards
- Open Source/DevOps Innovation of the Year
- Hyper-convergence Innovation of the Year – Runner Up
- 2022 Georgia Titan 100 (Sanjay Sehgal)

Highlighted Customer Success Story
MSys AIOps platform helps customers reduce storage operational expenses by ~80% with zero downtime and address infrastructure issues at a 70% faster resolution rate. The industry's leading AI infrastructure harnesses the power of predictive analytics, feeds it to Machine Learning, and transforms IT operations like never before.

DevOps Center of Excellence (CoE)
MSys DevOps services provide flexible, scalable, secured, and governed CI/CD for rapid, reusable, and predictable releases. We orchestrate complex software releases, DevOps pipelines, and deployments of applications and environments with CI/CD/CP/CT (Continuous Integration, Deployment, Packaging, and Testing), Microservices, Infrastructure as a Code (IaaC), DevSecOps and Serverless Computing. With us, you measure DevOps implementation success through real-time analytics, multiple dashboards, and configurable reports for Continuous Assessment.

Digital Transformation (DT) and FinTech Center of Excellence
MSys DT and FinTech CoE provide a comprehensive suite of services, from strategy development and execution to technology integration.

This allows customers to understand and apply technologies like AI, ML, Blockchain, Contactless Payments, and Open Banking in their businesses, allowing them to make well-informed decisions on their digital transformation strategies.

Enriching the CxO Community through 'Georgia Titan 100' and 'Forbes Council Member', Sanjay Sehgal, Founder, Chairman and CEO, MSys Technologies, is recognized as the 2023 Georgia Titan 100 for the second time in a row. Through this platform, Sanjay shares the best leadership practices to help the East Coast CEO community flourish further. As a Forbes Business Leader, Sanjay shares his valuable insights and acquired knowledge with the leadership community to propel their businesses to success.

Shaping Up Youth Leadership Through Heartfulness
Sanjay spearheads the caus e of Heartfulness ensuring its benefits reach millions of hearts in 160 countries. Sanjay is fostering an environment for Next Generation Leaders to further their purpose of spreading knowledge and creating a more mindful and aware society.

ESG Initiatives
We believe in taking a holistic view across all three pillars of sustainability – economic, environmental, and social. We endeavor to reduce our carbon footprint, and we have set goals to reduce our overall energy consumption across all our offices by 10%-15% in 2023 through smart energy and IoT-enabled solutions. We have also set a goal to enhance gender diversity by at least 10% in 2023.

CLOUD PLATFORM INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's design is to provide a cloud-based platform via a service offering in the public or private domain.

serverfarm

SERVERFARM is thrilled to be recognized for our InCommand Services by being named Cloud Platform of the Year by the SDC Awards. InCommand is a complete Data Center Management as a Service (DMaaS) solution. This product is delivered through the cloud to manage all physical aspects of every type of data center including those owned and operated by enterprises, commercial colocation, and cloud environments. Whichever hybrid IT strategy is pursued, and wherever an enterprise locates its entire IT infrastructure estate (be it on premise, in third party data centers or on cloud platforms), InCommand can remotely monitor the data center operations to provide real time data on what is happening inside data halls down to the component level. This enables customer teams to create flexible, efficient, and agile environments.

Customers save millions of dollars in data center operating costs through energy savings from greater efficiency. This combined with increased utilization of existing physical infrastructure in terms of improved use of physical space, high efficiency power and cooling infrastructure operation. More power is available in the right place at the right time, it cuts losses, and drives day to day operational and long-term sustainability planning.

InCommand extends the life of existing data centers by several years. InCommand deployments have been credited with $30m in CapEx savings where an enterprise was able to put off planned new data center construction projects.

Our platform has major differentiators from others in the market including:

- InCommand DMaaS data uniquely enables oversight and management spanning FM operations, FM DCIM, change control and management, CMMS, and IT DCIM. It does this remotely using a combination of an evolving cloud platform, a NOC staffed 24/7 by Serverfarm experts, and using proven management processes and automated monitoring. It is unique in its depth and range of asset management and reporting.

Most DCIM solutions are based on premise, requiring customers to run the software, maintain and ensure data accuracy – this is often true even for cloud hosted DCIM and other DMaaS offerings. InCommand removes the pain of data management from the customer by providing accurate up to the minute updates on infrastructure behavior and performance. This reduces the number of maintenance interventions, uses predictive analytics to prevent outages and provides insight to planned changes to optimize efficiency and utilization of assets.

- For FM DCIM, InCommand provides MEP monitoring, environmental sensor monitoring and power/space/ cooling monitoring.
- InCommand CMMS provides MEP asset lists, MEP maintenance schedules, MEP servicing vendors and MEP maintenance ticketing.
- It handles IT moves/adds/changes ticket tracking and approvals at all levels.
- Data presented in real time backed by analytic algorithms that efficiently manage data center assets without direct physical interaction.

CLOUD STORAGE INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's design is to enable or enhance specific cloud-based data storage via a service offering.

SEAGATE

SEAGATE TECHNOLOGY crafts the datasphere by innovating world-class, precision-engineered data storage and management solutions with a focus on sustainable partnerships. A global technology leader for more than 40 years, the company has shipped over three billion terabytes of data capacity.

Seagate® Lyve™ Cloud – the award-winning storage as a service is now available in the UK to help address the rising costs of data management. Seagate's S3-compatible cloud storage offers customers a simple, trusted, and cost-efficient way to unlock the value of their massive unstructured datasets, helping to drive innovation.

Seagate Lyve Cloud is built to enable multicloud freedom, allowing the customers to retain full control of their data while lowering the cloud TCO for storing, accessing and moving massive data sets. It is vendor-agnostic, providing frictionless cloud capabilities with simplicity, flexibility and cost predictability. Reducing storage infrastructure cost and complexity Seagate Lyve Cloud helps organizations make full use of their data.

By leveraging Lyve Cloud in scenarios such as data analytics, data repository for content collaboration, and backup/disaster recovery, organizations can break data silos, get insights from their data and reduce dramatically their total cost of ownership.

Enable true multicloud freedom with Seagate Lyve Cloud — a simple, trusted, and efficient object storage solution for mass data. Predictable capacity-based pricing with no hidden fees for egress or API calls reduces total cost of ownership (TCO) so you'll never be surprised by your cloud bill. Put your data to work with verifiable trust and ease of use at scale from the global leader in data management.

- Transfer data seamlessly across public and private cloud environments without extra charges for egress or API calls.
- Lower your cloud storage bill by as much as 70% with industry leading TCO.
- Access data anytime without costly delays thanks to best-in-class availability and durability.

Lyve Cloud adheres to the most stringent, globally recognised data security standards and is ISO 27001:2013 and SOC2® certified. Safeguard your data with ransomware protection, enterprise-grade identity management support, automatic data replication, and data encryption at rest and in flight.

For more information on how to solve your cloud infrastructure challenges with Seagate Lyve Cloud and to know more about the recent use cases, please visit: **https://www.seagate.com/services/cloud/storage/**

Learn more about Seagate by visiting **www.seagate.com** or following us on Twitter, Facebook, LinkedIn, YouTube, and subscribing to our blog.

SEAGATE

The best of two worlds enables multicloud freedom.

Complement your Storage Solution with Lyve Cloud and Seagate Systems.

- **Multicloud Freedom**
- **Predictable TCO**
- **Always-On Availability**
- **World-Class Security**
- **Ransomware Protection**

Enable multicloud freedom with Seagate® Lyve™ Cloud—object storage as a service with predictable costs and no hidden fees for better cloud TCO. Lyve Cloud offers you best-in-class security and availability with no egress fees, no API fees, and no lock-ins. This is the answer to storing more data without worrying about TCO, security, and data mobility.

Enhance the benefits of your Seagate brand of on-premises storage systems, protect against unforeseen disasters, and decrease operational burdens by storing data directly to an S3-compatible cloud solution.

SIMPLE TRUSTED LYVE™ Cloud EFFICIENT

More information: www.seagate.com

CLOUD SECURITY INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that's design is to enable or enhance cloud-based security via a service offering.

opentext™
Security Solutions

AS ATTACK SURFACES expand, OpenText Security Solutions help organisations of every size achieve cyber resilience with Webroot Security, Carbonite Data Management, BrightCloud® Threat Intelligence, and EnCase Digital Forensics and Threat Response. With a united front of best practices paired with layered solutions, we prevent, detect, and restore small, mid-sized and enterprise business operations in the event of a cybersecurity attack. Our comprehensive, award-winning security and data management solutions (Webroot and Carbonite) deliver end-to-end cyber resilience that keeps organisations' data secure and protected. We stop lateral movement if systems or data have been compromised so businesses can quickly recover from cyberattacks and accidental data loss.
We provide:

- The most comprehensive solution for cyber resilience with products that span email, endpoint, and DNS protection
- Managed detection and response (MDR)
- Endpoint, server, and cloud backup
- Disaster recovery
- Information archiving
- Security awareness training and more

OpenText's integrated security and data management product portfolio is unmatched in SMB and mid-market enterprises and protects over 85 million devices across home users, businesses, and technology partners. Over 23,000 MSPs and VARs worldwide use and sell our cyber resilience solutions. Introducing BrightCloud® Cloud Service Intelligence BrightCloud® Cloud Service Intelligence is our proprietary sixth-generation machine learning-based threat intelligence platform, which powers our portfolio of solutions and is leveraged by over 140 leading security vendors worldwide. It has the broadest threat coverage model, fewest uncategorised objects, and the most historical records enabling it to provide real-time, contextual insights to prevent zero-day threats which others cannot replicate. It enables Cloud Access Security Brokers (CASB) and other security and technology

vendors to enforce data-centric security policies and prevent unwanted interactions with cloud services and associated applications. Through a suite of three components – Cloud Application Classification, Cloud Application Function, and Cloud Application Reputation – partners can use BrightCloud® Cloud Service Intelligence to identify, classify, and block/allow access based on the application's classification, functions, and reputation score.

By leveraging a reputation score, organisations can choose the level of application reputation risk appropriate for their needs. Additionally, the score incorporates the BrightCloud® Domain Safety Score. This patent-pending technology assesses the cybersecurity risk to users and networks from visiting a specific domain, whether encrypted through HTTPS or not. With BrightCloud® Threat Intelligence Services, customers can overcome the pace of malware creation and render the next generation of web-based threats obsolete; identify and protect their customers from malicious actors in real time; and secure an expanding corporate network perimeter with web, file, and mobile security solutions. It is integrated with existing security solutions through the Webroot® software development kit (SDK) and an easy-to-use REST API. Depending on the service, it may be combined in three modes (hosted, local database, or hybrid), allowing them to select the integration and deployment type best suited to their needs.

SOFTWARE-AS-A-SERVICE INNOVATION OF THE YEAR AWARD

Open to any product/technology solution that is not covered by any other Cloud Innovation category, and which is delivered via a Cloud/service offering.

IQUILA
SOFTWARE DEFINED NETWORKS

WE'VE created a connection across any internet carrier including 4G/5G and satellite that's as simple, secure and robust as directly connected devices in the same room.

iQuila is the first - and only - network protocol that can do this. Our proprietary protocol removes the bottlenecks of every old and new networking alternative.

With iQuila, maintaining a unified, reliable, and secure network is no longer a challenge, even where multiple site locations and a remote/mobile work force has to be need to be factored-in. Using the iQuila Virtual Extended Network (or VEN), you can bridge any device securely to the same network, from any location, by using our always-on agent.

iQuila VEN carries Layer 2 traffic over Layer 3, while protecting not only the connection, but the device too – with military grade encryption. What this means is that you can securely and effortlessly carry local network (LAN) traffic, over any internet connection (WAN) – keeping all devices, regardless of where they are located, on the same network.

INFRASTRUCTURE-AS-A-SERVICE INNOVATION OF THE YEAR AWARD

Open to any product/technology/service or solution that would identifiable within the IaaS classification, delivering a fully outsourced infrastructure service to end-use organisations.

brillio

BRILLIO implemented end-to-end Infrastructure Management on Azure achieving ~53% higher First Level Resolution (FLR) leading to faster resolution & cost savings.

About the client:
Client is one of the world's leading industrial thread manufacturers serving the Apparel and Footwear industries.

Objective:
To improve availability of IT infrastructure and operations on cloud with the help of round the clock support services and transformational initiatives which would lead to no/ minimal business disruption.

Challenges:
- Frequent Outages: The client's IT infrastructure was facing frequent outages which was resulting in loss of business and degraded customer experience. Azure infrastructure was not being monitored.
- Siloed Operations: Lack of synchronization amongst multiple IT teams leading to fragmented and inconsistent user experience.
- High Manual Effort: Significant manual effort spent on non-value adding activities. Lack of automation leading to high manual effort spent on simple activities such as catch and dispatch of tickets.
- Need for multi-lingual support: Given the global presence of the client, there was a need for support in English, Mandarin, Portuguese, and Spanish.
- High number of issues for End user computing: Legacy ways of managing EUC devices leading to surge in number of issues with EUC devices.

Solution:
Our proposed integrated and unified model of operations considering people, process & technology was appreciated by the client as it ensured that teams are not operating in siloes thereby improving efficiency. Brillio provided solution for continuous improvement and innovation rather than just keeping the lights on. With the help of our deep understanding of the landscape and detailed historical ticket analysis, we could recommend pointed technology transformation themes leveraging brillioone.ai and their expected impact. Brillio had already helped the client execute world's first SAP to Azure migration. Once migrated to Azure, Brillio was tasked with setting up an effective & efficient support model on Azure.

Brillio implemented an integrated operating model with cross-skilled technology teams to monitor & manage Client's IT infrastructure and support the users while ensuring zero business disruption during the transition to Brillio. We also undertook technology transformation initiatives to modernize client's IT infrastructure and improve availability and resiliency.

Brillio, also with the implementation of brillioone.ai FinOps module for cloud cost optimisation was able to bring down the total Cost of Ownership (TCO) for the client. We provided the client with Multilingual ServiceDesk and EUC support to cater to user requests with 24X7 coverage. As a managed service provider, we Integrated the operations L1/L2/L3 support) by leveraging monitoring & management of infrastructure across:
- Azure platform
- OS
- Storage & backup
- Network
- SAP

We were also successful in automating repetitive and mundane tasks across end user computing, patch management, identity and access management and self-service through brillioone.ai script center leading to improved efficiency. We configured event correlation rules with the help of Solar winds Log and event manager leading to reduction in duplicate alerts and resulting in faster MTTR.

MANAGED SERVICES SUMMIT LONDON

13 SEPTEMBER 2023

155 BISHOPSGATE
LONDON, UK

The 13th Managed Services Summit London is the premier managed services event for the UK IT channel. 2023 will feature presentations by leading independent industry speakers, a range of sessions exploring technical, sales and business issues by specialists in the sector, and extensive networking time to meet with potential business partners. This is an executive-level event, exploring the latest trends and developments, evolving customer requirements and how to create value through managed services – both for your own organisation and your customers.

THEMES, TOPICS AND TRENDS

The Managed Services Summit will address the key trends and issues that impact the managed services sector including:

- How to build differentiation within an increasingly competitive market
- Maximise value and increase efficiencies for MSPs and their customers
- Increasing knowledge of new technologies, processes, and best practice
- Analysing trends in buyer behaviour and successful sales strategies
- Changes and trends in regulatory compliance
- Successfully adoption of Zero trust architecture (ZTA)
- Emerging advances in AI, automation and XaaS
- The state of cloud adoption, and hybrid and edge computing
- Hybrid and remote working best practice
- Addressing the growing cyber security skills gap
- Participation with local business community leadership organisations

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https://managedservicessummit.com/

VENDOR CHANNEL PROGRAM OF THE YEAR AWARD

Open to any IT vendor's channel program in the storage, cloud and/or digitalization technologies market introduced in the EMEA market in 2021/22 that has made a significant difference to the vendor's and their channel partners business in terms of revenue increases, improved customer satisfaction or market awareness.

EXAGRID continues to gain recognition for its Tiered Backup Storage, winning six industry awards in 2022, including two at the SDC Awards ceremony in November 2022. ExaGrid won "Storage Company of the Year" and "Vendor Channel Program of the Year," making it the third year in a row for each.

"These two awards simply say it all. We apply 100% of our focus on serving our channel partners with our Tiered Backup Storage offering," said Bill Andrews, President and CEO of ExaGrid."Congratulations to all the 2022 winners! We are certainly in good company. Since these awards are voted on by the public, it means a great deal to us. We will continue to push the limits with our Tiered Backup Storage solution and expert-level support."

ExaGrid provides Tiered Backup Storage with a unique disk-cache Landing Zone that enables fastest backups and restores, a Repository Tier that offers the lowest cost for long-term retention and enables ransomware recovery, and scale-out architecture for a fixed-length backup window as data grows, and scalability with full appliances up to 2.7PB full backup in a single scale-out system. ExaGrid is the only solution with a non-network facing tier with delayed deletes and immutable data objects for the industry's best ransomware recovery solution.

ExaGrid is solely focused on backup storage, and is constantly driving improvements in all of these key areas: ingest performance for the fastest backups and shortest backup window; fastest restores to keep up user productivity; scalability to ensure a fixed-length backup window as data grows, as well as no forklift upgrades and no planned product obsolescence; low cost up front and over time; and a strong security story including the ability to recover after a security attack, such as ransomware.

ExaGrid has more than 3,750 active upper mid-market to large enterprise customers that use ExaGrid Tiered Backup Storage to protect their data. ExaGrid's growth is accelerating, and the company is hiring in all aspects of the business worldwide.

ExaGrid recently announced its highlights for 2022, which included a year with record quarters of revenue growth and with the company remaining Cash, EBITDA, and P&L positive for the past nine quarters in a row.

EXAGRID®

The future is here.
Tiered Backup Storage

- Fastest backups
- Fastest restores
- Scalability for fixed-length backup window
- Comprehensive security with ransomware recovery
- Low cost up front and over time

SDC AWARDS
2022 WINNER

- **Storage Company** of the Year
- **Vendor Channel Program** of the Year

Thank you so much to all who voted, and congratulations to our fellow SDC Awards 2022 winners!

Visit our website to learn more about ExaGrid's award-winning Tiered Backup Storage.

LEARN MORE >

IT MSP / IT SYSTEMS VAR OF THE YEAR AWARD

Open to any Managed Services Provider or Value-Added Reseller delivering end-user services in the storage, cloud and/or digitalization technologies market in the EMEA region.

HCL

THE CLIENT is a global multinational mining company headquartered in London. It is among world's largest producer of platinum, as well as being a major producer of diamonds, copper, nickel, iron ore and metallurgical and thermal coal.

The engagement:
HCL is providing customer end-to-end Infrastructure, End User Computing (EUC), and Cloud services. The strategic partnership between the two companies has been performing, constantly evolving and is ahead of the industry in maturity (more mature than peers in the mining and heavy manufacturing industry). HCL and the customer have made significant progress towards the Digital Workplace of the Future. Key snapshot below:

- HCL scope covers EUC support, EUX remodeling strategy and target operating model.
- Standard operational metrics are matured and reported through self service and manual dashboards.
- Digital literacy is maturing for office workers
- User personas have been defined and service personalization has been implemented for end user services based on user roles and access privileges
- ITSM processes and service catalogue are standardized and matured
- Global standardized platforms have been deployed for UC, Collaboration, Self-service, and automation of ITSM
- Workstream collaboration, unified communication and knowledge management capabilities and technologies are enabled through global platforms such as cloud office suite
- HCL is leading continuous service improvement through technology automation and introduction of best practices from its global experience

Key Technology Priorities:

- Establishing regional service desk with English as operating language for providing support to UK & Ireland and rest of Europe
- Scope of service operations to cover client's permanent employees, contractors, vendors, and Remote users/ mobile users
- Channels of communication to be Web, Phone, Chat, and E-mail
- Service deck to operate 8x5 local business hours London and UK and stand by support for off business hours

A three-tiered service desk to facilitate best end-user satisfaction and better resolution

- Service Desk operation
- GAM (Global Account Management)
- Remote Desktop Operations

Tools investment

- ITSM and Chat tools
- Self-service Password re-set tools
- All other infrastructure tools like access to Active Directory, SCCM, Office 365 etc. to enable support
- For reporting – MyXnalytics and ITSM reporting functions
- Telecom infrastructure – IP phones, DID procurements, Headsets, Laptops, Network, IVR, ACD

Communication methodology

- Communication to business on any changes in the service desk operations
- Communication to business on any changes in the service desk communication channels

Knowledge transfer

- Transition of knowledge from the India to UK desk
- Sign off on the updated run book as per new scope

MSP / VAR CLOUD INNOVATION OF THE YEAR AWARD

Open to any innovative Managed Service(s) or VAR solution designed around cloud technologies available in the EMEA region.

CSL

CSL have over 2 million connections supporting mission critical IoT applications across Europe. Our expert team are constantly innovating to provide the most resilient and cyber-secure connectivity solutions on the market.

The sectors we work in and applications we connect are at the highest end of critical communications. The IoT team includes Solutions Architects responsible for driving growth in a broader IoT market through managed solutions like CSL Router Pro & Broadband. This solution is supported by an unrivalled customer support team with an NPS score of 87.5%.

Today, the connectivity market is flooded with self-managed solutions, often utilising portals. However, in many use cases, such as retail where they have shops full of customers, it's not viable for companies to self-manage connectivity. CSL Router Pro is unique because its connection is proactively managed and monitored to ensure it provides an always-on service.

CSL's fully encrypted broadband service comes with an integrated and secure 4G backup, via their CSL Router Pro, ideal for critical IoT applications. It ensures access to and from the system is always available, minimising any downtime that could impact the business or service that relies on it.

In addition, the Fully Managed Service means everything is coordinated, including the broadband, Router and 4G SIM, to ensure it is installed on the same day.

This also ensures one point of contact for support on all aspects of the solution. CSL Router Pro is supplied with the appropriate integral failover procedure to optimise performance and offers a fully encrypted service via our Gemini Global Platform the level of security is enhanced to manage and protect your data, vital for solutions associated with critical installations.

With a private network connection with a wide range of superfast upload speeds, CSL ensures enhanced levels of security to manage and protect data associated with critical installations. All variants provide multiple secure network connections, increasing resilience and improving the reliability of the supported applications.

CSL Router Pro & Broadband is the ideal solution for critical applications with high data usage or requirements for constant access, with the benefit of unlimited data transfer or streaming via the private broadband service.

It should also be noted that the solution can also offer fixed IP Addresses – public or private to suit any application.

EXCELLENCE IN SERVICE AWARD

Open to any IT vendor or Channel organisation delivering end-user customer service in the UK or EMEA markets. Entries must be accompanied by a minimum of THREE customer testimonials (in English) attesting to the high level of customer service delivered that sets the entrant apart from their competition.

ninjaOne

NINJAONE is the unified IT management platform behind 10,000+ IT teams worldwide. NinjaOne's easy-to-use single-pane-of-glass dashboard reduces IT complexity and modernizes IT management, so IT teams can get RMM, Endpoint Management, Patch Management, Remote Access, Ticketing, and Backup all in one unified system.

The company's mission is to simplify IT management so businesses can be more agile. NinjaOne is committed to building high-performance, scalable, secure, and easy-to-use IT management products that monitor, remediate, and enable MSPs and IT professionals to deliver business continuity and drive profitability.

The user experience of NinjaOne is designed from the ground up to lower the costs of onboarding new users and maximize automation to deliver a modern IT management experience.

NinjaOne drives innovation and MSP growth
Two of NinjaOne's awards, Intelligent Automation Project of the Year and Data Security/Compliance Project of the Year, were won in collaboration with NinjaOne customer Focus IT Managed Services. Focus IT Managed Services used NinjaOne to drive growth in their MSP, increasing the endpoints they managed by 25% and adding new customers onboarding new technicians. Since switching to NinjaOne, they've had more incoming customers than ever before.

The team at Focus implemented NinjaOne's unified IT management platform to drive growth in their MSP. With the automation offered by NinjaOne, the technical staff at Focus were able to decrease ticket volume, freeing up time to work on strategic projects. This allowed Focus to increase the number of endpoints they managed by 25% and add new customers, resulting in more incoming business than ever before.

As a security-focused MSP, Focus required a solution that could help keep their customers secure. Thanks to NinjaOne, patch compliance for Focus' managed endpoints is now at 99.5%, a significant increase compared to their previous IT management system. This not only improves the security of their customers but also allows Focus to provide a higher level of service themselves.

Industry Leading Support
NinjaOne strives to provide customers with the highest level of customer service and satisfaction, and the Excellence in Service Award is a testament to the hard work and dedication of the NinjaOne team to their customers. One of the key factors of NinjaOne's excellence in service is its commitment to providing transformational, not transactional support to its customers. This approach ensures that the company's customers are well-supported and that their needs are met.

Ready to become an IT Ninja? Start your free trail at ninjaone.com!

ninjaOne

Bring efficiency, automation, and scale to your MSP.

Learn more

SDC CHANNEL CHAMPION AWARD
MIKE WARDELL, GIACOM WORLD NETWORKS

Open to any individual recognised to have made a significant contribution to business development in the storage, digitalisation, cloud and cyber-security spaces – they should be working within a systems distributor, VAR or MSP organisation.

GIACOM™

GIACOM provide cloud services via the channel to UK SMBs through its online portal, Cloud Market. They have over 3,400 ITC partners and are 100% focused on supporting them. 100% channel focussed, working with managed service providers (MSPs) and never competing against them.

Giacom offers an extensive range of cloud solutions and services to their partner network, covering productivity, infrastructure, security, backup and more. Giacom's Cloud Market platform, the UK's largest independent cloud portal, is all about making life easier for businesses who serve the IT needs of UK SMBs. Cloud Market delivers leading SaaS solutions, like Microsoft 365 and Azure, to over 3,400 channel partners who support 75,000 end-user organisations.

More than a distributor, Giacom's team of experts work in partnership with MSPs to help them succeed, with sales and pre-sales support, product training, brandable marketing materials, plus a technical team to help partners every step of the way. One of Giacom's core brand values is to put their customer at the centre of everything they do. This is proven by their impressive 60 NPS score, and many glowing reviews: "Giacom supported us very well with our conversion to NCE. How? Lots of phone calls (and I mean lots), hours and hours of Teams meetings, lots of emails back and forth, etc. Our Account Manager supported us massively throughout NCE which turned out to be a total success, so thank you very much. Luke Watts, Roundworks IT.

In 2020, Giacom joined forces with Digital Wholesale Solutions (DWS) and Union Street, merging three channel leading solutions – telecoms, Microsoft cloud and billing. The merger has skyrocketed Giacom's already impressive growth, with revenue growing to £100m in the current financial year. Together, this powerhouse group offers customers a solution portfolio that most competitors can only dream of, making them the perfect choice for today's MSPs. Throughout the UK tech industry, Giacom has been consistently recognised for it's high-quality services. In 2022 they collectively won over 15 awards covering multiple areas such as cloud, workplace culture, growth, marketing and customer service.

Giacom were thrilled to win SDC Award's 'Cloud Company of the Year' for their Cloud Market platform and clear focus on supporting their partners. As well as being named runner-up in the Cloud Platform Innovation of the Year category. CEO Mike Wardell, who joined the business in 2016 and took the helm at Giacom in August 2017, was named SDC Award's 'Channel Champion' in 2022. Mike said: "I'm delighted that Giacom has been recognised as a leader in the cloud services sector. Customers are at the centre of everything we do and to receive these accolades before our industry peers is a huge endorsement of everything we've achieved. "On a personal level, I'm honoured to have been named Channel Champion, but this award is about so much more than me. I'm fortunate to be surrounded by a talented and dedicated team who all share a common goal – to provide a smooth, hassle-free experience for our customers."

COMPANY CULTURE AND MENTAL HEALTH INITIATIVE AWARD

This award recognizes a corporate or individual contribution (between 1 July 2021 and 31 August 2022) which has had a significant, positive benefit in developing positive company culture and Improving the mental well-being of employees

rackspace technology

RACKER CULTURE sits at the heart of Rackspace Technology's organisational strategy. We are proud that we are "valued members of a winning team on an inspiring mission". Following a return to hybrid ways of working in the summer of 2022, we faced a challenge to unite Rackers in an engaging way, while re-energising that mission.

About #RackFam
The idea for #RackFam began as a conversation between two Rackers - which led to hosting an amazing Family Fun Day event that brought hundreds in the EMEA region together in the Rackspace Technology office in London – our EMEA HQ.

Opening the doors to children and extended family members – #RackFam was about connecting two families together: our personal family and Racker (work) family.

#RackFam was an inclusive day where we met or re-connected with colleagues while sharing an outdoor picnic, entertaining our mini-Rackers with fun games and events, and proudly showing our families where we spend so many of our working hours.

We had not been able to host any event of this scale since 2019. For new Rackers, it was an opportunity to feel like they had joined a real community, and for longer-serving Rackers, we re-ignited the spirit that existed prior to the COVID-19 crisis and lockdown.

Hybrid-engagement and external benefits
Alongside this event was a virtual raffle, with all funds raised directly supporting nine different charities nominated by Rackers across the UK including Guide Dogs Cymru, Tommy's, Mind, Syrian Sisters and Blood Cancer UK.

As part of our hybrid engagement strategy, the virtual raffle also allowed Rackers working in other

UK locations to actively participate in the #RackFam experience regardless of their location. The primary focus of #RackFam was driven by our desire to reconnect internally, however, the benefits are far reaching, and in addition to internal engagement, we've seen significant engagement across external social media too. This supports our talent acquisition strategy and our brand reputation – delivering an average 35% engagement rate and reaching tens of thousands organically.

#RackFam was managed entirely by volunteer Rackers, which contributes to our existing global wellbeing initiatives and volunteer commitments. We worked to minimize environmental impacts by using local suppliers and recyclable materials wherever possible.

What next?
As a concept, #RackFam is a unifying concept that can be applied across the Racker family. At the time of writing, Rackers in India are planning their own #RackFam event and plans are being developed for the next one in EMEA.

SOCIAL IMPACT INITIATIVE AWARD

This award recognizes a corporate or individual contribution (between 1 July 2021 and 31 August 2022) which has a beneficial impact outside of the workplace – with the main focus likely to be some combination of charitable, local community, environmental and/or fundraising activities

Host In Ireland

BIODIVERSITY loss is happening at an unparalleled rate and bees are critically endangered. They contribute to 70% of our crops, but sadly, 33% of Irish bees are facing extinction, including almost 90% of our bumblebees by 2050 at the current rate of decline.

Bees are an indicator for biodiversity in general and once a species is extinct it cannot be reversed. The balance of nature is affected forever.

Host In Ireland and its data centre industry partners have united to make a difference with the DCs for Bees initiative, the world's first data centre pollinator plan. We have pledged to raise awareness, advocate, and most importantly, take - and inspire others to take - action to make Ireland more pollinator friendly and ensure the survival of our pollinators for future generations.

From the start, we made the conscious choice to step outside of the norms and work alongside the Irish National Biodiversity Centre and the All-Ireland Pollinator Plan. These organisations are leading the way in reversing the trend of population reduction of bees in Ireland through research-based, ethical and indigenous methods.

This collaboration has ensured the actions we take mitigate the consequences of our actions and be as impactful as possible. As a result, the Irish data centre industry became the first to work in conjunction with these organisations to launch an industry-wide science-based programme to help reduce or even reverse the extinction of our bees.

The success of the Orchards project was so great in its first year, a decision was made to roll the project forward into the 2022-2023 planting season. We have announced we are extending this project and increasing the target from 1000 mixed fruit tree orchards to 2750, which is the equivalent to nearly 14,000 fruit trees right across the country.
The growing wait list of schools and community

groups across the country are already lined up to take the next batch of orchards.

The project has provided a means for organisations, schools & community groups to foster an appreciation of, and awareness for, protecting and encouraging biodiverse habitats in our local areas.

In one of the most unique aspects of this programme, Host in Ireland is collaborating with the Irish National Biodiversity Centre to jumpstart the creation of pollination corridors throughout Ireland.

Orchards in the Community will enable – for the first time in Ireland – the ability to track concurrent pollination success by planting uniform orchards in multiple locations within the one growing season.

The overall success of the Orchards in the Community project, and the DCs for Bees programme in general, has inspired colleagues around the world to implement similar projects in their own communities.

The Host in Ireland team is providing guidance on project implementation, while organisations work with local authorities to choose the best tree and plant mixture to best enhance the biodiversity of their communities.

FUTUREPROOFING INITIATIVE AWARD

This award recognizes a corporate or individual contribution (between 1 July 2021 and 31 August 2022) in developing a training/education programme to help address the current IT industry skills shortage. This might include anything from STEM-focused work, the re-training of personnel from other industry sectors (ie accessing transferable skills), or more general personal digital skills improvement projects.

Schneider Electric

SCHNEIDER ELECTRIC UNIVERSITY provides industry-leading professional education platform, to bridge the data centre sector skills gap. The data centre industry is facing an endemic skills shortage. Schneider Electric and its leading brand of physical infrastructure systems, APC™, has long recognised this challenge and before its acquisition by Schneider Electric in 2006, a group of forward-thinking industry professionals at APC created the 'Data Center University' as a free resource to help train and upskill the next generation of engineers. Their vision was simple, to offer a series of industry accredited training courses that would support the professional development of industry stakeholders and prepare them to build the data centres of the future.

Meeting market demands

Fast forward to 2022, and the university has stayed well ahead of the pace of change. Now branded the 'Schneider Electric University' it has grown to offer more than more than 200 data centre, energy efficiency and sustainability courses, all available as self-paced, one-hour modules, and delivered in 14 different languages – helping industry professionals to level-up their skills, training, and experience. It provides energy education from anywhere, for efficiency everywhere, and is accredited by 25 different industry CPD bodies including the Electrical Contractors Association (ECA), Engineers Ireland, and the Renewable Energy & Energy Efficiency Partnership (REEEP).

As an industry-first the Schneider Electric University has remained completely impartial, with all courses being completely vendor-agnostic. To-date it has delivered over 1,000,000 courses to more than 650,000+ users globally, with 180+ countries represented by its users, and offers a crucial lifeline for industry professionals seeking to advance their skillsets and stay ahead of technological change. It does this through on-demand, easily accessible modules which can be accessed through an e-learning online platform using a mix of audio/visual tools. From building controls to sensors, boilers and energy efficiency, the courses are separated by 'colleges' of data centre or energy efficiency, and again by topic. Its professional development tab also allows individuals to follow recommended training paths for specific job functions, ensuring they gain access to the most relevant training.

University certification requires completion of a selection of the 85 available courses within the Professional Energy Manager (PEM), or the 14 courses in the Data Center Certified Associate (DCCA) qualification. Certification exams can only be taken once the equivalent of 50-70 hours learning have been completed, underpinning the credibility of the University. Exams for the PEM qualification are delivered in partnership with the Institute of Energy Professionals, which is one of the longest-running energy education programmes globally, and one of only two schemes recognised by the US government. Exams for the DCCA qualification are developed by Schneider Electric's Data Center Science Center, a world-leader in data centre research. Furthermore, by being specifically designed as a vendor-neutral, CPD-accredited professional development platform, the University enables trainees to gain real-world knowledge and experience, which can be applied universally, without the need to retrain or reshape their areas of expertise around vendor-led technologies.

STORAGE COMPANY OF THE YEAR AWARD

Open to any company supplying a range of storage products and/or technologies/solutions and services in the EMEA Market.

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SDC AWARDS
2022 WINNER

- **Storage Company** of the Year
- **Vendor Channel Program** of the Year

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Visit our website to learn more about ExaGrid's award-winning Tiered Backup Storage.

LEARN MORE >

CLOUD COMPANY OF THE YEAR AWARD

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CEO Mike Wardell, who joined the business in 2016 and took the helm at Giacom in August 2017, was named SDC Award's 'Channel Champion' in 2022. Mike said: "I'm delighted that Giacom has been recognised as a leader in the cloud services sector. Customers are at the centre of everything we do and to receive these accolades before our industry peers is a huge endorsement of everything we've achieved.

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DIGITAL TRANSFORMATION COMPANY OF THE YEAR AWARD

Open to any company which can demonstrate major success in supplying technology solutions which enable end users to undertake digital transformation projects.

splashtop

WITH OVER 30 million users around the world, Splashtop is a leader in remote access and remote support technology that simplifies and streamlines the work-anywhere world. Splashtop makes remote access and support simple, affordable and secure, by connecting people to the computers and the apps they need, wherever they are.

Our secure and high-performing solutions for flexible work and IT support are designed to enable companies of all sizes increase their flexibility and efficiency.

By leveraging the power of 4K streaming at 60fps, the most advanced security features and compliance, Splashtop delivers an in-person experience users need, with the enterprise-grade security IT can trust. Our unique application for remote access and support is designed to be both powerful and user-friendly. It supports all desktop and mobile devices across operating systems, and it can be up and running in minutes, with no IT training required.

At Splashtop, customers are at the center of our business. We offer plain-language contracts, ethical pricing and a hassle-free cancellation policy. Thanks to support centers located in three continents, our customers can benefit from direct access to a live expert 5 days a week.

Our way of thinking different has led us to achieve a stunning Net Promoter Score (NPS) of 93, the highest in the industry.

Discover our competitive solutions for Remote Access, Remote Support, Endpoint Monitoring & Management, Enterprise and Education at splashtop.com

SECURITY VENDOR OF THE YEAR AWARD

Open to any company supplying cybersecurity and/or compliance products, solutions and services in the EMEA market.

N-ABLE™

DATA is your most important asset it's the prize most cybercriminals pursue. When you implement security technology at each layer, you're creating multiple lines of defense to protect that prize.

A multi-layered approach to security works to help stop the attack at the outermost level – as far away from the data as possible. For example, blocking a malicious email can prevent a potential ransomware attack from even entering the network.

Stopping an attack there is safer than catching it at the device level when it's already begun encrypting files.

N-able has the security tools and solutions to help businesses stay one step ahead and prevent gaps in coverage:

- **Cove Data Protection:** Protect servers, workstations, and Microsoft 365
- **Endpoint Detection and Response (EDR):** AI-powered protection from endpoint threats
- **Threat Hunting:** Proactively mitigate threats
- **DNS Filtering:** Protect your customers on- and off-network
- **Mail Assure:** Boost email security with collective intelligence and seamless Microsoft 365 integration
- **Passportal:** Help secure credentials with password and documentation management

Let's face it – security's hard. Your defenses must be strong enough to keep cybercriminals at bay each day, but cybercriminals often need to get lucky only once to really do serious damage to a business. That's why updating your defenses is critical. Cybercriminals evolve frequently.

Whether it's new threat types or twists on old threats like breaching data as part of a ransomware attack, it's crucial to try to stay on top of the latest threats and implement threat protection that meets the moment.

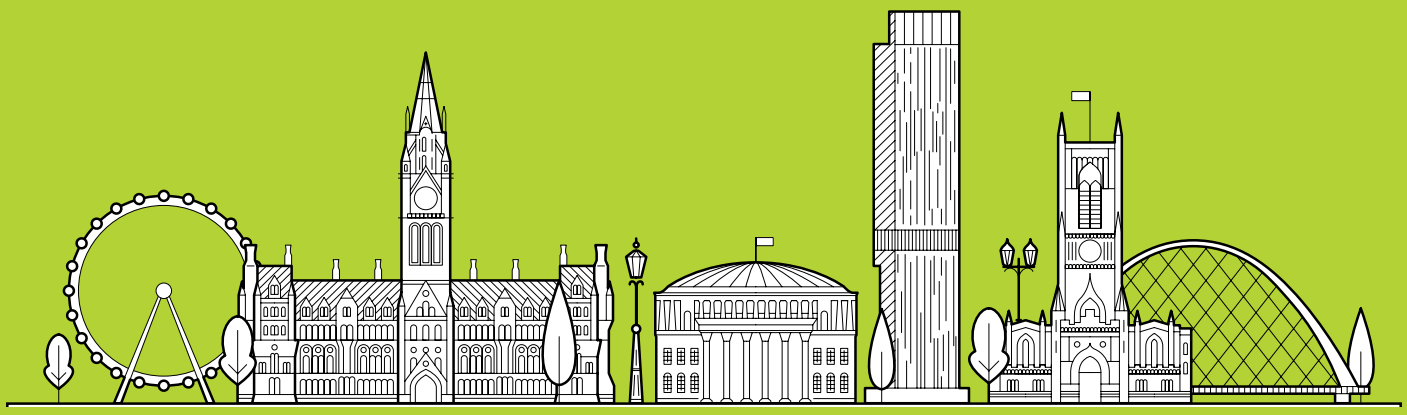
N-able was handpicked by the group's editorial staff as a finalist for "Security Vendor of the Year" following its impact on the security market and value it provides to help customers and partners stay ahead of today's ever-evolving IT threats.

It provides a multi-layered approach to security that offers protection and exceptional ease—all in one, simple dashboard. In addition to unparalleled functionality, N-able provides industry expertise, training programs, and transformational business support that take security to the next level.

MANAGED SERVICES SUMMIT NORTH

21 NOVEMBER 2023

MANCHESTER CENTRAL,
PETERSFIELD, MANCHESTER



Managed Services Summit North (sister events in London and Amsterdam) are the leading managed services events for the UK and European IT channel. Featuring conference session presentations by major industry speakers, the Summit provides opportune networking breaks for delegates to meet with potential business partners. The unique mix of high-level presentations plus the ability to explore and debate the most pressing business issues with sponsors and peers across the industry makes this a must-attend event for any senior decision maker in the IT channel.

THEMES, TOPICS AND TRENDS

The Managed Services Summit will address the key trends and issues that impact the managed services sector including:

- How to build differentiation within an increasingly competitive market
- Maximise value and increase efficiencies for MSPs and their customers
- Increasing knowledge of new technologies, processes, and best practice
- Analysing trends in buyer behaviour and successful sales strategies
- Changes and trends in regulatory compliance
- Successfully adoption of Zero trust architecture (ZTA)
- Emerging advances in AI, automation and XaaS
- The state of cloud adoption, and hybrid and edge computing
- Hybrid and remote working best practice
- Addressing the growing cyber security skills gap
- Participation with local business community leadership organisations

TO DISCUSS SPONSORSHIP OPPORTUNITIES CONTACT:

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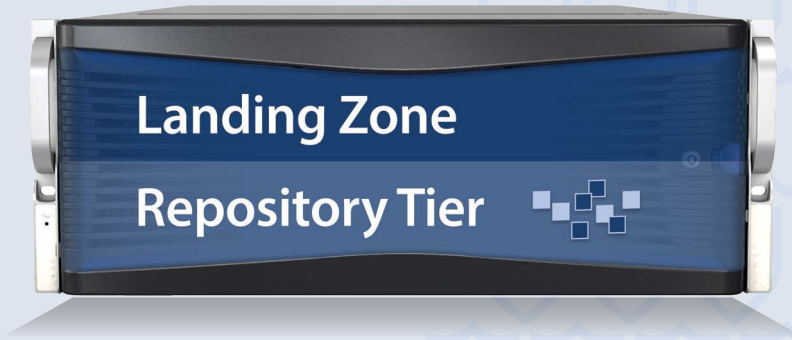

- Fastest backups
- Fastest restores
- Scalability for fixed-length backup window
- Comprehensive security with ransomware recovery
- Low cost up front and over time

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