HORNETSECURITY

ADM COMPUTING

A FIRST-HAND ACCOUNT OF PARTNERING WITH HORNETSECURITY AS A RESELLER

INDUSTRY IT Services

SERVICES VM Backup and 365 Total Backup

COMPANY SIZE 80 Employees

LOCATION UK

WEBSITE www.adm-computing.co.uk

Martin Tanner, Director at ADM Computing, a Hornetsecurity Reseller Partner, shares his experiences on working with Hornetsecurity and how this helps his company assist its customers enhance data security and combat the ever-evolving onslaught of cyberattacks. Here's his account in his own words:

ADM Computing was founded in 1984. That's nearly 40 years ago — which is pretty incredible, and I think a key factor behind our longevity as a business is that we have never rested on our laurels. Our mantra at ADM Computing is: focus on what you are good at today and develop what you need to be good at tomorrow. And by this, I mean: we keep one eye on the present and one eye on the future, looking for opportunities to evolve as a business.

Cybersecurity is an obvious example of this thinking in action. Twenty years ago, cybersecurity was just one of several services we offered our clients, but its importance has increased dramatically in the past decade, and today, it — along with business productivity and continuity — is our most in-demand service.

Developing the skills of tomorrow

Embracing the limitless possibilities of technology can be a double-edged sword for businesses, because although you'll realise the benefits of shifting your architecture and functions online - particularly around cloud operations — you do invariably make yourself more vulnerable to cybercriminals.

We know this, and that's why we've responded by not only bolstering our cybersecurity offering — including partnering with companies like Hornetsecurity — but also by investing in training for our engineers to blunt the risks posed by hackers.

The latter point touches on something I love about working at ADM Computing. Every member of our team has access to unlimited training, and this reflects the mantra I mentioned earlier. We're focused on not only developing the skills of today in our team, but also the skills of tomorrow, so that when our clients come to us with an issue we know the answer to their question before they've even asked it.
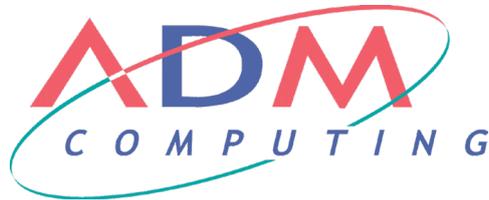
Layered security defences to mitigate against cyber-threats

The cost-of-living crisis has touched virtually every business, regardless of sector, and we're no different. For instance, manufacturing is one of our largest verticals. That's obviously a very energy-intensive industry, so a lot of our clients are currently trying to manage the astronomical costs now tied to day-to-day operations.

We're working closely to support them in any way we can, and often this centres around two approaches: developing bespoke IT infrastructure solutions that deliver maximum efficiency with minimal downturn, and rolling out layered security defences that mitigate against the risks posed by hackers.

The latter approach is something we're doing for a lot of our clients today. A cyber-attack at any time can be financially and reputationally devastating, but in an economic environment as precarious as the one we're all living through, it could be ruinous. But while many businesses are awake to the threat of cybercriminals, some are guilty of adopting a fit-and-forget mindset to cybersecurity.

The sad truth is that the threat posed by hackers is constantly evolving. Cybercriminals are always tweaking and updating their attacks to overcome the latest protections businesses are enacting and if you want to defend your business fully, you need to constantly review the processes you have in place to stay ahead of the curve.

Hornetsecurity: "A dream to work with"

ADM Computing is a Hornetsecurity Partner, reselling its product portfolio with a particular focus on VM Backup and 365 Total Backup. The way Hornetsecurity is pursuing its global expansion in a very thoughtful and considered way is great — and for resellers like us, they are a dream to work with.

We used to be an Altaro partner (reselling Altaro VM Backup and Office 365 Backup), and when Altaro was acquired by Hornetsecurity, we were a little apprehensive about how our new working partnership would operate. A lot of these apprehensions were the ones you'd typically expect to have when a business you're working with gets acquired: Will my contacts remain the same? What will happen to our pre-existing relationships? How will the partnership change? These were some of our questions — and Hornetsecurity has worked tirelessly to answer these concerns and dispel our worries.

Incredible, customer-centric service

Now, looking back, if anything, our contact has improved since the acquisition. Whenever you run into a problem or have a question, there's always someone knowledgeable on the phone, ready to address your concern.

Martin Tanner
Director - ADM Computing

Having that human touch is really important to us. It's something we pride ourselves on at ADM Computing — if you contact our team, you're not doing it via email or by submitting a form, you're speaking to a real human who has the necessary experience to offer clear, actionable advice on your issue.

It's the same at Hornetsecurity — they also recognise the importance of offering incredible customer service, and the support they've offered — both on the technical side and the sales and marketing side — has been first-class.

But what I love most about working with Hornetsecurity is how customer-centric they are. Despite being a global company with thousands of resellers, they still take the time to help us with events for our clients and tailor their security packages for the sectors we operate in. That's invaluable — particularly when we can go to our new leads or existing clients and present them with a security package that is both comprehensive and specifically designed to target the cybersecurity challenges they face.

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About 365 Total Backup

As Microsoft 365 is a communications system rather than a data protection product, it does not include native options to back up and recover data. This means that it is the company, and not Microsoft, that is responsible for protecting itself against all kinds of Microsoft 365 data loss caused by malware, human error, malicious users, or system failures.

With Hornetsecurity's 365 Total Backup, clients can relax and automatically backup and restore M365 user and group mailboxes, Teams Chats, SharePoint document libraries, OneDrive business accounts, and files on Windows-based endpoints.

About VM Backup

VM Backup is a powerful, reliable, and easy-to-use backup and replication solution for Microsoft Hyper-V and VMware virtual machines (VMs), and physical Windows servers, that prevents enterprise data loss. Its powerful Augmented Inline Deduplication reduces backup storage requirements up to 65 percent and drastically improves backup and recovery speeds.

About Hornetsecurity Group

Hornetsecurity is a leading global provider of next-generation cloud-based security, compliance, backup, and security awareness solutions that help companies and organizations of all sizes around the world. Its flagship product, 365 Total Protection, is the most comprehensive cloud security solution for Microsoft 365 on the market.

Driven by innovation and cybersecurity excellence, Hornetsecurity is building a safer digital future and sustainable security cultures with its award-winning portfolio. Hornetsecurity operates in more than 30 countries through its international distribution network of 8,000+ channel partners and MSPs. Its premium services are used by more than 50,000 customers.