



CASE STUDY

INDUSTRY:

Managed Service Provider (MSP)

HS SERVICES USED:

 **365 TOTAL PROTECTION**

COMPANY SIZE:

80 employees

LOCATION:

United Kingdom

WEBSITE:

<https://lima.co.uk/>

LIMA is a UK-based managed service provider that helps organisations design and deliver IT strategies that accelerate business growth. Its managed services span cloud infrastructure, cybersecurity, modern workplace technologies, and data and AI solutions.

As Microsoft 365 adoption continued to grow, LIMA recognised the need to simplify both its own security portfolio and the experience it delivered to customers. Rather than managing multiple overlapping vendors, the MSP wanted a single strategic partner capable of providing comprehensive Microsoft 365 protection.

After reviewing its security portfolio, LIMA selected Hornetsecurity by Proofpoint as its preferred Microsoft 365 security provider.

Consolidating security without compromising protection

Before partnering with Hornetsecurity, LIMA managed several Microsoft 365 security and backup vendors simultaneously. While each solution addressed individual customer requirements, maintaining multiple supplier relationships created unnecessary complexity, inconsistent customer experiences, and additional administrative overhead.

LIMA wanted to standardise its Microsoft security

offering around a single platform that aligned with its Microsoft-first strategy while giving customers a complete, enterprise-grade security solution.

Hornetsecurity stood out by delivering the broadest portfolio of Microsoft 365 protection in a single platform with 365 Total Protection, allowing LIMA to simplify service delivery while offering customers greater value.

One platform. Better outcomes.

For LIMA, consolidation wasn't simply about reducing the number of vendors but also about delivering better business outcomes.

By combining email security, backup, archiving, and additional Microsoft 365 security services into a single managed service with 365 Total Protection, customers could replace multiple point solutions with one integrated platform. This reduced software

costs, simplified management, and provided a more consistent security experience.

The commercial model also proved attractive to the MSP. Straightforward pricing made it easier for LIMA's sales team to quote and position the solution, while giving customers more protection for a comparable investment.

Creating new opportunities while strengthening customer security

Beyond improving protection, Hornetsecurity has become an important business enabler for LIMA. Bundled Microsoft 365 security services have created new opportunities for customer conversations, allowing the sales team to introduce managed email security and backup as part of a broader cybersecurity strategy rather than as standalone products.

The result has been measurable commercial success. Every existing customer offered the service has adopted it, while Hornetsecurity has also helped LIMA win new customers who previously had no managed email protection in place. The company credits the solution with contributing to increased market share while generating new recurring managed service revenue.

Filling the security gaps in Microsoft 365

LIMA believes 365 Total Protection complements Microsoft 365 by protecting areas that Microsoft's native capabilities do not fully address.

Advanced email security, comprehensive backup, and legally compliant email archiving provide customers with stronger protection against cyber threats while ensuring critical business data remains recoverable and accessible.

For organisations in highly regulated industries, such as legal services, the integrated archiving solution also supports compliance with GDPR and Solicitors Regulation Authority requirements by making it easier to retain, search, and retrieve email records when required.

Simple to manage, both for customers and service providers

As a fully managed service, 365 Total Protection allows LIMA to handle day-to-day administration on behalf of customers, significantly reducing operational overhead for end users.

Where customers interact directly with the platform, such as reviewing quarantine reports, the experience is intuitive and easy to use. Internally, LIMA values Hornetsecurity's unified Control Panel, which brings every service together through a single dashboard, making administration straightforward for engineers and service teams alike.



"Our customers care about achieving the right outcome, not which vendor delivers it. Standardising on Hornetsecurity's 365 Total Protection allows us to provide consistent recommendations while delivering a solution we know and trust."

– Ollie Potts, Head of Product and Presales at LIMA

A partnership built for long-term success

For organisations with compliance requirements, 365 Total Protection provides integrated email archiving and continuity capabilities.

By routing mail flow through Hornetsecurity, organisations can maintain legally compliant archives while ensuring business continuity in the event of service disruptions. The solution's mail continuity services additionally provide alternative access to communications if Microsoft 365 becomes unavailable.

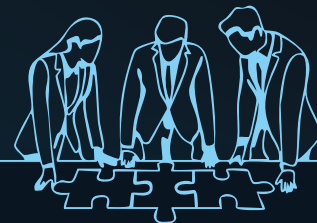
When working with regulated industries such as legal services, finance, and professional services, consolidating archiving, secure communications, and security controls into a single platform significantly reduces complexity.

Simple to deploy, easy to manage

Beyond the technology itself, LIMA values the close relationship it has developed with Hornetsecurity's technical and pre-sales teams. Collaboration throughout both the sales and customer lifecycle has helped deliver a consistently positive experience for customers while providing valuable opportunities to influence future product development through direct feedback.

Perhaps the strongest measure of success is customer retention.

Since introducing 365 Total Protection, LIMA has experienced **zero customer churn** across its Hornetsecurity portfolio. Customers who initially adopted entry-level plans are increasingly upgrading to higher service tiers as confidence in the platform continues to grow.



A trusted Microsoft 365 security platform

For LIMA, 365 Total Protection has become far more than another security product, it has become a strategic component of its Microsoft-first managed services offering.

By delivering enterprise-grade email security, backup, archiving, and compliance capabilities through a single platform, 365 Total Protection enables LIMA to simplify its portfolio, strengthen customer protection, and create new business opportunities.

LIMA affirms that 365 Total Protection fills security gaps for Microsoft 365 users without duplicating native capabilities. Combined with straightforward pricing, exceptional partner support, and consistently reliable performance, it has become a solution the company can confidently recommend to virtually every Microsoft 365 customer.

"Hornetsecurity's Control Panel is intuitive and brings everything together in one place, making it easy for our team to manage every day"

– Ollie Potts, Head of Product and Presales at LIMA

