



PROBRAND

**True partnership
delivers. True
Cybersecurity**

kaspersky BRING ON
THE FUTURE

Probrand

Kaspersky Lab's world-class endpoint security solution helps to keep Probrand – and its customers – ahead of the competition



IT

- Country: United Kingdom
- Winner of Queen's Award for Enterprise Innovation
- Kaspersky Lab Endpoint Security for Business Advanced

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Mark Allbutt
Technical Services Director
Probrand

Probrand is one of the UK's leading independent IT businesses and a winner of prestigious national awards for excellence and innovation.

Probrand provides IT products, managed services and solutions to more than 3,500 customers, predominantly SMEs across the Midlands and larger private and public sector organisations throughout the country.

Probrand helps customers procure IT more efficiently via its ground breaking marketplace platform, coupled with its own in-house technical consultants, and a world class portfolio of services and solutions that run, manage and transform business operations.

It has enjoyed sustained success and growth – and recognition for procurement excellence from the Chartered Institute of Purchasing and Supply, approved public sector supplier status with the Government's Crown Commercial Service, and the Queen's Award for Enterprise Innovation.

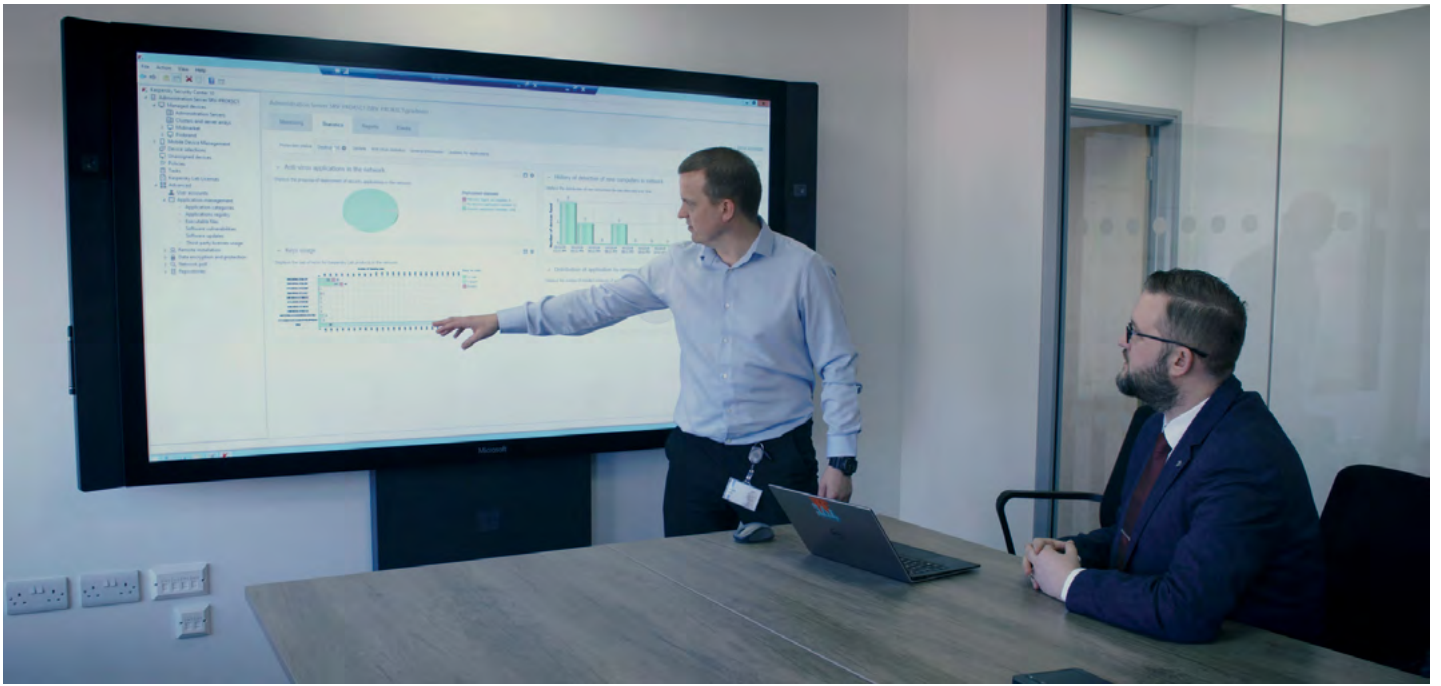
Challenge

Throughout its 27-year history, Probrand has been ahead of the curve, developing new product and service combinations that put the evolving needs of its customers first, resulting in long-term relationships built on sound advice, cost-effective solutions and high-quality delivery.

From disrupting markets with the launch of the UK's first marketplace for business IT, saving customers time and money, to its early adoption of the IT-as-a-managed-service model, Birmingham-based Probrand has embraced innovation and it has championed new commercial models that reflect – and often predict – the ever-changing business world.

“We pride ourselves on working closely with our customers to really understand their business and what's important to them, to become their trusted advisers over time and, as a result, to ensure we build the right solutions for the long term,” explains Mark Allbutt, Probrand's Technical Services Director.

Allbutt describes Probrand's managed IT services model as a “leap of faith.” Happily, that faith has been repaid, with customers recognizing that, as innovation has delivered competitive advantage for Probrand, so that competitive advantage is delivering benefits for them too.



Performance

Successful infections reduced to zero



Partnership

Shared vision, strong cultural and business connection



Proactive

Ongoing assessment of performance and future requirements



Prosperity

Cybersecurity enables confident business planning

Ahead of the competition

“We could see how integral IT was becoming in the business world,” explains Allbutt. “So, we proactively went out to our customers and talked to them about how we wanted to deliver their IT in the future.”

“Allied to our in-house procurement expertise, we were able to select products and services in the right combination, with the right mix of features and benefits, aligned to the needs of each organization. This put us way ahead of our competition.”

To stay ahead, Probrand isn’t resting on its laurels. Its IT marketplace is now an integrated, fully transparent procurement platform providing staff, customers and suppliers with a single view of the best deals in real-time, and, uniquely, in-built apps that enable customers to configure and buy managed security services online.

Meanwhile its managed service thinking continues to evolve too.

“We want to wrap up all of our services into an all-inclusive, complete package,” says Mark Allbutt. “For a set fee per month, we will install the IT each employee needs – hardware, software, security, services – and we will maintain it all for an agreed period.”

“This really helps customers, providing certainty and removing complexity. It’s our responsibility to make it work, resolve any issues and deal with everything. This is the future for the 10,000–15,000 users that we currently support.”

“We think that we’re the first with this specific combination of our marketplace for equipment and our all-inclusive package for services.”

“So, we need partners to help us to deliver this model, partners with world-class technology with a shared vision and a cultural and business fit, where everyone is on the same page.”

3,500

customers

50,000

procurement hub members

300,000

products and services

Kaspersky Lab Solution

Kaspersky Lab's relationship with Probrand has developed over time, with its Endpoint Security for Business cybersecurity platform making an increasingly important contribution for Probrand and its customers.

"Making carefully-considered, wise choices are essential for everyone; for our customers, clearly, but also for us," explains Mark. "An unwise piece of advice or an ill-judged decision can be very difficult and expensive to unravel. Our reputation is hard won, and we protect it with a passion!"

"As a result, we're extremely diligent in our selection and onboarding of products and services, and in our assessment of their suitability for our customers.

"With cybersecurity it takes time to build trust and confidence. We had been using Kaspersky Lab's Endpoint Solution for some time through a third party but hadn't been making the most out of it. So, we decided to engage directly with Kaspersky Lab and that was when things really accelerated.

"Over time we could see how well the technology was performing – with zero infections – and as a result our trust and confidence steadily grew. Now the Kaspersky Lab platform is fully integrated into our core managed service offering.

"We see how they do business, that their technology is stable and reliable – they're constantly looking forward, adding additional features such as their cybersecurity training packages, which deliver real value. It's always very reassuring that in independent reviews Kaspersky Lab solutions regularly come out on top.

"We have upwards of 1,500 vendors but only a small number of carefully-selected strategic partners, where we engage with them and them alone for core technologies and solutions – and Kaspersky Lab is a key one of those.

Total faith

"Migrating all of our users onto the Kaspersky Lab platform is a very big deal – but we have total faith in Kaspersky Lab, its people and its technology.

"We're just on the same page – for example Kaspersky Lab's own flexible, monthly billing model is great news, one of the best around. They bill on usage rather than a standard annual subscription.

"Kaspersky Lab gives us fantastic flexibility to convert individual customers from one product to another, to upgrade and upsell, constantly responding to changes in circumstances. This gives us a real edge in the marketplace.

"And they're very proactive – they come and talk to us at all levels, to see how things are going for us, the challenges we're facing and how they can evolve their products and services to assist us, and how they can support us to get even better. They don't just see cybersecurity in terms of their own products and services, and their awareness training programs are a great example of that philosophy.

"This is precisely what you want from a trusted and respected partner – and this is why Kaspersky Lab has a key role to play in our future prosperity, and that of our thousands of customers too."

Cyber Threats News: www.securelist.com
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