

**Chemical
Beach**

**CyberWhite's
Expansion**

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Discussion**

**Staff
Interview**



CYBERWHITE
DIGITAL SECURITY CONSULTANTS

NEWSLETTER
Summer 2020

0191 562 3228

www.cyberwhite.co.uk



PHOTO:
@davidjohnharris
(Instagram)

Chemical Beach, Seaham - Local Fact



Photo:
@davidjohnharris
(Instagram)

The stunning photograph on the cover of the newsletter is Chemical Beach.

From its name you can tell that it is not your average beach.

Situated within half a mile of CyberWhite's office in Seaham, Chemical beach has become a photographer's paradise due to its unique character and charm.

As a county, Durham undoubtedly has some beautiful countryside. The coastline however, bears scars of its industrial past. These scars are all too evident on Chemical Beach. Its name is derived from the chemical works which stood nearby in the 1800's.

The beach itself has an interesting past. Once a dumping ground for local coal mining waste and blast furnace glass and slag, the marks of its history are still visible to this day.

In November 1962, local lifeboat RNLB George Elmy capsized just 30 yards from Seaham harbour during a rescue mission. The wreckage washed up on Chemical Beach, with only one person surviving the accident.

This past just makes it more intriguing to visit, and we are lucky to have it on our doorstep.



Team Growth Continues...



CyberWhite has remained busy throughout lockdown due to the increase in emerging cyber security threats. We've worked with many organisations to ensure that staff remain protected whilst working remotely. We have also provided support and guidance to ensure that the confidentiality, integrity and availability of information assets remains intact.

We are also proud and delighted to have been able to create jobs during a period of uncertainty for many. Recent reports show that around 600,000 jobs have been lost in the period between March and May 2020.

In addition to hiring two new members of staff, with further appointments to follow later in the year, we have also invested more than £40,000 in business infrastructure. This includes a full refresh of our website, updating our office facilities and a range of new technology implementations.

The investment comes during CyberWhite's second year of trading, and we plan to continue this investment for the remainder of 2020 and into 2021.

Matt Hewison, Chief Operating Officer at CyberWhite, said: "We are continuing to push ahead with our investment plans in growing the business following the crisis"

"We have ambitious plans to grow the team further in the next few months as well as making additional investment into other areas of the business".



David Horn, Chief Technology Officer at CyberWhite said: "Technology doesn't stand still, so we're always exploring and assessing new and innovative solutions that can assist and support all businesses to remain secure. To find out more about our current technology stack, visit our website, www.cyberwhite.co.uk"

"We're excited about continuing to deliver industry leading advice and supporting more firms to adjust to life in the 'new normal', whatever that may look like."

Our Website Refresh



As part of CyberWhite Ltd's continued expansion and investment, we are delighted to announce that, with the help of LemonTop Creative, we have released the refresh of our website, www.cyberwhite.co.uk.

Daniel Armour, Marketing Executive at CyberWhite said "We are incredibly protective of the CyberWhite brand, so trusting someone to develop it was not an easy task. The award-winning team at LemonTop not only understood this but they demonstrated a clear understanding of our exacting requirements and expectations. Their proven skills and experience in building specialist websites, incorporating unique design features with secure portals exceeded our expectations and really set them apart."

Andy Mogg, Creative Design and Brand Specialist at LemonTop said "As a creative and digital agency, the LemonTop team know just how important cyber security is, so it's great to be given the opportunity to work with CyberWhite, who are doing highly innovative cyber security work for companies throughout the UK. We are delighted with how the website has turned out!".



Q

&

A



Jemma Cavana-Cole Business Development Manager

How are you enjoying your time with CyberWhite so far?

My time with CyberWhite has been great. Matt & David have invested a lot of time in us, especially coming into the business in very unusual times.

What was it that made you want to join the CyberWhite team?

I was ready for a new challenge and wanted to look at the options of moving back into a more customer focused role. When I saw the advertisement for this position, I was keen to apply. This is because I knew it would give me the opportunity to use my customer service skills in a sales environment.

What is it that you are looking to bring to CyberWhite?

I have a vast amount of sales experience from various industries, which I have been able to adapt to and develop in. During my last few years of employment, I have been able to broaden my skillset by learning business improvement techniques such as LEAN and 6Sigma. With this, I will be able to assist with streamlining processes, eliminate non-value added tasks to which in return will improve the way we currently work. I am hopeful this will help create a bigger strategic plan for growth and development within CyberWhite.

What are you looking forward to in the role?

To begin with, I was very nervous about the cyber security sector. I knew a little but wasn't sure if this would be enough. The last few weeks have been intense but I have loved every minute of it. Learning something new for me is exciting, and I am looking forward to extending my knowledge each day. I have literally learnt something new on a daily basis since I have been here, which is amazing.

What is the best part about working for CyberWhite?

Can I give two answers here? My first thing would be the amount of time that has been invested in us. This shows that Matt and David believe in our abilities to progress and grow within the company. For me this is huge as I was not just looking for a job, I was looking for a career. Having your line manager believe in what you can achieve, what steps are needed for you to achieve this but then also what help and support will be provided is massive.

My second answer is how much CyberWhite encourage a work and homelife balance. Even before these unusual times, Matt and David had encouraged flexibility to work from home, which has helped me hugely recently whilst my boys have been at home.

We sat down with the new members of the CyberWhite team, Jemma and Charlotte, to find out more about them.





Charlotte Topping **Business Development Manager**

How are you enjoying your time with CyberWhite so far?

The week's have flown by. It's great to be back in the industry where I have spent most of my career and great to be working with Matt and David again. I'm thoroughly enjoying getting back into the swing of things, catching up with vendors and making contact with clients new and old.

What was it that made you want to join the CyberWhite team?

Prior to joining CyberWhite I'd worked with Matt and David for over ten years and knew how much passion they have for the industry. I knew how hard they worked to make CyberWhite happen, so when they gave me the opportunity to join them on their journey, it was a no brainer for me.

What is it that you are looking to bring to CyberWhite?

Using the knowledge, skills and experience I have from an industry and sales background, I'll be supporting the business by developing lots of new opportunities and client relationships.

What are you looking forward in the role?

CyberWhite already has some great clients. I'm looking forward to being part of the businesses journey as it continues to grow and take on board more clients. I love being in a sales role and getting the chance to meet people in different organisations and support them on their cyber security journey.

What is the best part about working for CyberWhite?

Probably the people and the amazing views we have from our office!

What do you enjoy doing outside of work?

I love doing weight based gym classes such as BodyPump, Kettlebell training etc. so can't wait to get back to the gym next week! Other than that, I'm fortunate enough to have a fantastic group of friends, so most weekends are spent socialising. Holidays are what I work for, I love to travel and I'm happy anywhere as long as I'm laid on a beach!

Both Jemma and Charlotte welcome any questions or enquiries that you may have. You can contact them on the following:

jemma.cavana-cole@cyberwhite.co.uk

charlotte.topping@cyberwhite.co.uk





arcserve®

We sat down with Bruce Hockin, EMEA Channel Sales Director at Arcserve, to discuss the organisation.

I'm aware that you started in March, what made Arcserve the right fit for you?

No doubt, it's the people that made this is an easy decision to join. The team culture, enthusiasm and professional nature. I needed a company where I can focus on communicating effectively with partners, building value propositions, enabling their teams and driving new business, to tap into my strengths. Meetings for meetings sake and endlessly filling out spreadsheets doesn't grow a business, and I wanted to steer clear of that.

I've worked with start-ups all my life and Arcserve has a start-up mentality which was a huge attraction. We can do all the cool stuff start-ups do – innovate, be dynamic, flexible – but with a mature solution that delivers true value for partners and end users alike.

We also have a strong solutions portfolio – hardware, software, cloud – which means we aren't hamstrung with fitting square pegs into round holes, like so many of our competitors. We can focus on customer need, not our need! Building out a strong security message is compelling too, especially for myself coming from a security background.

How are you finding it so far?

Well, I joined Arcserve the day before the UK went into lockdown which was an unexpected challenge, which demanded some creativity around my onboarding and on how to communicate within the organisation and my team. Added to this, it was the last two weeks of our Financial Year so I had to hit the ground running. However, it's been made much easier with the hardworking and experienced partner account team I have inherited.

What sets Arcserve apart from others in the industry?

Arcserve's heritage runs deep and our solutions are used by organisations in more than 150 countries around the world, providing a solution for almost any data protection needs. Arcserve is made up of customer enthusiasts and expert engineers, who have been there and got the t-shirt. They know their stuff inside out, which means you know you are in good hands.

We're not your average back up and disaster recovery vendor, we go beyond data protection with our secure appliances through our partnership with Sophos. We take a whole-business approach to protecting the time, money and productivity of our customers by removing the complexity of backing up and restoring critical business data.



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Importantly, we are 100% channel, and not many organisations in our space can say that. We are committed to our partners' success and if our partners are successful, that makes us successful.

What are your biggest challenges within Arcserve?

Right now, my biggest challenge is managing a European team from home, and not being able to travel or even plan to see my team and key partners. It has however started well given circumstances and thank goodness for video conferencing! For Arcserve, we need to transition from a data back-up and recovery business and adopt a security led approach.

We have always been about reducing risk, and now our new partnership with Sophos extends that value proposition. For myself and my team, the opportunity lies in developing our channels, helping them to position Arcserve solutions as critical to business availability at a time when security, and the fight against ransomware, is more relevant than ever.

What do Arcserve look for in a partner?

We look for several things – from technical competency, their service offerings, through to sales methodology and the vertical markets they focus on. Additionally, partners who focus around a specific set of solutions can offer additional knowledge and insight, which invariably translates into customer success.

However, above all, we look to partner with people, where communication and interaction is key (albeit virtually right now!). We look to build transparent and trusted partnerships so that we, together, can create value right the way through the channel to end users.

Finding a partner that meets all of these requirements can be difficult, however, in CyberWhite we have forged the perfect partnership. Their commitment to a consultative approach and ensuring customer success, alongside their renowned reliability means that we can trust that every process will run smoothly for both us and the client.

To find out more about Arcserve, or for a quick demonstration, call us on 0191 562 3228.



This is why we do what we do

We received the following testimonial from PX Group on an Ironscales deployment:

"PX Group recognised the importance of security awareness and training for staff but lacked the resources to develop and deliver this in house. Working with CyberWhite, we identified Ironscales as being the ideal solution to deliver gamified learning and quizzes, tailored to individual users. In addition, employees can report suspicious emails with a single click, saving time explaining the concern to the IT team. From training and awareness, to automated incident response, to real time intelligence sharing, Ironscales multi-layered approach, supported by the team at CyberWhite has been and remains truly indispensable".

Our Valued Partners:



Thank you for reading our newsletter, we hope you enjoyed it.

To find out more on how you can partner with CyberWhite to enhance your cyber security strategy, please visit www.cyberwhite.co.uk or call us on 0191 562 3228.

