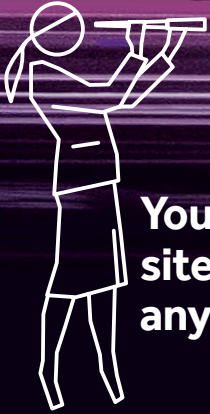# Safeguarding business-critical accounts for Digital Agencies

A Digital Craftsmen Sector Study

Talk to our unique team of experts who are dedicated to helping you and your clients find the right platform to operate safely and productively in the cloud.

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digital craftsmen™

You know your responsibility isn't just to build sites, it's to make them impenetrable against any security breach.

Of course, every agency has hosting in place.
But do you think of it as housekeeping, something you have to have.
Or do you trust it - and we mean really trust it?

Most of the time, once the initial hosting decision has been made, it's all fine. It does the job it's supposed to and everyone can get on with the more exciting, creative stuff that the agency does. But what about your most precious clients and projects, the ones where a security breach or a server crash could mean the end of your business? That's where you might need to take a few extra precautions.

As a long term partner of many an agency we have been instrumental in securing the reputation of brands in their care. Here we take a quick look at 3 areas that are rarely high on the list of priorities when building apps or websites but are critical to brand protection.

No News Is Good News

There are two sides to the problem if something happens to one of your make-or-break accounts. There's the actual damage done - the data lost, the site out of action, the transactions missed - and then there's the impact on your client's brand.

How significant that impact is will depend on the seriousness of the actual damage and the sort of business that client is in, but when the basis of any brand relationship is trust, no client is going to want to see their name all over the media because your hosting wasn't reliable or secure enough.

The nature of the threats you face is also changing. There's growing evidence that hackers are auditing companies' systems so that, when a bug or a vulnerability is discovered, they know exactly where to go to exploit it. That means you need infrastructure management that reacts even faster, updating your servers and systems before the hackers can get to them.

Compliance is also a growing issue for agencies as, on one hand they increasingly store data for clients, and on the other the regulations around how that data is stored become tighter and enforced with more severe penalties. That means your tech infrastructure not only has to be compliant with all existing regulations, but also easily updatable as regulations change.

Virtualisation
Servers, networking and storage

You might just need virtualisation of servers, network and storage…

Middleware
Monitoring, AV and backup

OS

and then need to add an OS installation, 24/7 monitoring, secure back-ups and advice.

Data management
Application installation

We can also go above and beyond the OS by installing and managing business critical applications…

Operation optimisation
Change management

and guide your digital infrastructure transformation and make improvements to streamline operations.

Future planning
Business consultancy

Always vigilant, saving you money, improving performance and helping build sustainable, digitally empowered businesses

Perfect for your shape of business.
Our managed technology services can help secure both your reputation and your data on any platform.

Do No Harm

In the end it's about brand protection.
In the old (pre-digital) days of advertising, the big above-the-line agencies used to describe themselves as custodians of their clients' brands. That sounds a bit pompous now, but the underlying idea still holds true. Whatever you're doing for your client, it will have an impact on their brand. They'll have taken you on to improve things, but it's worth remembering the maxim that all medical students are taught: "Do no harm".

Every agency has an IT department, but in most cases their focus will be on maintaining the agency's hardware - laptops, smartphones and so on. They're unlikely to have the time and resources needed to create and manage the infrastructure you need to support your clients.

It's simply not their job. You could bolster the team with additional specialists, but if you're not an expert yourself, hiring the right people is difficult, and can be expensive if mistakes are made.

Talk to a Craftsmen

Digital Craftsmen are the specialists in hand-built, platform agnostic, managed technology services and hosting; reliably steering businesses through fail-safe security for over 15 years.

Carefully delivering solutions right for you and your projects across our own IaaS platform, AWS, Azure, G-Cloud and other IaaS platforms together with client in-house systems.

Our superior contribution to digital services is recognised with ISO 27001 and Investors in People accreditation.

Find the ultimate in safety from security breaches.

To ensure you are using technology to fully protect the brands in your care ask your self a few simple questions:

✚ **When you have projects that involve sensitive data do you have a data protection plan in place and as part of the planning process?**

✚ **Can your current provider advise you on the best way to keep your clients data safe?**

✚ **If a denial-of-service level event occurred, what would be the loss of revenue or reputation to your client?**

✚ **In annual reviews have you been asked to step up from your current provisions ahead of GDPR ?**

✚ **Does your current hosting provider supply monthly reports and a level of service that you could define as "partnering"?**

✚ **Does your current hosting and infrastructure partner have at least ISO 27001 accreditation and have a proven approach to investing in the brightest technology minds?**

Are you protecting those in your care?

You've won the client and built the brand website. But how are you protecting this brand, now in your care?

A security breach can mean instant loss of customer data, business-critical information and a loss of brand trust. And, while that may sound scary, protection is simpler, and cheaper, than you may think.

We're long-term partners with many agencies, offering made-to-measure managed technology services and hosting for the financial, education, construction and government sectors, among others. Our personal, dedicated approach could be why, in over 15 years', we've never lost a client on price or performance. Trust is everything.

And, with our fully compliant system in place, the care you offer one brand can be extended to many others. A great proposition for winning more business, while you save money and bring your own ambition ever closer.

Secure your ambition | digitalcraftsmen.com