



also inside...

CRN Awards

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Read all about PTG's 'Best New Business Win' at the CRN Sales and Marketing Awards 2018, in recognition of the Group's landmark project with the Royal Society for the Protection of Birds (RSPB).

Cyber Essentials+

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PTG is proud to announce that as of the 23rd of May 2018, the Group is now fully Cyber Essentials Plus Certified. Read more about the Governments' Cyber Security agenda for businesses and the necessary precautions PTG is taking around the issue.

Hepworth Wakefield

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Read how PTG collaborated with the Hepworth Wakefield to migrate them to Office 365 and replace their server and storage infrastructure using the latest HP Gen10 servers and SAN.

IT expertise, innovation,
world class service.

a word from the CEO



Stephen O'Brien

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September 18

As I write this, we are coming to the end of the first quarter (Q1) of our new financial year. Following the tremendous growth we experienced last year (more customers than ever before put their trust in PTG), ambitious goals and targets are set, expectations are high!

The world outside is in disarray – fighting over Brexit, Boris doing his best to stay in the spotlight, interest rates going up and the High Street taking a pounding! We live in crazy unpredictable times right now...

One thing is for sure and absolutely predictable - the pure technology group will always listen to the very important feedback from our customers. The desire to win and the desire to get better tomorrow than we are today runs through the very core of our fantastic team. Our customers deserve the very best quality of customer service and reliability... It's our mission to ensure that we give them just that. We have an awesome bunch of loyal customers who we look forward to working with for many more years to come.

To do the above well, we need good people...our quality team continues to grow, I would like to wish all of the new members to our team a very warm welcome. Strap in, and enjoy the ride! I'm looking forward to following your progress.

As well as our impressive organic growth, we are still working really hard to add to our stable with a strategic acquisition. I'm confident that in the next newsletter, I will have some very positive news to announce! Watch this space.

Our newsletter is designed to keep you up to speed with what's going on at the pure technology group (lots!). I hope it ticks the boxes and you see the value. If you have any ideas on how we can improve our communication, please feel free to contact me direct at **stephen@tptg.co.uk**.

Once again, thank you so much to our brilliant customers. As always, supported by an awesome team at the pure technology group. I sense a big year ahead!

Make sure you follow all of our social media channels to keep up to date with everything going on within the Group. Details below...

Enjoy the read.

Stephen O'Brien

#MSInspire

Last month, the pure technology group's Chief Operations Officer (Cliff Fox), Sales Director (Gary Saunders) and Technical Service Director (Richard Knight) travelled to the US to attend the annual Microsoft Global Partner Event – Inspire – with the following objectives:

- Develop further the successful relationship with Microsoft;
- Look at new technical innovations and partner program evolution;
- Meet with other partners.

If you didn't get the chance to attend this event in Vegas, then this article is for you!

Microsoft Inspire is where partners and Microsoft meet to connect, learn, and collaborate to accelerate the digital transformation and success of customers. The purpose of the event is to connect with Microsoft employees, industry experts and partners to build connections, increase engagement with Microsoft, and to develop the pure technology group's Microsoft proposition.

The following is a summary of key information attained on the trip.

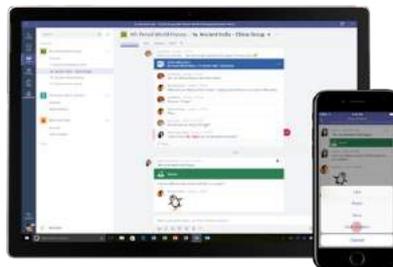
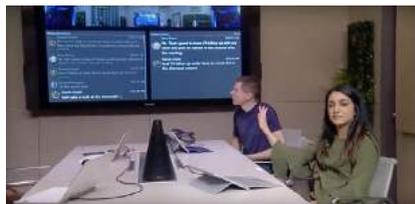
Overview

Each day, PTG attended the 'Corenote' sessions and 'The Commons' exhibition, in addition to the training sessions that were held. The theme this year was centred around the record-breaking year just closed and Microsoft's intention to keep 'doing what works'. Other than the CSP Tier 1 fee structure already announced, Microsoft doesn't intend to make any further changes to the main partner program this year.

Technical Innovations

Microsoft demonstrated two forthcoming technologies of interest, which are currently under development:

- 'Cortana Transcript', which will offer AI-assisted meeting notes via Teams, saving much time in recording meeting notes and actions – this was quite impressive when demonstrated.



- 'HoloBeam' will offer virtual holographic meeting attendance and is currently a Research and Development (R&D) project run in tandem with Valorem – again an impressive demo but not imminent this calendar year.



IoT

Cliff attended the Microsoft session on IoT and found that most IoT projects cannot be achieved without collaboration between multiple providers. In fact, one example illustrated 23 organisations.

Microsoft Focus On Security

Richard went to the focus group on Microsoft 365 security. Most partners shared a similar experience with Microsoft 365; that Windows Defender was not enough on its own.

This supports our view that our tiered security wrap and services is the best possible course of action. It offers much better security and protection.

Summary

The MS Inspire event 2018 proved insightful, and helpful in developing relationships with Microsoft and Partner community. The new technologies in development look fabulous and we can't wait to get our hands on them.



Cliff Fox
Group COO



Gary Saunders
Sales Director



Richard Knight
Technical Service Director

CRN SALES AND MARKETING AWARDS 2018



Best New Business Win CRN Sales & Marketing Awards 2018.

The pure technology group was extremely proud to collect the 'Best New Business Win' at the CRN Sales and Marketing Awards 2018.

The award for the 'Best New Business Win' was in recognition of the group's landmark project with the Royal Society for the Protection of Birds (RSPB).

RSPB wanted to develop a strategic project to create a more flexible and mobile workforce. The solution comprised of: a contract for endpoints (laptops and two-in-ones), peripherals, design, configuration, deployment and support over the next 3 years for their entire workforce. Following an exacting tender process, including device evaluations, vendor trials, environmental impact assessments and commercial bid, RSPB chose PTG as the right partner to work with them on the project.

PTG would like to give a special thanks to all staff, vendors and partners that were involved. Your continued support has been key to the group's growth over the last 12 months. Congratulations to all of the other winners and finalists and the best of luck for next year!



James Blackburn
Group Marketing Manager



people #100

The pure technology group has just reached the 100 employees' milestone. Over the last quarter, 13 new members of staff joined the team. The Leeds, Wakefield and London teams have all experienced significant growth over the past year and are set to continue that trend in the future.

By establishing an operation in the South, it will significantly improve service to customers in that region, whilst opening up many new opportunities for the group's staff and partners.

If you're interested in a career with one of the fastest growing technology companies in the UK, why not take a look at the careers page where there are a variety of exciting opportunities available.

tptg.co.uk/careers



Adam Jones
Account Director
London



Aidan Brady
Project Co-Ordinator
Wakefield



Alan Barnett
Group Technical Consultant
Leeds



Andrew Stringer
Account Manager
Leeds



Chris McCrory
Business Development Manager
Wakefield



Claire Orr
Credit Controller
Leeds



Daniel Grimshaw
Service Desk Engineer
Wakefield



Jade Abramov
Marketing Assistant
Leeds



John-Paul Andrews
Solutions Architect
Wakefield



Nicolas Gore
Service Desk Engineer
Wakefield



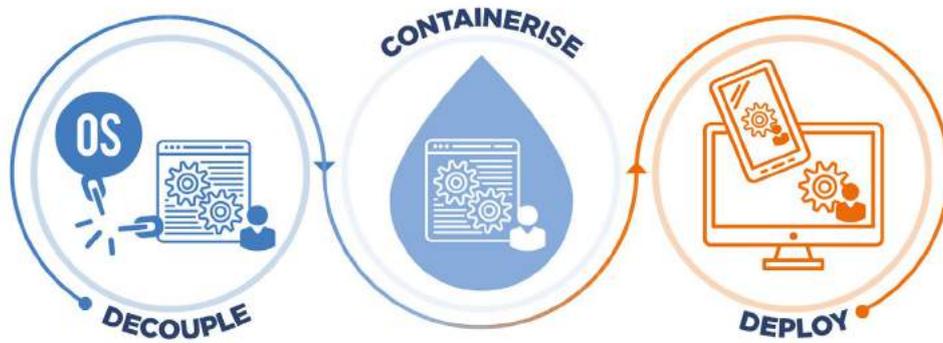
Rebecca Simpson
Account Manager
Leeds



Severiano Cafolla
Business Manager
Wakefield



Simon Edwards
Account Director
London



Droplet Computing

What is it?

Droplet computing is a way of virtualising applications within both a devices operating system (OS) and hardware agnostic containers, which are then accessible and delivered through modern web browsers such as Chrome, Edge and Safari. Droplet computing enables these applications to be delivered to the workforce through any device that has an internet browser, thus enabling legacy applications to become mobile.

Apps on any Device

Droplet computing is redefining application delivery with its application container technology by enabling applications to be delivered on any device by decoupling your applications from the OS for online and offline use, this delivers significant business value by providing both cost savings and increased user productivity.

Safe and Secure

Droplet Containers provide a safe sandbox environment which makes apps invisible to the underlying OS, in addition to Enterprise-grade encryption for your fully featured apps and data.

Productivity Everywhere

Apps run in a contained environment on your device so do not require a constant cloud connection. Your apps will run online and offline with no loss of functionality.

Droplet Universal Containers do not modify the device itself, and neither are the applications modified. The apps are the same apps that you would use on any other device. For example, with Droplet Computing you can run the full Windows version of Visio on an iPad.

Why should we introduce it?

In today's world of cybersecurity attacks happening more and more frequently. Keeping key applications and operating systems up-to-date is critical to maintain system security and integrity.

Who is this technology relevant for?

Any organisation...

- Current and prospective medium and enterprise customers;

- Other current and prospective customers wishing to upgrade to the latest operating systems but have old legacy applications preventing them from this;
- Public Sector organisations with legacy applications, e.g. NHS;
- All current and prospective customers seeking to migrate to the latest generation hardware/software but with a limited budget;
- Any customers wishing to run Windows-only application on other hardware, e.g. Apple devices or Chromebooks.

Want to know more?

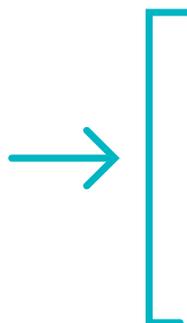
If you would like to find out more about this technology and how it might benefit your organisation, feel free to contact me direct via: simeon@tptg.co.uk



Simeon Banks
Group Technology Solutions Manager



Universal Container



Applications containerised and Set Free.

Delivered to your choice of device using the browser.

the perfect password: 2FA

Two-Factor Authentication, also known as 2FA, is an extra layer of security used to make sure that people trying to gain access to an online account are in fact who they say they are.

According to Twilio, there has been a 618% increase in users enabling 2FA in the last two years. It is also becoming increasingly popular across social media platforms such as Instagram, Facebook, Twitter and LinkedIn. First, a person will enter their username and a password traditionally. Then, instead of immediately being granted access, it requires authentication via one of three methods:

Knowledge:

Something known only to the user, such as a PIN number or answer to a secret question.

Possession:

Something only the user possesses, such as a physical card, mobile phone or security token.

Inheritance:

A characteristic unique to the user, such as a fingerprint or other biometric measure.

In recent years, we have witnessed a massive increase in the number of websites losing personal data. As cybercrime gets more sophisticated, companies find their old security systems are no match for modern threats and attacks. Sometimes it's simple human error that has left them exposed, and it's not just trust that can be damaged. All types of organisations — global companies, small businesses, start-ups, and even non-profits can suffer severe financial and reputational loss.

Two-Factor Authentication has recently been deployed across the pure technology

group for remote access, mobile access, Bring Your Own Device (BYOD) and data feeds.

2FA offers many benefits such as:

- Improved security across an organisation and decreased probability that an attacker can impersonate a user and gain access to computers, accounts or other sensitive resources;
- Increased productivity and flexibility by allowing employees to securely access corporate applications, data and documents from virtually any device or location - without putting the corporate network and sensitive information at risk;
- Reducing fraud and in turn can build upon secure online relationships. 2FA provides an additional layer of mobile protection that secures the site, the transaction and customer. Moreover, by creating a secure brand experience, businesses increase their opportunity to create ongoing interactions with customers.

If you are unsure of how to use or apply Two-Factor Authentication within your business, you can get in touch with us by calling 0113 387 1070 for more information and support.



Jade Abramov
Marketing Assistant



Mike Chambers
Regional Sales Director

The pure technology group is proud to announce its successful entry into the Public-Sector G-Cloud framework. The group is now authorised to provide the following solutions and services on the UK Government G-Cloud 10 framework:

- Azure and Azure Managed Services;
- **purecloud** (aggregating cloud services);
- Droplet Computing as a solution service;
- Microsoft O365;
- **pure**support (a comprehensive range of Support and Professional Services, which can be provided as a package for any platform: on-premise; cloud and/or hybrid systems).

The G-Cloud 10 framework is designed to ease IT procurement for the Public-Sector in departments of the United Kingdom

Government, aimed specifically at Cloud computing solutions.

The pure technology group has a total commitment to enabling organisations to be Cloud ready, as well as offering a full suite of packaged Cloud services with wrap-around services, delivered from UK DataCentres. This framework enables the group to deliver its cloud expertise to the UK Government, ensuring the best value, along with comprehensive hosting and support capabilities. The pure technology group is also particularly pleased to have secured the Droplet Computing service on G-Cloud, permitting legacy applications to be run from a browser, which reduces the need for expensive legacy system support. This further embraces our commitment

to provide the best value and managed services in this space.

G-Cloud is a further step in the pure technology group's strategic plan; building upon existing successful partnerships with Public-Sector customers.



pure technology group expands to London.



Cliff Fox
Group COO

The pure technology group – headquartered in Leeds – has announced expansion into London, as the £28m turnover business aims for further growth.

The news broke at the company's annual event - pt18 the largest partner tech event in the North.

Having recently completed its 2017-18 financial year, ptg has recorded over £5m organic growth over the past 12 months, taking the brand to a circa £28m organisation. But with sights set on £40m revenue – and a growing number of enquiries coming in from the South of England – the London expansion will prove a pivotal part of the jigsaw.

Having already recruited four experienced colleagues to head up the Southern operation, there are plans to double the team numbers over the next few months. This signifies the desire to close the geographical gap between ptg's Northern HQ and partners in the South, at the same time as opening doors for new channel collaborations.

Cliff Fox ptg's Group COO explains: "With 50% of our customer base made up of national – and international – brands, the London presence will allow us to be physically closer to some of our customers, as well as the prospective organisations we're currently in talks with. There are some game-changing innovators in the South too, so as we look to expand our product and service offering, it's also important that we're closer to potential partners.

"We may be a cutting-edge tech business, but we believe in developing strong human relationships too – this has been key to our

success to date and we're not about to change a model that we know really works."

But London isn't the only new direction for the established Northern firm. The news comes in the same month that ptg has just recruited its 100th employee and launched three key new innovations.

With an already robust tiered security



provision, ptg's service catalogue now boasts a new IT security testing service, which includes a simulated 'attacks', allowing customers to independently evaluate security in a 'safe' setting.

'pure IoT' (Internet of Things) was also a hot topic at the pt18 event, with ptg predicting that this will prove the most exciting addition to their suite of services, over the coming years. A concept to support organisations of all shapes and sizes, ptg will devise bespoke data-driven solutions to meet business challenges, that will include AI,

machine learning and even simple process improvements, to boost efficiency and capabilities.

And the simulation capabilities of 'pure VR' (Virtual Reality) is pitched to be another disruptor within the tech space, as organisations envisage new ways of thinking about wearables, particularly when it comes to assisted reality in the education and training sectors.

Offering a concluding thought Cliff said:

"The theme of our recent pt18 event was innovation. For some customers, this represents a simple shift into the cloud and/or the streamlining of their operations to improve the resilience of their tech infrastructure and the flexibility with which they can work. For other customers, their innovative thinking is far more advanced.

"They're using tech to turn 24-hour jobs into 60-second tasks. They're saving lives, creating jobs and changing the scope of what's possible with tech-based solutions that sound like they could only belong in science fiction. And as their tech partner, it's our job to help make that happen."

Established in 2007, from a standing start, ptg reached its 1000th customer in 2012, shortly before it closed on turnover of £4.66m. The Group acquired Servatech Ltd in 2014 before rebranding and embarking on a new three-year growth strategy in 2016. Fast forward to 2018 and the award-winning IIP gold business now has over 1,600 customers, £28m revenue, 100 employees and is forecasting further growth.

cyber essentials+

PTG is proud to announce that as of the 23rd of May 2018, the Group is now fully Cyber Essentials Plus Certified.

The UK Government is leading the Cyber Security agenda for businesses with a range of schemes and initiatives, and perhaps the most useful for SMEs are the Cyber Essentials Certifications. PTG acknowledges the importance of security for all of its partners and customers and is therefore taking the necessary precautions and commitment around cyber security very seriously.



But what is it?

Cyber Essentials is a simple but effective Government-backed scheme that will help you to protect your organisation, whatever its size, against a whole range of the most common cyber-attacks. Cyber-attacks come in many shapes and sizes, but the vast majority are very basic in nature, carried out by relatively unskilled individuals (the digital equivalent of a thief trying your front door to see if it's unlocked). Cyber Essentials is designed to prevent these attacks.

Cyber Essentials (Basic) vs. Cyber Essentials (Plus)

Cyber Essentials (Basic) is a self-certification. This means that you're asked

to supply answers to a questionnaire (with evidence) and the application is marked by one of the CE certification bodies through an online portal. However, Cyber Essentials (Plus) involves an external vulnerability scan. This means that one of the CE certification bodies will visit your office and perform a test that is in line with the Cyber Essentials test specification. Every certification body will have the same test process; however, the costs may vary.

So what does it entail?

The scheme provides five fundamental technical security controls that an organisation needs to have in place to defend against the most common form of cyber-attacks emanating from the Internet. These controls are then independently assessed for a Cyber Essentials accreditation:

- Boundary firewalls and internet gateways - these must be designed to prevent unauthorised access to, or from private networks;
- Secure configuration - ensuring that systems are configured in the most secure way for the needs of the organisation;
- Access control - ensuring only those who should have access to systems have access and at the appropriate level;
- Malware protection - ensuring that virus and malware protection is installed and is up to date;
- Patch management - ensuring the latest supported version of an application is used and all the necessary patches supplied by the vendor have been applied.

Why is it important?

Whilst no security strategy can stop 100% of attacks, the aim is to mitigate the risk as much as possible. The majority of attacks exploit basic weaknesses in IT systems and software, and in reality, these can be quite

straightforward to defend against, ensuring your organisation has the appropriate systems in place.

The Cyber Essentials scheme aims to provide businesses with a strong base from which to reduce the risk from these prevalent, but unskilled, cyber-attacks.

What are the benefits?

When implemented correctly, the security controls outlined should prevent 80% of cyber-attacks. The primary aim of the scheme is to encourage organisations to adopt best practices in their security strategy, in turn making the UK a safer place to do business. The Cyber Essentials schemes bring a number of benefits to companies, such as:

- It protects against common threats;
- It shows your commitment to security; demonstrating to your business partners, regulators and suppliers that you take cyber security seriously;
- It is a mandatory requirement for government suppliers and for all public service contracts;
- It enables you to safeguard commercially sensitive data;
- It protects your company's profits and reputation by avoiding the financial implications of any negative publicity associated with a cyber-attack;
- It gives you a competitive advantage, particularly in comparison to rivals without accreditation.

For more information on how to implement Cyber Essentials Plus in your business call one of the PTG Security Specialists on 0113 387 1070 for more information.



Zebby Hussain
Marketing Executive



NPS

Net Promoter Score

score accurate from 13th of September 2018

The pure technology group takes customer feedback very seriously regardless of which form it is provided to us. We pride ourselves on delivering the best service possible to all of our customers and if something is going wrong, we want to know about it.

One of the forms of feedback we use is Net Promoter Score™ (NPS) which is a very valuable tool to us and enables us to find out when we are providing an excellent service and also when things aren't going quite so well.

We send an NPS survey to customers after a service ticket has been completed. Unlike some other companies, it isn't a huge survey which everybody dreads. It is a very simple scoring system of 0 (unhappy) – 10 (very happy) with an additional comments box for the customer to express their thoughts around the experience they have received with our service.

We understand people have very busy schedules, so we have taken this into consideration and removed the reminder e-mail to complete a survey. Some customers can log many tickets in a week, it may become frustrating to receive 15 survey e-mails and then 15 reminder e-mails. There's no need to fill out all surveys, unless of course the customer wants to.

As a goodwill gesture we also enter everybody who completes a survey into a monthly prize draw, and a winner is picked at random who will then receive a £25 Amazon voucher!



How the NPS score is worked out:

Promoters

are those who give the highest score of 9 or 10.

Passives

are those who give a score of 7 or 8.

Detractors

are those who give a score ranging from 0 to 6.

For us, all feedback is important. Obviously, we concentrate heavily on the detractors as nobody wants unhappy customers. We follow up all detractors as soon as they are received. Once the notification is received, a ticket is logged on our quality board and our directors and service managers receive notifications from the logged ticket. After the ticket is logged a manager will place a phone call to the customer to ask for additional feedback to see what we can learn from their experience. The feedback can vary drastically from one person to another. It may be that at the time they were having a bad day and didn't feel like giving a good score, it may be something as drastic as we have not delivered something we promised.

We are all human and make mistakes, the key thing for us is to learn by this to ensure it doesn't happen again. Depending on the feedback there are a number of things we could do to put things right. An account manager could arrange an account review meeting which would enable us to really understand what is going on for a customer. Communication becomes easier and the meetings allow us to support the customer through their frustrations.

Sometimes recognising the mistake, following up with the phone call along with a simple apology and a thank you e-mail can be enough. Other times we will have to review our procedures to see if a step has failed or we need to educate our staff further.

A recent example of how we follow up with low NPS scores:

Paul Cheung from Greyhound Box scored his survey with a '0'. His comments were:

"Would need a senior manager within your organisation to call if they require more information."

Following this, a ticket was logged on our quality board and a call was then placed to Paul immediately by a manager. After a lengthy discussion, it transpired that Paul had concerns in a number of areas from service and products to account management. The manager escalated the service tickets for a speedy resolution, the products and account management issues were then escalated to the sales manager and director which resulted in an account management meeting to work with Paul to create a resolution.

Overall, it has been a positive process which has improved communication and Paul is much happier that things are now on the right track. We will always look to ourselves first to make a change!

Based on the benchmark for NPS a range of 0-50 is considered good, 50+ is excellent and 70+ is considered to be world class.

Our NPS is 93% which is fantastic for us as it shows we really do value our customers and they are happy with our service.

There is still work to do in order to further improve our service and we will always work with our customers to get their satisfaction to where it needs to be.



Sharon Pashley
Technical Services
Manager



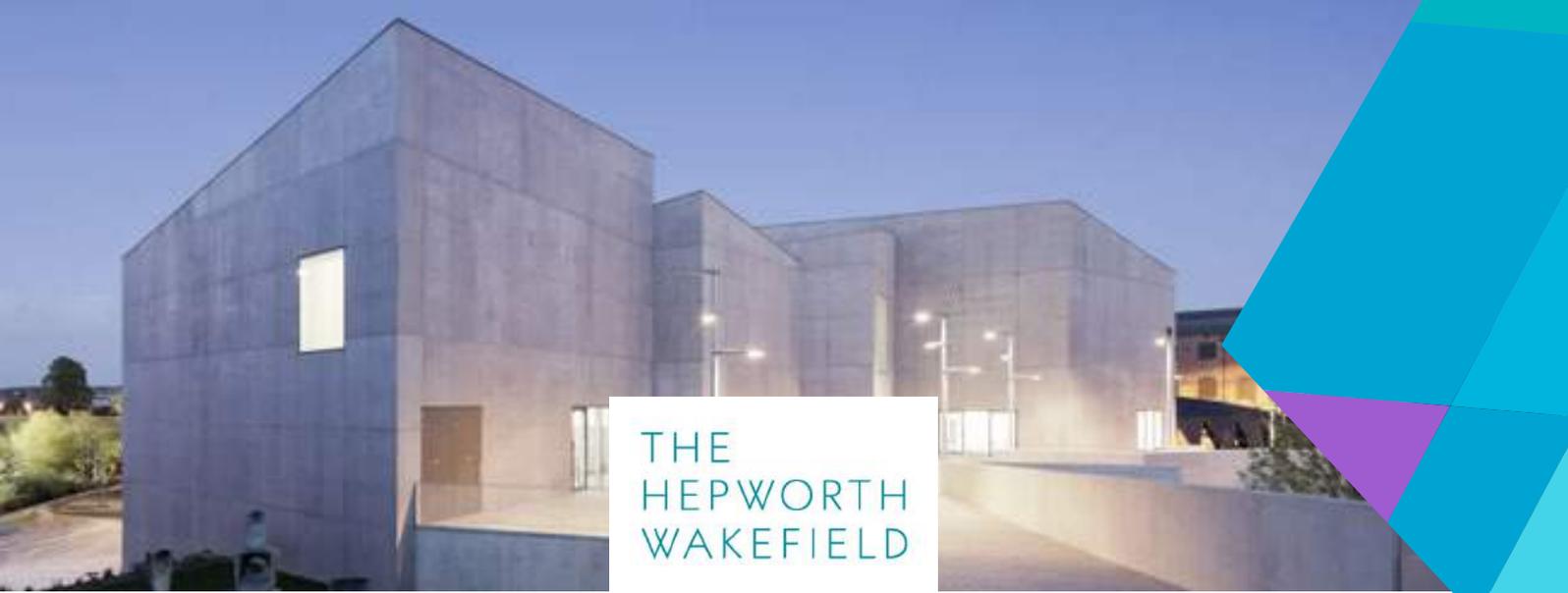


something

19

BIG

is coming...



THE HEPWORTH WAKEFIELD

background.

The Hepworth Wakefield is an award-winning art gallery in the heart of Yorkshire, set within Wakefield's historic waterfront overlooking the River Calder. Designed by the acclaimed David Chipperfield Architects, the gallery opened in May 2011 and is home to Wakefield's art collection – an impressive compendium of modern British art, including works by Ben Nicholson, Patrick Heron, L.S. Lowry, Barbara Hepworth and Henry Moore.

challenge.

With a mission to be recognised as one of the world's leading art galleries, The Hepworth works with the pure technology group (PTG) to achieve strategic goals through innovative, market-leading technology.

The Hepworth Wakefield required a solution to modernise their IT infrastructure. The requirement focused on compatibility with core applications, the need to improve speed of systems, replacement of the aged backup solution, PCI compliance and a suitable disaster recovery solution.

solution.

The pure technology group firstly migrated The Hepworth Wakefield to Office 365 using Microsoft's CSP licensing model. As a CSP Tier-1 partner, PTG was able to offer The Hepworth discounts on licensing, saving them around 20% when compared to other partners, and with support from Microsoft with PTG managing customer support from beginning to end.

The entire server and storage infrastructure was replaced by the latest HP Gen10 servers and SAN. This consolidation provided the Hepworth with a more economical solution and superior performance. It also ensures a streamlined integration with Hyper V and Microsoft Server 2016. Administrators now only need to be trained on one platform, reducing training time and further cost efficiencies.

Threat protection has been enhanced by implementing PTGs recommended antivirus solution, Bitdefender, which ensures protection from Internet-born threats. 2 Factor Authentication (2FA) has also been implemented for remote access, which provides additional security, significantly reducing the risk of a breach. 2FA was a key component in supporting The Hepworth's GDPR compliance.

The on-site backup system has been replaced with purebackup. A local copy is held on-site and replicated to PTG's DataCentre using enhanced encryption. By having a robust backup solution, the Hepworth can now trust all information is kept confidential and secure, at rest and in transit.

Laura Whiteman, Business and Capital Executive for the Hepworth, commented:

"We approached PTG to help us plan and advise on the infrastructure requirements that would see our organisation continue in its success over the next 3-5 years. Overall we are very happy with the professional approach shown by all involved and the seamless migration to the new platform with minimal disruption to our organisation."

benefits.



Microsoft and support.



Improved compute, storage and network performance.



Enhanced security.

