



Sophos Managed Detection and Response offers 24/7 security provision without recruiting additional staff at **AG Barr**

Established over 145 years ago in Scotland, AG Barr is a branded consumer goods business which now operates across the UK and with export markets throughout the world. With a range of much loved brands, including Rubicon fruit, juice and energy drinks, as well as its Funkin cocktails, AG Barr is best known for its iconic soft drinks brand IRN-BRU, launched in 1901 and still going strong today.

CUSTOMER-AT-A-GLANCE



AG Barr
Industry
Manufacturing
Sophos Customer
Since 2018

Sophos Solutions
Managed Services
Managed Detection and Response
Products
Email & Cloud including Phish Threat
Endpoint including Mobile and Encryption

“We were facing increasing threats as an industry, coupled with the fact that we just didn’t have the internal resource to deliver a 24/7 protective service. We needed a service that didn’t just provide more alerts - a proactive service that could respond on our behalf.”

Paul Ginestri, Information Security Specialist, AG Barr

In recent years, the manufacturing industry became a prevalent target for security attacks due to legacy systems and unpatched applications. When Paul Ginestri took on the role of Information Security Specialist at AG Barr, his first priority was to minimise this risk by adopting a more proactive approach to security and protecting the company 24/7. A key aspect of his strategy was to bring in Sophos Managed Detection and Response (MDR) enabling Paul to extend security without the need for additional personnel.

Business challenges

As a relatively small business, AG Barr didn’t have the internal resources to develop round-the-clock security provision. Their newly recruited Information Security Specialist, Paul Ginestri, needed to find a way to reduce the company’s cyber risk without the delay, significant cost and difficulty involved in sourcing experienced security professionals.

The main challenge for AG Barr was access to the skilled resource required to proactively search out security threats across a technology estate of laptops, desktops, servers, mobiles and tablets on a 24/7 basis.

Paul began to look for companies that could help him plug the gap easily, quickly and expertly. He needed an external team of specialists who could track, analyse, resolve and prevent security attacks, and this is why he turned to Sophos.

The solution

Paul led a procurement project to find a security management service that could work together with AG Barr to keep the company safe 24/7. Sophos Managed Detection and Response (MDR) was assessed against competing products, and was chosen as the preferred solution for various reasons:

- Intuitive to use with a great user interface
- Easily and quickly deployed
- Centrally delivered through one portal that provides a holistic view of the technology estate
- A mature, robust product that held promise for the future with a strong roadmap
- Provides access to a team of information security experts who proactively search for threats



“With this kind of service, trust is everything. With Sophos we are constantly reassured of their knowledge and expertise with evidence and reports that give you, for example, the detail behind why a potential threat is benign.”

Paul Ginestri, Information Security Specialist, AG Barr

- MDR team investigates the scope and severity of threats and delivers a resolution
- Provides advice on how to improve your security posture and help prevent such attacks in the future

AG Barr became early adopters of Sophos MDR, buying into the standard service for the first two years. Over time, both the company and the product evolved, and as Sophos has released new features, AG Barr has benefited from these without further outlay of capital funds, providing increasing value for money.

Based on the success of the first two years, AG Barr renewed its contract with Sophos in 2021 and also upgraded to the advanced service to further enhance their security protection.

Business benefits

The Sophos MDR team of security experts is available 24/7, providing Paul with the help he needs to greatly increase protection across the entire technology estate. The service centralises effort without reducing layers of security – including both Sophos and third-party products.

By buying into a managed service, Paul has been able to undertake preventative work to increase security and avoid breaches rather than fire-fighting security threats as and when they occur. Further benefits include:

Integrated partnership

AG Barr benefits from an integrated team approach with Sophos who deliver ‘always on’ access to experts. This working partnership between the two teams has been essential and it’s this that Paul says delivers excellent value for money.

Timely and responsive service

The highly responsive nature of Sophos and the MDR team of specialists means that there is no delay in dealing with any potential threats. This is a crucial barometer of success for Paul. Before Sophos MDR, he believes that any suspicious activity could have easily taken out an entire day for him, so he saves time and has peace of mind that all threats are being swiftly managed.

Releasing personnel resource

AG Barr has saved time and money by not having to recruit a much larger team to manage a service that matches Sophos MDR. Further time is saved by releasing the IT teams to undertake more proactive tasks instead of being drawn into managing security challenges.

Transfer of knowledge

Access to up-to-date security expertise is invaluable for Paul. Being able to instantly contact a team of specialists provides a vital second opinion and a supportive add-on for him and his team.

The personal touch

Sophos MDR blends the best in security and an outstanding service to deliver robust security provision 24/7 through a dedicated contact, with ownership of the AG Barr account. Paul finds it refreshing and essential that Sophos is not a faceless corporation that hides behind automated email processes and service-level agreements.

Paul concludes: "Having experts we can trust at the end of the phone, without delay, to help us navigate the constant security threats we face, not only delivers peace of mind but extraordinary value for money. It also saves us the expense of recruiting up to five new employees to take on this work."

[Learn more about MDR](#)