



Editorial guidelines

Introduction

The *Technology Record* editorial team will work with you to prepare content for the magazine. This document contains some guidelines that may be helpful for submitting source material and content for publication.

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If you have any questions or require further information, please contact the editorial team member that has been assigned to work with you.

General notes

- Text content should be supplied in a Microsoft Word document or by email.
- All content should be recent and relevant (i.e. related to the use of Microsoft technology in large businesses or organisations).
- Make sure content is factual and include sources where appropriate.
- We prefer articles to convey an individual's or brand's expertise or share details of products, partnerships or perspectives on industry trends, rather than be directly promotional. Readers will be more engaged with the former.
- Avoid value judgements like 'ABC is the best...'
- Our editorial team will edit all submitted content to ensure that it is grammatically correct and complies with our style guidelines.
- We will share a draft layout with you in advance of publication.

Word counts

News articles are typically 50-100 words but can be more or less. Please provide the source material and we will write to the appropriate length.

Feature contributions are typically 100 words in length.

For all other types of articles, we typically require 300-400 words per page (we will advise the number of pages assigned), although this may change according to how we want to present image content.

Deadlines

Please supply all content (text and images) as soon as you can before the deadline you have been given.

Please provide a prepared press release or a short summary of facts. A member of our editorial team will write the article based on the information you supply, and let you know if they have any questions.

MARKETWATCH



Professional audio improves meeting inclusion, finds Jabra

New Jabra research has found that those using professional audio devices experience fewer issues in virtual meetings on unified communications platforms, when compared to users of built-in or consumer audio devices. Most notably, they had less trouble hearing what's being said than those using consumer devices, where almost 40 per cent reported audio issues. Additionally, professional device users were 10 per cent less likely than consumer device users to report feeling left out of the conversation. "In a hybrid-working world, getting the right devices for professional environments will truly make or break the virtual meeting experience," said Nigel Dunn, managing director of EMEA North at Jabra.

Diebold Nixdorf launches Vynamic Retail Platform

Financial and retail technology firm Diebold Nixdorf has launched the Vynamic Retail Platform, which provides retailers of groceries, fashion, food and convenience with the functionality and flexibility to address rapidly shifting customer needs.

The modular platform is based on a cloud-native architecture and application programming interface-led approach. According to Diebold Nixdorf, this ensures that the platform is more scalable, flexible and integrative than other available platforms. Each module can be hosted using Microsoft Azure or run in the store through embedded Edge technology, while microservices make it highly scalable and adaptable, and frequent updates optimise service availability.



Diehl Metering delivers new Manufacturing Data Platform

Utilities solution provider Diehl Metering has launched its new Manufacturing Data Platform based on Microsoft Azure Analytics services. The platform collects data from manufacturing execution systems, field control software and sensors from all production sites of Diehl Metering worldwide.

Through the flexible splicing of the different Azure services, the platform allows end users to analyse and apply machine learning algorithms to large data sets to optimise production processes by reducing downtime and increasing efficiency. According to Diehl Metering, the platform is a central building block to enhance the industrial Internet of things, manufacturing system landscape and enable an end-to-end view of the metering production process.



K3 acquires Viji for greater supply chain traceability

K3 recently announced the acquisition of Viji, a software developer that has developed a suite of products focused on sustainability.

Viji's products enable brands to trace and authenticate the environmental and social credentials of their supply chains with ease. This includes the collection, verification and renewal of supplier certifications.

"Viji is highly complementary to K3, adding strategically important intellectual property and domain knowledge as we focus on the high-growth fashion and apparel sector and help to transform retail for good," said Marco Vergani, CEO of K3. "We are very pleased to welcome the Viji team to K3."



Ireckonu redefines guest engagement with hospitality platform

Hospitality solutions provider Ireckonu has added new enhancements to its IKnowU hospitality platform to give hoteliers an improved way of understanding and engaging customers at every point in the guest journey. The new features empower teams across the hotel, including marketing, acquisition, booking, personalisation and retention.

"Our enhanced offering is the first one-stop-shop for hoteliers looking to reimagine and centralise the way they engage with each their guests, regardless of market segment," said Chi Chan, chief commercial officer at Ireckonu.





Orbus Software named leader for enterprise architecture

Orbus Software has been named as a 2022 Gartner Magic Quadrant Leader for enterprise architecture tools. The firm was recognised for its Ability to Execute and Completeness of Vision. Gartner also highlighted Orbus's strengths in demonstrating strong growth and market momentum, having a variable product, pricing and marketing approach, and portraying a faster time to value with industry-specific guidance.

"Orbus Software's placement in the Gartner Leaders Quadrant truly validates our strategy and strong execution," said Gareth Burton, CEO at Orbus. "The recognition is testament to the hard work of our team, who have delivered against our vision of guiding our customers along successful digital transformation journeys."

PMI partners with Microsoft to upskill students to drive tech-enabled projects

PMI and Microsoft have released the Power Platform University Hub, which provides students with an integrated curriculum focused on using low-code platforms to accelerate digital transformation.

Following completion of the courses, students can earn a PMI Citizen Developer-Trained Practitioner micro-credential and a Microsoft PL-100 Power Platform App Maker certification.

"We are committed to helping equip the next generation of leaders with tools that will enable them to excel in the workforce," said Sam Siboly, global head of citizen developer at PMI. "And that's why we've collaborated with Microsoft to create the Power Platform University Hub, which teaches students how to solve a wide range of business problems with low-code – one of the fastest growing technologies in the job landscape today."



Feature contribution

Our magazine feature stories often include perspectives from representatives of Microsoft partners who have expertise and experience in the topic. These are usually included as stand-alone pieces within the feature pages, Our editorial team will provide guidance on topic and length.

FEATURE

Partner perspectives

Weaving together virtual and physical environments is a key strategy helping manufacturers to achieve their business and sustainability goals. We asked selected analysts and Microsoft partners how digital twin and digital thread technologies are transforming the industry



Sameer Kher
Senior Director Digital Twin, Ansys

"Digital twins require customers to bring together capabilities from multiple platforms to connect in order to recognise value. Ansys' hybrid digital twin capabilities build on our strength in physics-based simulation and add machine learning capabilities to create accurate, evolving models of customers' real-world assets and equipment. By partnering with Microsoft, we are making it easier for customers to deploy our digital twin models on the Microsoft Azure Digital Twin (ADT) platform, connect to sensor streams and to scale out deployment. This helps reduce time to market. As an example, we are helping a large process manufacturer to onboard critical equipment digital twins onto the ADT platform. This digital twin will help improve productivity and reduce material waste by controlling operating temperatures."



Mary Anne Ballouz
Marketing Communications Writer, ICONICS

"Manufacturing organisations are increasingly recognising the benefits of combining Internet of Things and cloud technology like ICONICS' automation software and Microsoft Azure to digitally transform their businesses. An example is Spine Sarcos, a global engineering company and leader in hybrid and thermal solutions. The company used ICONICS on Azure to provide a range of products and services that are connected, smarter, and provide never-before-seen operational visibility. Spine Sarcos can now monitor customer steam systems to collect the needed data at scale for optimal control, performance, energy efficiency, reliability and safety. It can also remotely monitor operators to make the best use of its teams' time, allowing it to drive the journey of moving from reactive to preventive maintenance."

INDUSTRIALS & MANUFACTURING



Chris Lowndes
Senior Director, Industry X Digital Twin Lead, Asynode

"Manufacturers face pressure from all angles. As they battle inflationary pressures, they must also ensure strong environmental, social and governance (ESG) performance. Meanwhile, 75 per cent of UK manufacturers say that increasing energy prices are impacting their competitiveness. All of this is driving manufacturers to leverage AI, digital twins and the Internet of Things (IoT) to better understand and control their energy use. For instance, HomeStar predicts 30 per cent of manufacturers will now pilot their IoT investments to reducing their energy bill. Asynode is recognised for its innovative thinking and technical capability on the Microsoft platform. We provide the tools, technology and expertise to help manufacturers embed digital twin and intelligent digital manufacturing solutions into integrated transformation plans."



Hughes de Bantel
Chief Executive Officer, Cosmo Tech

"Cosmo Tech is creating a revolution in enterprise decision making. With our Simulation Digital Twin platform, organisations can create virtual replicas of their business that include assets, processes and constraints and simulate their evolution to predict what's next. Our platform provides a unified, comprehensive data model connected to the real world to test possible decisions in complex processes such as supply chains and asset investment planning. Decision makers can understand the impact of a decision, or a disruption, on their entire organisation and generate the best action plan to reach their financial, operational and sustainability key performance indicators, accounting for uncertainty."



Jason Polaki
Digital Solutions Director, Johnson Controls

"Johnson Controls is leveraging the power of digital twins to enable the vision of the cognitive environment of the future. Digital twins digitally replicate the events in the physical as-built environment, making them a key enabling technology for digital transformation and providing enriched datasets for advanced machine learning and artificial intelligence. OpenBlue Twin is a key component of our OpenBlue Platform used by both third-party partners and our Rapidio solutions like OpenBlue Enterprise Manager. Overall, digital twins drive deeper insights and outcomes across sustainability, net zero, facility management, occupant, indoor air quality, and service response use cases."

COVER STORY



Jim Chappell
Global Head, AI and Advanced Analytics, AVEVA

"From marketing algorithms to automated production lines, AI is driving business value across multiple sectors. AVEVA's industrial software uses AI to help businesses improve asset performance, streamline operations, drive efficiencies, cut costs, foster value chain resilience and support carbon emissions reduction. But we've only scratched the surface of AI's potential. Advances around Industry 5.0, for example, will see AI extending human ability in transformative ways. For instance, AI systems can support humans with sophisticated guidance, helping to reduce errors, improve productivity and support better decisions. We're at the beginning of the AI-led industrial transformation."



Tony Velleca
CEO, CyberProof

"CyberProof leverages Microsoft's extended detection and response (XDR) architecture for our modern security operations. Cloud-native XDR allows an enterprise to sense anomalies across its existing data centre, office infrastructure, end points and the cloud. This cloud-native XDR architecture is resilient and able to handle large quantities of data—a key ingredient for training algorithms. AI in the form of ML is already part of many cloud-native tools, including Microsoft Defender and Sentinel. There is also a suite of AI tools to leverage natively using the data lake, which is a critical component of the modern security architecture because it enables threat hunting."



Deepika Khare
Senior Consultant - MBCC Retail, Microsoft Practice, Infosys

"Exceptional customer experience, quicker resolutions, increased sales and fraud prevention are imperative for any business. At Infosys, we are industrialising the capabilities of Microsoft's Digital Contact Center (DCC) platform with Nuance to provide AI-powered recommendations. These assist virtual agents with conversational, hyper-personalised customer interactions and a secure omni-channel experience. We help augment customer experience using the DCC with Dynamics 365 Commerce by providing a seamless shopping experience with predictive self-service, proven AI recommendations, and direct-to-consumer scenarios. Associates can be empowered with real-time coaching to increase cross-sell revenue, improving the contact centre capability with biometric voice and behavioural recognition."



Rupert Colbourne
Chief Technology Officer, Oribus Software

"Azure ML and Databricks provides us with a platform of tools and frameworks to help automate the learning of customer data. Azure enables us to build and train learning models that respond to and identify customer and market trends across huge volumes of data. We hope to take this a step further by using Microsoft AI, ML, and cognitive services to develop an 'intelligence' module to provide insights to our customers. We would look to deploy learning models that provide our customers with insights that are not easily discernible by humans. The result would allow us to provide suggestions on how best to make changes or decisions in their transformation journeys."

Case study

Our case studies tell the story of a customer implementation of your solution. If you have already prepared full case study text, please provide the text and we will edit it to fit the space available. If you do not have case study text available, a member of our editorial team can work with you and your customer to create the story. For this, we would initially need a brief summary of the project, outlining the customer, the business challenge, the solution and benefits.

PROFILED: HEINEKEN

Automating the sales process

Brewing firm Heineken has improved the productivity of its Dutch sales team and account managers by implementing Experlogix CPQ

Sales is a complex business. As businesses worldwide tackle soaring costs, salespeople may need to resort to every trick in the book to successfully make sales and meet targets by getting customers to dip into their strictly guarded budgets. In addition to these challenges, salespeople may also have to reckon with complex quotes and agreements. Account managers at Netherlands-based brewing firm Heineken have dealt with precisely these issues, which have been exacerbated by the organisation's size and global reach. The well-known organisation develops and markets premium beer and cider brands, and has a portfolio of more than 300 international, regional, local and speciality beverages. When creating quotes and agreements, sales representatives in the Dutch market had to manage several applications to generate documents from scratch. To address this challenge, Heineken implemented a configure, price, quote (CPQ) solution from software provider Experlogix, which also has its European headquarters in the Netherlands. The service enables users to create complex quotes and agreements quickly and easily, while also using guided selling functions to improve accuracy and remove the risk of them introducing errors. In addition, the service centralises the sales process on Microsoft Dynamics 365 customer relationship management (CRM).

"CPQ is easy to work with and allows us to create complex quotes and agreements in a short time frame"

JAAP VERSNEL, HEINEKEN

"CPQ is easy to work with and allows us to create complex quotes and agreements in a short time frame," says Jaap Versnel, business analyst at Heineken. "CPQ is simple to use; it's got a great look and feel and offers the best value for your investment."

According to Versnel, the solution provides account managers with everything they need to finalise and present a quote or agreement to their customers within a single visit. Updates and changes can be processed with a few clicks; if a quote or agreement is feasible, the CPQ processes it instantly. However, if there's an issue, the solution provides prompts and directly alerts the account manager so they can input the right information. "Our CPQ tool enables Heineken to maintain a single Microsoft Dynamics CRM database that holds all pricing and product information," says Jeff Holroyd, vice president of Microsoft alliances at Experlogix. "Sales account managers can launch the CPQ directly from Microsoft Dynamics CRM and work through a guided sales process with assurance that all information and records are always current and centralised with the Dynamics database. The full CPQ/Dynamics integration ensures businesses work with one version of the truth."

By implementing Experlogix CPQ, 120 sales account managers at Heineken have reduced the time they spend creating and updating agreements by more than 50 hours per week.

RETAIL & CG



PROFILED: XYNGULAR

Creating a secure platform

JourneyTEAM helped wellness company Xyngular migrate from a legacy on-premises solution to Dynamics 365 Business Central

Founded in 2009, Xyngular is a wellness company offering weight loss and supplement products designed to help people live a healthier lifestyle. The company recently experienced significant growth which has resulted in the need to streamline and automate several key processes. The rapid growth led to data being gathered quickly and stored in several disparate locations. This prevented users from swiftly and accurately analysing data to make decisions, appropriately scale, and access and use key tools. Xyngular was also housing all data and operations with legacy software Great Plains, which it (and its users) outgrew as it added more employees and processes. Xyngular needed a solution that could manage all data related to business, processes and finances in a single location. JourneyTEAM helped the wellness company fulfil this need by migrating it to Dynamics 365 Business Central, Azure Active Directory, SharePoint and Power BI.

The seamless connection between each of the Microsoft platforms enables Xyngular to automatically update information stored in each, providing users with always accurate insights across the board. Now, as sales revenue increases, users have a far more effective method of tracking data and evaluating business processes and operations. By making the move to Business Central, Xyngular provides users with a modern, user-friendly platform. Users can view sales trends, manage supply chain data, monitor individual products, and more. The platform improved the company's overall project management strategy and has enabled Xyngular to make data-driven decisions. With Power BI, Xyngular can connect to Business Central and easily gather and visualise important data insights. These can then be used to evaluate business performance and identify areas for improvement. Power BI stores data from multiple sources in a centralised location, enabling users to quickly and accurately generate reports (going from days, hours, or minutes) to gather, analyse and report key business metrics. Using both SharePoint and Microsoft 365 has enabled Xyngular to improve its identity and access management strategy, improve collaboration and communication, and simplify document management across its business teams. With the help of JourneyTEAM, Xyngular overcame limitations posed by its legacy software and created a secure, modern business management platform. Now, the wellness company enjoys streamlined operations, easy access to business data and applications, and a comprehensive view of business processes.



Interview

A member of our editorial team will conduct an interview (via email or Microsoft Teams) with a senior executive from your company to discuss an agreed topic. This could relate to trends in the industry, specific Microsoft products or your own products.

INTERVIEW

Striving for retail innovation

Lindsay Carpen shares how RSM's focus on understanding retail consumers helps its clients create premium customer experiences

BY ELLY YATES-ROBERTS



"Once you know what your target audience is looking for and how they interact with your business, it is much easier to give them what they want"

LINDSAY CARPEN, RSM

The retail industry is a breeding ground for innovation as businesses seek to meet the needs of consumers in the most effective and inspiring ways.

"We have found real value in changing the customer experience by embedding technology directly into interactions," says Lindsay Carpen, a partner in retail and consumer products at RSM. "Using technology to evaluate user behaviour and spot changing preferences or emerging trends is a hot topic for us."

Carpen is among the many retail experts that believe that the main goal of technology in the industry is in understanding customers. "Once you know what your target audience is looking for and how they interact with your business, it is much easier to give them what they want," he says.

With this belief at its core, RSM has made a name for itself in helping clients to reimagine how to leverage technology to drive new and exciting customer engagements. For example, during a partnership with a winery, RSM developed a virtual sommelier using an artificial intelligence-driven hologram,

a guided wine selection tour using AI and lights, and a wine history experience that saw images and information projected onto a restaurant tabletop.

"We were particularly proud of this partnership as it enabled us to think outside the box and create a unique set of technology-enabled experiences for a particular target audience," says Carpen.

Another customer, Priority Bicycles, came to the firm looking to develop a new and exciting way to purchase bicycles. It wanted technology to serve as the platform for its future growth. RSM helped the retailer to create a connected physical and e-commerce store with AI-driven virtual assistance using customer insights and automated security measures like fraud detection. "The goal was to make bicycling simpler," says Carpen. "Bicycle sales are based on customer demand, which requires finding new methods to incorporate user feedback into all aspects of the business."

"The company fully embraced what we had to offer to differentiate its business. Our collaboration included an augmented reality solution to service bicycles in the field, as well as a product selection and configuration tool in its showroom."

The partnership has allowed Priority Bicycles to deliver a premium customer experience, setting it apart from its competition. And it can now use analytics to continually innovate based on customer feedback.



RSM helped Priority Bicycles use AI and virtual reality technologies to create new experiences for its customers.

"It's not about having the data; it's about having a partner like RSM to work with that data and make it functional," says Connor Swegle, chief marketing officer at Priority Bicycles. "We now understand how to use data to make our business stronger."

RSM will host tours of its Priority Bicycles retail experience centre at the NRF 2023 event in New York, as well as showcasing other new innovations, including an LED light selection that connects physical spaces with digital information, Dynamics 365 Guides, which uses mixed reality and Microsoft HoloLens machine learning analytics for user emotions analysis; and in-store heat mapping and traffic tracking.

"The whole RSM team is incredibly excited for NRF," says Carpen. "It not only gives us an opportunity to showcase how we are leveraging our own technologies and that of partners like Microsoft, but it also allows us to highlight how we continue to strive for retail innovation."

INTERVIEW

Testing for success

Joachim Schiermacher shares how ClickLearn is helping its customers automatically assess cloud-based applications

BY ELLY YATES-ROBERTS



"We enable even small IT departments to deliver a fully automated test on all releases of all applications"

Having witnessed the dramatic changes in business evolution over the past few years, Joachim Schiermacher, CEO of e-learning software provider ClickLearn, tells us how the firm is enabling customers to use its technology and their own documentation in new ways.

ClickLearn is well-known for delivering a digital adoption solutions and training for business applications. What has the company been working on lately?

From a high-level perspective, ClickLearn is focused on enabling digital transformation for enterprises. We deliver technology for end-user training and adoption of software, and I am excited to see that there are now more than 300,000 professionals working with our digital adoption solution for Microsoft Dynamics 365.

Recently, we extended our technology to take the pain out of testing cloud-based applications before downloading updates. And the fascinating thing is that we can use the processes created for training purposes in automating tests on any cloud-based application.

Most IT departments test software releases before bringing them into their live environments. Why do businesses need automation?

That used to be true because it was manageable to test a few critical business systems manually. However, with cloud-based applications on the rise, manually testing applications is becoming more difficult. Most IT departments are not seriously testing releases from their software vendors before making them live because the number of applications deployed in our IT landscapes is surging. If you combine that with a higher frequency of vendor releases, testing applications manually becomes a completely unmanageable task.

The composable enterprise, with its best-of-breed, out-of-the-box packaged business capabilities has been a fantastic vehicle for driving faster digital transformation. On the flip side, we are putting our organisations at risk because we do not have adequate resources for testing. Our proposition is simple: we enable even small IT departments to deliver a fully automated test on all releases of all applications.

There are a few enterprise-testing applications on the market. What makes ClickLearn's offering different?

We reuse all the process documentation that a business creates when onboarding a user and updates the training material automatically with each new vendor release. To my knowledge, we are the only one in the market capable of this.


8 Technology Record: editorial guidelines

Article types

Our viewpoint articles provide the author's perspective on a certain topic, so would be bylined to a member of your organisation. It should be written with a first-person narrative (i.e. it can use words like 'I' or 'we') and be quite conversational in tone. They will close with a short statement explaining the author's credentials (e.g. John Smith is CEO at ABC).

VIEWPOINT

The great convergence of AV and IT



DAN GOLDSTEIN: AVIXA

Digital transformation and a greater number of connected devices are leading the audiovisual and IT sectors to work together to develop pioneering new technologies that are transforming how people work and live

Since the dawn of the information age, most industries have been rapidly moving towards an inevitable intersection with IT. As any old-school auto mechanic will tell you, gone are the days when they simply popped the bonnet, turned a wrench and rolled the car out of the garage with all its problems fixed. Now, they must update onboard computers to analyse the cause of any given issue that needs repairing. This means technicians must also serve as automobile IT experts. The audiovisual (AV) world is much the same as the IT industry in that managed applications have become the lifeblood of all AV communications.


Not long ago, AV equipment operated independently, using specialised hardware, purpose-built software and dedicated control systems. Servers, network infrastructure and end points were the primary focus of corporate IT departments. But a digital transformation is now taking place across the globe as devices become more connected and provide new and significant opportunities for employees and customers to interact. This transformation means that a more comprehensive range of AV equipment is now being provisioned and managed by IT departments.

This evolution has resulted in a mandate for integration between these two groups, which is critical to the success of project implementations. To ensure an organisation remains competitive, the IT teams must gain a deeper understanding of AV technology, and the AV departments should undertake a deep dive into the IT department's processes, policies and technologies.

Although the convergence of AV and IT can trace its roots to the 1980s when the telecommunications and data network industries merged to create technologies like smartphones and voice over internet protocol, its rich legacy is still being felt today. Now, the AV and IT industries are jointly pioneering advanced technologies like interactive touchscreens, displays, projection mapping, cloud-based storage and apps, and metaverse applications that are already changing how people work and play.

Convergence is defined as the merging of distinct technologies into a unified whole and, as technology advances, AV and IT have become increasingly integrated. But the convergence of AV and IT involves more than simply merging traditional AV and IT systems. Thanks to an emphasis on corporate strategy and end-user needs, the two entities are no longer siloed and now actively work in conjunction with one another.

"The AV and IT industries are pioneering advanced technologies that are already changing how people work and play"



Across the board, Fortune 500 firms, colleges, healthcare facilities and many other organisations in multiple industry sectors are undergoing technological convergence. For communication, collaboration and productivity to be optimised, AV and IT teams must continue to work closely together to deliver systems that support organisational strategies and industry demands, both now and in the future.

As the international trade association representing the AV industry, AVIXA is keen to explore how the convergence of AV and IT is impacting organisations in multiple industry verticals. To do this, it is inviting businesses to share their expertise and experiences via AVIXA Xchange, a global collaboration platform that connects thought leaders, solution providers and innovative manufacturers with today's technology buyers. The platform provides a forum for sharing expertise, knowledge and connections to drive innovation in the AV and IT space, enabling every segment of the industry to thrive.

To participate in the discussion, visit xchange.avixa.org.

Dan Goldstein is chief marketing officer at AVIXA

AV and IT teams must collaborate closely to develop the types of transformative tools and technologies that will empower employees to work more productively and efficiently

VIEWPOINT

The missing component of cybersecurity



HANNAH GERSTNER: CONTRAFORCE

In today's cybersecurity landscape, we need to go back to the basics

The 'people, processes and technology' framework is an outdated and over-simplified concept. Though a radical idea when the term was first coined in the 1980s, businesses still struggle to execute the concept today – especially when it comes to cyber resiliency. Despite a growing cybersecurity market (worth over \$150 billion), cyberattacks are growing at exponential levels.

With the increase in technology adoption and hybrid work, small and medium-sized enterprises (SMEs) are frantically looking for a better way to stay secure. Vendors often position products as a quick-and-easy

but no oven to cook it. So, what's missing? The foundation.

To enable a truly resilient cybersecurity culture, SMEs need to shift their focus to building a solid foundation. For many, managing the complexities of security tools monopolises the time of IT teams, who often spend more time managing their security stack than on keeping the company secure. These tools overwhelm users with data and alert fatigue, and provide a fragmented picture of their security posture. We must ask ourselves: do we really know what it is that we're protecting? Do we have a common understanding of our organisational goals?

When speaking with those responsible for their organisation's cybersecurity, a similar need is expressed time and time again: "All I need is to know when an incident occurs, the severity of it, and how to react."

ContraForce, a software-as-a-service cybersecurity solution, does just that. ContraForce is the rock-solid foundation of technology, people and processes needed to be truly cyber-resilient. The platform condenses existing Microsoft tools into a centralised dashboard to enable organisations to increase detection coverage, easily remediate threats, and deploy a holistic security programme, among other capabilities. With ContraForce, you know when and how to respond to threats, every time.

Hannah Gerstner is vice president of marketing at ContraForce

"Technology does not solve a problem; it simply creates the opportunity to do so"

solution to the problem but in reality, the problem isn't the lack of people, processes, and technology; it's the lack of foundation. We are relentlessly told that technology is the be-all and end-all to our security concerns, but technology does not solve a problem; it simply creates the opportunity to do so. It's easy, then, to think that the appropriate solution is to find the 'right' people to implement the 'right' processes, but this is not the case. The 'people, processes and technology' concept is the equivalent of having all the ingredients to bake a cake,

Supporting images

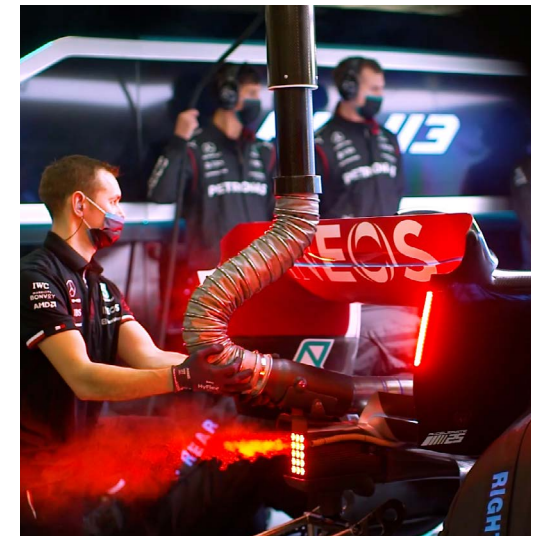
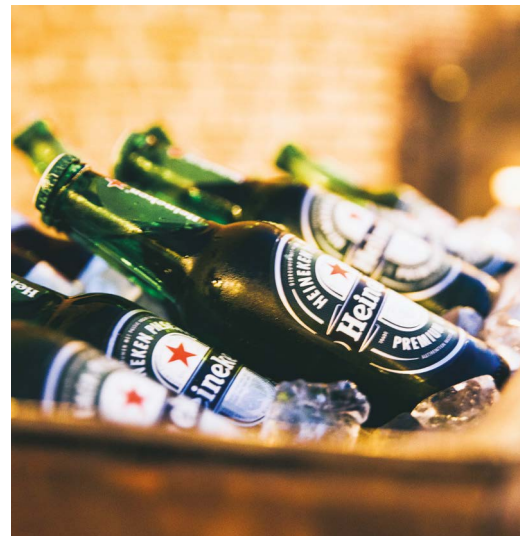
Almost every article in *Technology Record* will include some kind of image content.

Our strong preference is for imagery to be ‘real’. For example, we could include photos of your customer’s employees at work, ideally with your solutions being used.

Alternatively, you may be able to provide images that incorporate your customer’s branding, such as their shop/ office frontage or branded vehicles.

If you are unable to provide any relevant imagery, and we cannot source a suitable from elsewhere, we will revert to our library of stock photography, or create an illustrative theme.

Please note that we do not include sponsor company logos on content pages (although will require them for our Sponsor and Featured Partners pages).



Headshots

For viewpoint articles and interviews, please provide a high resolution image of the author/interviewee.

These can be formal portraits or, for interviews in particular, can show the individual in a working environment, or in a variety of ‘conversational’ poses.

Additional notes for all imagery:

- Please only supply images if you own the copyright or have permission for use.
- Please advise the photographer or license owner name so we can credit imagery correctly.
- If images are too large to send by email, consider a file transfer service like OneDrive.

