Barracuda
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Australian Technology Service Provider finds security partner of choice in Barracuda

GPK Group turns to CloudGen Firewall and Total Email Protection to protect Australian supermarket retail and manufacturing organisations from increasing cybersecurity threats

Australia's supermarket retail and manufacturing sectors are facing increasingly sophisticated cybersecurity threats, but the majority of midsize organisations don't have the resources to adequately protect themselves.

As a leading Australian services provider, GPK Group helps fill that void. GPK provides niche business process and systems improvement services to customers in these sectors, leveraging security technologies to ensure these services stay protected.

GPK Group turned to Barracuda in 2017 as its security partner of choice to support the business as it embarked on a rapid growth journey to meet customer demand on a local and national level. The provider has ambitious plans to open an office in every major capital city in the country, with offices currently in Melbourne, Adelaide, Brisbane and Perth.

Finding the right security partner

Founded in Melbourne in 1999, GPK Group boasts a rapidly growing list of supermarket retail and manufacturing customers, helping improve their businesses with the right advice, technology and managed services, particularly around retail technologies, cloud solutions, connectivity and security.

Security was one area GPK Group had a desire to excel in however, due to having a firewall offering that lacked technical ability and was difficult to use this was becoming a challenge. GPK Group went to market in 2017 looking for a new solution and after a thorough market evaluation, the Barracuda CloudGen Firewall was a clear standout as the most mature next generation firewall best suited for its customer needs.

Profile

- Leading Australian services provider
- Founded in 1999 in Melbourne, Victoria
- Offices in Melbourne, Adelaide, Brisbane and Perth
- Professional services, retail technology, cloud solutions, connectivity and security
- 50 employees
- More than 150 customers in the midsize enterprise space

Challenges

- Customers facing increasingly sophisticated cybersecurity threats
- Inadequate firewall solution hindering growth opportunities
- Limited ability to rapidly deploy firewalls to customers

Solution

- Barracuda CloudGen Firewall
- Barracuda Total Email Protection

Results

- Stronger security protection for customers
- Zero touch provisioning achieved
- Significant time savings in managing and deploying firewalls
- True partnership for future growth

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NETWORK SECURITY

During the evaluation, GPK Group was introduced to Barracuda Total Email Protection and immediately saw the value in expanding its security portfolio for customers. This solution combines Barracuda's complete email protection portfolio in a single bundle, including email and data security, anti-phishing and account takeover protection, Office 365 Backup, archiving, brand protection, incident response and awareness training.

"While many vendors have offerings in each of these areas, we were so impressed that Barracuda had brought together all of these vital technologies in one product suite – it's a very compelling offering," said Ben Holian, national sales manager of GPK Group. "While most of what we do is Hyper-V and Azure, its critical to us that Barracuda are vendor agnostic. Its important to us that our skills in the partnership are portable to AWS or GCP as needs arise."

Zero touch deployment

Over the last three years, GPK Group has gained the most significant benefit from the Barracuda CloudGen Control Centre – a central administration unit designed to manage a large number of CloudGen Firewalls. The MSP now has much needed visibility into problems impacting customers, enabling the team to quickly troubleshoot and fix them before they escalate. The team can also rapidly deploy firewalls to meet customers' urgent demands.

According to Dwayne Carter, innovation manager for GPK Group, "An important part of our vision is to move to a point where we can rapidly send devices out to customers and do zero touch deployment, which has particularly come to the forefront of our strategy since COVID-19 hit. Barracuda has enabled us to fulfil this vision from a security standpoint, delivering significant time savings for our business, as well as our customers."

GPK Group now has the ability to pre-program and ship firewalls directly to a customer. This has saved a lot of time and handling by not having to bring the firewalls in, unbox, program and then rebox them, before sending to the customer.

"Barracuda's ability to identify gaps in the market and develop solutions to these problems quickly is outstanding - sometimes the team have addressed gaps we haven't spotted and sometimes they are ones that we've been asking for," Holian added. "They're constantly trying to think about what user requirements are that no one else is addressing and focus on fixing them quickly."

True partnership is more than technology

While GPK's main decision to partner with Barracuda was a technical one initially, the commercial partnership and support the MSP has received from Barracuda since have been major factors in why it continues to value the relationship.

"You can have a very excellent technical solution, but if you don't have a vendor partner that is willing to support you and help drive that with you, it's never going to be successful," Holian said. "The support we have received from Barracuda has been above and beyond – the team has been critical to our success over the last three years."

The support from Barracuda helps GPK Group grow its business by delivering valuable lead generation and marketing support, technical advice and by taking an active role in approaching customers together. The Barracuda team is ingrained in every part of the service providers' business.

"It's a true partnership – we consider Barracuda our tier one partner that we measure all of our other partners against," Holian said. "The team's approach is very different from every other vendor partner we deal with. Rather than wait for us to call them when needed, they proactively get involved in deals with us to really blow customers away. That's what defines success for us."

Learn more about Barracuda Total Email Protection and Barracuda CloudGen Firewall
barracuda.com/products/totalemailprotection
barracuda.com/products/cloudgenfirewall

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