



## Partner-at-a-Glance

Virtue Technologies,  
Skelmersdale, UK

### Industry

Education IT Security

### Number of Employees

25

### Website

[www.virtuetechnologies.co.uk](http://www.virtuetechnologies.co.uk)

### Sophos Solutions

Sophos UTM

### Sophos Partner

Since 2009

## Learning to love UTM.

How Sophos helped Virtue Technologies open up the school connectivity market.



"Since Virtue Technologies launched its internet services provision, including Sophos UTM, it has seen a 330% increase in its business with Sophos."

PHILIP MCNAIR

Sales Manager, Virtue Technologies



**Virtue Technologies** brings its practical approach to schools to help them make the most of technology. The 25-strong company works closely with its customers to deliver everything from classroom audio-video setups through to Internet connectivity and networking infrastructure. "We're a sleeves-rolled-up organisation".

"Sophos UTM is a very important part of our business. It allows us to build on our professional services business model, and of course selling time is profitable."

PHILIP MCNAIR  
Sales Manager, Virtue Technologies

## Business Challenge

About a year ago, Virtue found itself facing two big business challenges. The first was a shift to services revenue. Virtue had always focused on engagement and consultation, but needed a way to build a professional service around its offerings in order to bring in more recurring revenue. "We don't want to be in the box-shifting business," explains Philip.

The second challenge focused on an opportunity in the education market to offer "innovative and high-speed Internet services that put the control back into schools," says Philip. Traditionally, schools looked to the LEA to provide Internet connectivity. But LEAs often blocked websites that teachers needed to access. So Virtue's Internet offer needed to include the ability to manage individual firewall settings.



“Working with Sophos is like having an extension to my sales team.”

PHILIP MCNAIR

Sales Manager, Virtue Technologies



## Giving Control Back to the Schools

YouTube is a typical example of LEA heavy-handedness. There is a lot of useful educational material on the video-sharing site, but LEAs simply block it altogether.

In schools, Sophos UTM offers an easy-to-use management console that allows the school's IT department or even individual teachers to alter the firewall settings to allow access for the duration of just a lesson. With UTM, Virtue gives schools the freedom to decide what is good for their students.

### How Sophos UTM helps Virtue answer its customers' needs



- › Everything schools need is in one box: web filtering, intrusion prevention, firewalls, antivirus and antispyware
- › Using an appliance means more security and simpler maintenance compared with running multiple security solutions on dedicated servers
- › Sophos has an incredibly strong pedigree in the education market, with a 42% market share
- › UTM also simplifies endpoint security management

## The Perfect Partner

Sophos UTM is an integral part of the Virtue Technologies service, but being a Sophos partner has meant more than just good technology:

- › **Boosted sales** Since launching its Internet services provision, including Sophos UTM, Virtue Technologies has seen a 330% increase in its business with Sophos. It's been “incredibly successful”
- › **Putting Virtue front and centre** Sophos provided practical and financial support for the company's marketing campaign, even though the central message was around Virtue's entire Internet services provision, not just a Sophos product
- › **Real human contact** Sophos account managers and technical specialists stay in regular phone contact with Virtue; they speak to anyone and everyone across the business as necessary. “The people at Sophos are extremely responsive,” says Philip. “Speaking to a real person makes a real difference”

Virtue aims to offer a value-added service and has a number of written SLAs to support that, which includes managing and maintaining the UTM. The quick and capable support that Sophos offers helps Virtue stick to those promises. “They actually do want to help, which is unusual in the IT industry,” commented Philip. “It's nice to work with a company that actually gets it.”



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Sophos Partner Program.  
Visit [www.sophos.com/partners](http://www.sophos.com/partners)

United Kingdom and Worldwide Sales  
Tel: +44 (0)8447 671131  
Email: [sales@sophos.com](mailto:sales@sophos.com)

North American Sales  
Toll Free: 1-866-866-2802  
Email: [nasales@sophos.com](mailto:nasales@sophos.com)

Australia and New Zealand Sales  
Tel: +61 2 9409 9100  
Email: [sales@sophos.com.au](mailto:sales@sophos.com.au)

Asia Sales  
Tel: +65 62244168  
Email: [salesasia@sophos.com](mailto:salesasia@sophos.com)