

Sun Branding Solutions Safeguards Creativity and Innovation with Insight.

Sun Branding Solutions has a 100-year heritage in the design and creation of packaging. Innovation lies at the heart of Sun Branding's vision, which launched the first ever digital artwork studio in 1984.

To continue its transformation confidently, Sun Branding needed IT security to protect its business.

The Challenge

Sun Branding Solutions delivers a unique end-to-end service to its clients, which includes designing packaging for big-name brands and retailers.

But for businesses in the creative sector, the digital security risk is very high, and many companies fall victim to hacking when their systems are not adequately protected. Hiring security staff to provide 24/7 protection was too costly to be a viable option for the organisation.

Many of Sun Branding's clients require their suppliers to have security accreditations such as ISO 27001 to demonstrate that their intellectual property is protected. If Sun Branding were unable to maintain these accreditations, they would risk losing business.

In a competitive industry such as packaging design, IT resilience and workplace efficiency are key to sustainable performance. Sun Branding needs the peace of mind that its information and data remains secure in order for the team to focus energy on the design innovation.

To continue to drive the business forward, reduce its operational costs and respond to an evolving marketplace, Sun Branding needed a watertight IT security solution.



Quick Overview

Insight understood Sun Branding's need for more resilient IT security to protect its intellectual property.

The implementation of a hosted security management solution from MSS provides Sun Branding with proactive monitoring to protect its network and keep the digital assets of the business and its customers safe.

This gives Sun Branding a competitive advantage in the packaging design market and saves on the cost of hiring specialist IT security staff.

"The solution from Insight has enabled Sun Branding to continue on its journey of constant improvement. I enjoy working with Insight as I know I can count on them. I have confidence in them and trust them to provide the service I require."

James Lee - Global IT Manager, Sun Branding Solutions

The Solution

Sun Branding Solutions worked closely with Insight to build an IT security solution that would protect its digital artwork and business critical data.

Having a strong working relationship with Sun Branding enabled Insight to design a solution that adds genuine value by allowing the business to work more efficiently and gain a competitive edge.

To provide Sun Branding with the security it needs, Insight implemented MSS, a hosted security management solution. The solution provides proactive security monitoring, and real-time analytics on Sun Branding’s network activity.

A key feature for Sun Branding is the advanced threat detection which tracks all logs across the network for attacks. If a breach should occur, the system notifies the organisation and provides guidance on how to address the attack.

As James Lee explains: “The solution monitors all our endpoints, 24/7, to ensure we aren’t being hacked from the outside world. And by alerting us instantly, we can act upon an attack before the damage is done.”

“Insight’s understanding of next-generation technologies has given us a better level of protection and driven down our costs.”

James Lee - Global IT Manager, Sun Branding Solutions

The MSS solution has delivered some impressive cost savings too. To achieve the level of proactive monitoring that the system provides, Sun Branding would have needed to employ a team of six security staff. This represents an annual saving of around £200,000.

Insight has also worked with Sun Branding on a new solution to improve its core networking, enhancing the company’s storage solution by providing additional power. This has not only made operational cost savings, but it has also been fundamental to driving business efficiency.

The Benefits

Sun Branding is now in a stronger position to win competitive tenders and retain existing clients as it can maintain its ISO 27001 certification. Improved data protection ensures that Sun Branding remains GDPR compliant too.

The advanced threat detection safeguards all of Sun Branding’s global offices from future cyber-attacks. Knowing that their systems are protected by proactive security monitoring, staff can focus on their commercial goals and deliver the creative innovation their customers expect.

An improved IT security environment means that Sun Branding’s clients can rest assured that their intellectual property is safe and protected in Sun Branding’s care.

The Results Highlights



Peace of mind for Sun Branding and its clients that their digital assets are secure.



Maintenance of ISO 27001 accreditation gives prospective and existing clients confidence that their designs are protected.



£200,000 in resource cost savings to maintain the proactive monitoring that the solution now provides.



Smarter, more efficient ways of working due to improved networking and enhanced storage solutions.