11:11 SYSTEMS

11:11 Systems and Secureware - A Trusted Partnership for Cybersecurity and IT Infrastructure

Secureware

Challenges:

- 11:11 Systems needed a partner with technical cybersecurity expertise
- 11:11 Systems wanted to implement real-world solutions to mitigate cyber threats
- Secureware needed a partner who could provide guidance to customers on IT Infrastructure

Solution:

- 11:11 Disaster Recovery as a Service (DRaaS) for Zerto
- 11:11 Cloud Backup for Veeam Cloud Connect
- 11:11 Object Storage for AWS

Benefits:

- Technology solutions that are easy to implement
- Simple, straightforward pricing
- Consultative approach to meet clients' unique needs

Profile

Secureware, an Australian company based in Adelaide, South Australia specialises in delivering comprehensive, tailored security solutions for its business customers. With a focus on risk management, compliance, and technical controls, Secureware helps businesses protect their digital assets against evolving threats. The company offers services ranging from vulnerability assessments and penetration testing to endpoint protection and incident response, ensuring robust security frameworks for organisations across various industries.

A Journey of Opportunity

The story of Secureware begins 18 years ago with Adam Barker, a seasoned cybersecurity professional who spotted a significant gap in the market. At the time, Cybersecurity professionals were overwhelmingly governance, risk and compliance (GRC) focused. While many security companies were focused on policies and frameworks, very few were providing the technical expertise needed to implement these policies effectively to mitigate real-world cyber threats. Unlike many in the field, Adam enjoyed and specialised in the technical control side of security: translating policy into actionable defences against real-world threats.

"I saw an opportunity to bridge the gap," Adam explains. "Everyone was focused on GRC, but nobody was helping customers implement the technical controls they needed to protect their systems. I decided to focus on the technical side of cybersecurity, solving problems with everything from email security to web application firewalls and endpoint protection."

Secureware grew organically by providing targeted technical solutions, helping customers secure their digital environments, and the company evolved as customer needs expanded. Today, Secureware continues to specialise in cybersecurity technology, a less common focus in an industry where many players are turning towards broader, more generalised offerings.

The Challenge of Building the Right Partnerships

For 11:11 Systems, finding the right partners is just as important as providing high-quality solutions. The company prioritise long-term relationships built on mutual respect and a consultative approach to sales. When it comes to partners, they want to build deep, collaborative relationships with trusted industry experts who share their commitment to solving customer problems.

"Adam Barker is widely regarded as one of the most respected trusted advisors in South Australia," said Marc Beder, General Manager, APAC at 11:11 Systems. "Everybody in the region knows him, and his reputation in the cybersecurity space is unmatched. We knew Secureware would be a valuable partner for us if we could find a way to align our strengths."

However, getting Secureware onboard as a partner wasn't an easy task. Initially, Adam was hesitant about the idea of working with 11:11 Systems. He viewed the company's focus on managed infrastructure as disconnected from his own cybersecurity work.

"We're a cybersecurity-focused business, and I wasn't sure their services would align with our work," Adam recalls. "I saw them as an infrastructure play, and at the time, I couldn't see how we could add value to their offerings or how they could add value to ours."

"We focus on providing the best solution, no matter who provides it. If we're not the best option for a particular service, we're happy to bring in a partner who can do it better. And that's where 11:11 Systems excels. They're always focused on doing what's best for the customer."

The Turning Point: A Real Customer Challenge

The breakthrough moment came when Adam encountered a pricing issue with one of his clients. Secureware's customer had been quoted an unusually high price for a backup software license by another provider, and Adam wasn't convinced the advice they had received was in their best interest.

"I called my contact at 11:11 Systems and we ended up connecting my customer with one of their account managers," said Adam. "The team at 11:11 Systems provided clear, insightful recommendations on what the pricing should be and what the customer should consider in terms of the broader solution."

Adam realised that while Secureware focused on cybersecurity, there was real value in having a trusted partner who could provide advice and guidance on areas outside of his core expertise, such as IT infrastructure.

"It was a lightbulb moment for me," Adam recalls. "I saw how 11:11 Systems' approach to IT infrastructure could complement our cybersecurity offerings. The team didn't just sell products. They focused on providing real solutions, working consultatively with the customer to make sure they were getting the right service at the right price. That approach aligned perfectly with our own."

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A Collaborative Approach to Problem-Solving

Soon after, Secureware had another opportunity to test the value of a partnership with 11:11 Systems when a second customer came to Adam with a similar problem. This time, Adam had no hesitation in reaching out to 11:11 Systems for guidance and the results were equally positive.

"11:11 Systems' account managers really impressed me," Adam explains. "They weren't pushy or sales driven. They took the time to understand the customer's needs and provide practical advice about the best solutions. Their approach was all about solving the customer's problem and ensuring they only paid for what they truly needed."

This customer-centric, consultative approach resonated with Adam. He began to see 11:11 Systems as more than just an infrastructure provider. They had become a valuable extension of Secureware's cybersecurity services.

"When I talk to a customer now, I can ask the right questions: Are you on-prem or in the cloud? How are you managing disaster recovery? Are you using infrastructure as a service?" Adam says. "When there is opportunity there, I make the connection with the team at 11:11 Systems. I trust that 11:11 Systems will work with us to help answer the customer's questions and find the right solution. And if they can't do something in a commercially viable way or it doesn't make sense for the customer, they're always upfront about it. They're not interested in selling something just to make a sale. They want to get the right result for the customer."

For Secureware, this level of transparency and trust is what makes the partnership with 11:11 Systems so valuable. Both companies share a common goal: delivering positive, long-term outcomes for customers.

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Building Trust for the Long Term

For Secureware, the value of introducing customers to 11:11 Systems goes beyond immediate sales opportunities. Even if customers don't purchase a service right away, the relationship can be beneficial in the long run.

"For us, it's not about closing a deal today. It's about building a long-term relationship," Adam says. "We see things as a five- or ten-year journey with our customers. If we can help them solve a problem today, they're more likely to come back to us when they need more services in the future."

The same philosophy extends to the partnership between Secureware and 11:11 Systems. The Secureware team values the mutual trust that has been built over time, knowing that both companies are committed to achieving the best outcomes for their shared customers.

"This relationship isn't about just making a quick sale," Adam emphasises. "It's about working together to build something that lasts. We trust 11:11 Systems to help our customers with their infrastructure needs, and they trust us to provide the right cybersecurity solutions. Together, we can offer a more comprehensive service to our clients, which is ultimately what sets us apart."

THE RESILIENT CLOUD PLATFORM

◆ MODERNISE   ◇ PROTECT   ✳ MANAGE

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