How DiamondIT Secured Ace Industrial Supply's Business Systems

Ace Industrial Supply is the leading telemarketing company in the tool industry with offices in California, Arizona and Idaho. The 36-year-old company distributes tools and supplies in the United States and Canada. Ace needs to have a strong IT infrastructure in place to easily communicate with clients and collaborate between the company's offices and warehouses.

Before working with DiamondIT, Ace operated its technology environment with a small internal IT staff and an outside service provider. Ace believes in old-fashioned customer service and values but does not extend this point of view to technology. Unfortunately, their former IT provider lead them down a path to outdated software and hardware.

THE CHALLENGE

In 18 months, Ace fell prey to 6 crypto virus attacks. Equipped with servers and firewalls that were approaching end-of-life and were inadequately configured, their technology was unable to handle Ace's core business function as a telemarketing company.

Cybercriminals easily entered Ace's network through unmanaged workstations. Once they were in, the attackers went straight to the most vulnerable servers, changing file name extensions and holding the company's most important data at ransom.

With Ace's backups having failed, the company was forced to pay the ransom and fortunately received the key to recover their data. Throughout this nightmare, Ace asked what their MSP was doing to protect them. The answer was silence.

Just as Ace suffered its sixth ransomware attack, they also were chosen to undergo a Microsoft Licensing audit and faced potential fines if they were not using the correct license. They knew it was time to find a company that could protect their business and provide expert guidance at each step.

> "DiamondIT treated me like gold. If I needed anything done, they jumped on it right away."
>
> – Holden Stearns,
>   Ace Vice President

THE SOLUTION

Ace vetted a few different MSP companies in their search to advance their IT infrastructure and security. They ultimately chose DiamondIT, due to their relationship with DiamondIT's COO David Rice, a trusted colleague and business consultant.

DiamondIT started with a technology gap assessment of Ace's network which revealed problematic processes, dated anti-virus software, and an unmonitored network that was known to be prone to attacks. DiamondIT recommended a complete managed solution designed to vastly improve Ace's security and backup stance and got to work.

THE RESULTS

Prior to working with DiamondIT, Ace had suffered 6 ransomware attacks in 18 months. In the 18 months that their technology has been managed by Diamond IT, they've had zero.

In addition, Ace no longer experiences frequent phone outages and downtime caused by dated servers, which had been very detrimental to their telemarketing efforts and sales. In fact, according to Mr. Lawrence, they do not experience downtime or phone outages at all unless their internet service goes down.

As DiamondIT worked with Ace to implement security and service improvements, the Microsoft partner advised Ace with specific recommendations that allowed them to address the Microsoft licensing audit and pass without penalty.

Thanks to consistent communications with DiamondIT, Ace has looked towards a successful future, making strategic decisions about their technology instead of the reactionary decisions they had become accustomed to with their previous service provider. Now they are poised to upgrade line-of-business applications without worrying about the apps being incompatible with their platform and will be able to upgrade equipment as it reaches end-of-life or when new, more desirable technology becomes available.

Today, the company is positioned to advance into the next 30 years with confidence and reliable, secure technology.

91%
of attacks are launched with a phishing email

"Diamond hires great personalities along with the technical side of it. From the engineers to the receptionist and help desk, I haven't worked with anybody who hasn't been absolutely friendly and competent."

– Larry Lawrence, Ace General Manager

ACE'S IT ROADMAP

- Migrate to Microsoft Office 365 to enhance security and decrease downtime
- Collaborate with Ace's internal team to upgrade hardware and consolidate and replace old servers
- Implement advanced, layered security solutions

ADVANCED SECURITY SOLUTIONS

- Thwart unauthorized access to their systems through breach detection and intrusion tools like NextGen firewalls and DNS filtering
- Monitor the Dark Web to quickly identify any leaked credentials or sensitive information
- Encrypt emails to securely transmit data, scan incoming emails and filter out spam messages.
- Provide cybersecurity training to prevent Ace employees from falling for scams or malicious emails – *91% of attacks are launched with a phishing email*

BACKUP AND DATA RECOVERY SOLUTIONS

- Insure against ransomware and safeguard data through DiamondIT's BackupCentric managed backup solution