2023 AEC TECHNOLOGY TRENDS AND INNOVATION

Post-meeting report

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Driving digital progress amid evolving challenges

Difficult market conditions for architecture, engineering and construction (AEC) firms are requiring IT leaders to juggle priorities like never before and innovate to deliver business value.

Recurring challenges like talent retention, cost reduction and improving project profitability are business as usual for AEC firms. But now the industry is also being confronted by geopolitical and economic unrest, supply chain disruption, surging cybercrime and increasingly rigorous ESG targets.

The extent and pace at which AEC firms innovate determines their competitive strength in an increasingly volatile market, driving continued IT investment across the sector. Technology has become not just a necessary cost, but an essential route to revenue and a way to unlock greater ROI.

However, it's becoming ever more tricky to maintain that competitive edge. There's increasing reliance on data and technology across all business areas to facilitate mission critical tools, deliver client projects and support global teams. This opens up firms to extreme operational, reputational and financial risk should even one link in the chain break. Growing data sets, continued app development and infrastructure complexity are some of the factors making the role of IT leaders more challenging than ever before.

Aptly set in one of the capital's most versatile multiple-purpose buildings, The Shard, this year's event tackled issues head-on, featuring real life experiences from AEC leaders and IT experts. Read on to get the key insights and takeaways.

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AEC cyber risk: not if, but when

NICK DYER
UK&I Presales Engineering Director
Arctic Wolf

It's no longer a case of if, but when your organisation will be hit by cybercrime. With a 48% increase in cybercrime losses globally last year alone, it's no wonder that architecture, engineering and construction (AEC) firms are investing more than ever in cyber security technologies, increasing their YoY spend by 11%. We know IT and security leaders are trying to do the right thing - pouring time, money and energy into trying to protect their organisations.

So why are threats still slipping through the gaps?

Despite increased spend on defences, nearly 70% of organisations have been breached by cyber attacks at least once in the past year,

according to Forrester. As an industry, we are clearly getting a negative return on that investment.

The unpleasant truth is that cyber risk is accelerating a higher rate than investment. The sheer scale and pace of development has turned cyber security into a cat and mouse game, leaving IT teams struggling to maintain effective defences that are resilient to attacks 24/7. Cybercrime enabling portals, easy-to-consume tooling built for generalist attackers and Ransomware-as-a-Service (RaaS) operating models have been the catalyst for a rapid rise in cyber attacks. Now continued geopolitical and economic instability, AI-driven developments and cloud vulnerabilities are exacerbating the problem.

2023 CYBER THREAT REPORT: 10 TRENDS YOU NEED TO BE AWARE OF

1. Geopolitical Instability and Economic Stress Will Drive Cybercrime Increases.

2. AI-Driven Information Warfare and Cybercrime Will Increase.

3. Disruptive Technologies Will Create New Opportunities and Threats.

4. Ransomware- and Extortionware-as-a-Service will Advance.

5. Initial Access Techniques Will Evolve, Allowing for More Exploitation.

6. Increased Business Email Compromise Activity.

7. High Impact Software Vulnerabilities Will Continue to be Exploited.

8. Living Off the Land Techniques Will Continue to Increase.

9. Organisations Will Migrate More On-premise Applications into the Cloud.

10. Cloud-Based Security Controls and Supply Chain Risk.

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Cybercrime organisations have become a global business operating on an enterprise-level scale, often with a corporate departmental layout mirroring a technology company, with external support and customer services functions. These carefully managed corporate entities are investing billions in growth, research and development to ensure they stay ahead of stretched cyber defences and reap huge financial rewards.

For their victims, the eye-watering ransomware demands that hit the headlines are only the tip of the iceberg. In addition to detecting, mitigating and rectifying a breach, the true cost of an attack should also factor in the time and resources required for an organisation to recover operationally, but more significantly the daily lost revenue the business recognised during the period of attack. Whether the business decides to pay the ransom or not, substantial costs are incurred, which will include items such as digital forensics and data restoration, threat actor negotiation, IR counsel and legal costs, credit monitoring, PR and crisis management.

It's time to re-think resilience strategies.

It's a common and outdated misconception that cyber threats will always land or target on an endpoint device. When reviewing data from all security incidents across our customer Security Operations Centre throughout 2022, 45% of breaches either started or resided in the victim's public cloud or cloud-based user identity technologies. Only 15% of all security incidents started or resided on a victim's endpoint in the attack chain.

Relying on traditional EDR, Managed EDR or even "XDR" solutions leaves many organisations blind to cracks elsewhere in their cyber defences. IBM and Ponemon's Cost of a Data Breach report (July 2023) found the mean time for an organisation to detect to identify a breach was 204 days – with a further 73 days taken on average to contain the breach. In total, this means an organisation takes over nine months to respond and contain a potentially critical security incident.

This isn't to say that endpoints aren't a great source of high-fidelity alerts - they are a core part of cyber risk mitigation. But would you rather start your investigation if/when the endpoint gets hit, or at the first point of the intrusion?

Modern response needs to start beyond the endpoint, giving IT teams much broader, holistic visibility across the entire corporate estate - so that they can detect and investigate breaches sooner. In today's evolving threat landscape, the question should no longer be "will my firm face a cyberattack?" but "when in the kill chain will I detect it?"

> **The question should no longer be "will my firm face a cyberattack?" but "when in the kill chain will I detect it?"**

It's well known that the difference between an attack failing or succeeding largely depends on speed of action. Insufficient spend on cyber security tooling is clearly not the reason for many successful attacks. Tools alone are not enough. It's time to start building proactive security operations running 24/7/365 staffed with cybersecurity expertise empowered to lead the response. Combining technology, people and process seamlessly together, but also being consistent and continuously improving is the best way to mitigate cyber risk by reducing likelihood and impact.

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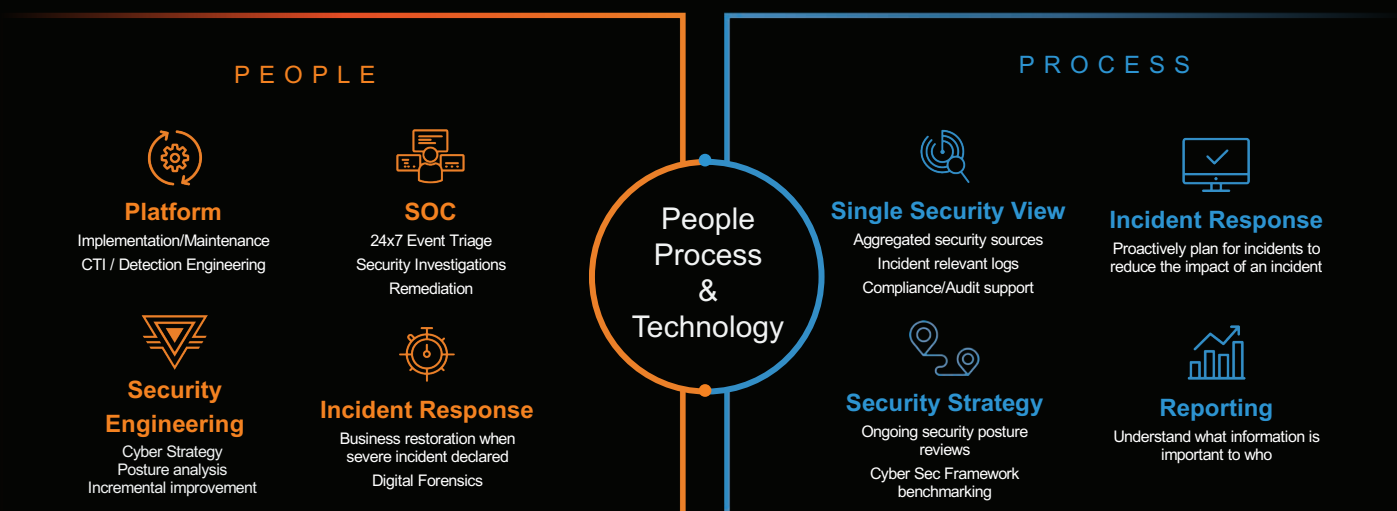PARTNER
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However, firms don't want to carry the cost of highly-skilled cyber security staff or struggle with, cyber insurability and compliance headaches and constant patching and upgrade requirements. Bridging the gap between current cyber security measures to reach the desired state of true business resilience can seem impossible.

Partnering with a specialist Security Operations Centre (SOC) provider who has a global view of threat intelligence expertise, coupled with holistic visibility across your attack surface and estate, is the fastest and most cost-effective way to develop a more proactive, robust and sustainable security posture. Working alongside internal teams, a specialist managed service provider will enable firms to detect and resolve threats more quickly across their entire IT infrastructure 24/7/365. Combining human expertise and latest cloud-native technologies,they'll also add strategic value, applying learning and providing actionable steps to strengthen long-term resilience.

People / Process / Technology

Driving Positive Security Outcomes

PEOPLE

Platform
Implementation/Maintenance
CTI / Detection Engineering

SOC
24x7 Event Triage
Security Investigations
Remediation

Security Engineering
Cyber Strategy
Posture analysis
Incremental improvement

Incident Response
Business restoration when severe incident declared
Digital Forensics

People
Process
&
Technology

PROCESS

Single Security View
Aggregated security sources
Incident relevant logs
Compliance/Audit support

Incident Response
Proactively plan for incidents to reduce the impact of an incident

Security Strategy
Ongoing security posture reviews
Cyber Sec Framework benchmarking

Reporting
Understand what information is important to who

Insights

- **Over 70% of ransomware victims pay up.**

- **The true cost of an attack also includes the time and resources to detect, rectify and fully recover from a breach.**

- **Around half of all data breaches happen in the cloud – but almost two thirds of IT leaders believe they are not effectively securing their cloud resources.**

- **Supply chain vulnerabilities pose a growing risk to AEC organisations.**

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Populous – re-strategising resilience for future success

SIMON JOHNS
Principal and Head of Information Technology and Computational Design
Populous

Bound by a love of sport, Populous is a global leader in sports architecture and the creative spark behind many of the world's most iconic stadiums and arenas. Over half a billion people have visited a Populous venue in the past 10 years.
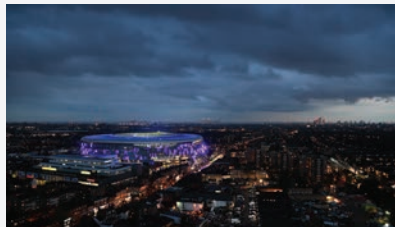
With over 30 years' experience as an IT leader in the AEC sector, Simon Johns became Head of IT at Populous in March 2020. Following the immediate challenges of a small in-house IT team leveraging technology to enable a remote workforce during the Covid-19 outbreak, the company has responded by taking an holistic approach to business resilience.

The post-lockdown era has seen an explosion in work for Populous arising from a renewed focus on developing and improving the venue experience to meet growing demand for people coming together at venues around the world. To keep pace, the practice has more than doubled its headcount across the EMEA region in 2022 from 165 to 340 employees.

At the same time, the leadership team remain conscious of continued global volatility and growing technological complexity. The impact of coronavirus on working practices, the Russian invasion of Ukraine and rising cybercrime are among the challenges facing Populous and the AEC

> **"** We operate in an era of great vulnerability, uncertainty, complexity and ambiguity.

industry as a whole. With state-sponsored cybercriminal and hacktivist activities on the rise, attacks have been experienced by several supply chain partners and high profile breaches of UK architectural firms also repeatedly hit the headlines.

There's increasing reliance on data and technology across all AEC businesses to facilitate mission critical tools, deliver client projects and support global teams. This opens up firms to extreme operational, reputational and financial risk should even one link in the chain break. Growing data sets, continued app development and infrastructure complexity are some of the factors making it harder than ever for IT teams to ensure they sustain business resilience.

Populous realised it needed to realign security and strengthen its in-house IT team with external specialists via an as-a-Service IT model.

The first step was to reinforce the practice's security posture by bringing in Arctic Wolf's managed security operations solution. This combines cloud-native technology with cybersecurity experts to accelerate threat detection and response and strengthen business resilience over time.

The introduction of Darktrace, KnowBe4, upgrades to Microsoft E5 Defender anti-virus and Palo Alto firewalls followed soon after. Simultaneously, Populous improved working practices with the implementation of simple but effective measures – such as turning off equipment when not in use – to reduce vulnerability.

Recognising that no organisation is immune from attack or disaster, the practice's second step was to improve its recovery measures. Having fit-for-purpose cyber insurance policies and ensuring the right forensics and tooling capabilities are in place are now standard practice.

> " Improving our security posture and recovery measures has greatly strengthened our business resilience

In addition, Populous turned to the leading AEC industry cloud services specialist, Creative ITC, to introduce two vital managed services to strengthen its business resilience.

Via Creative's fully managed Backup-as-a-Service (BaaS) solution, Populous benefits from the latest, industry leading cloud storage technology to meet business continuity and compliance requirements. The solution is optimised for continuous data protection (CDP), typical retentions and ad-hoc recoveries, with layered, air-gapped cloud security, restrictive account access and data isolation to safeguard the practice from disruption.

Creative's Disaster Recovery-as-a-Service (DRaaS) features an industry-leading Recovery Point Objective (RPO) and Recovery Time Objectives (RTO). Offering near real-time replication, this means Populous can rest assured the practice will experience just seconds of data loss rather than hours or days shoud disaster strike, and users will be back online fast. Creative performs DR tests with no impact on business operations nor break in replication, giving peace of mind you'll always be able to fully recover, as quickly as possible.

Outsourcing disaster recovery and backup to Creative ensures important tasks like patching, testing, and trouble-shooting are never missed. Creative's highly qualified engineers tackle deployment, day-to-day management and optimisation, liberating Populous' in-house team to focus on more transformational work.

Transitioning to an as-a-Service IT model has also benefitted Populous in other ways, including shifting from a CapEx to OpEx model to increase budget flexibility. Creative's Desktop-as-a-Service solution, delivered on its purpose-built VDIPOD platform, has facilitated real-time collaboration and strengthened security for remote workers. VDIPOD has also enabled cost-effective scalability to meet the needs of the practice's growing workforce and the increasing technology demands of evolving industry applications.

Some 90% of Populous staff now use virtual desktops hosted in Creative's data centres operating on 100% renewable energy, replacing traditional costly power-hungry CAD workstations. For an award-winning ISO14001 certified practice like Populous that has the added benefit of lowering carbon footprint and power consumption to enhance the firms ESG performance.

Insights

- **One of the best defences against cyber risk is identifying IT equipment that can be turned off when out of use, reducing the attack surface.**

- **Moving to Creative's DRaaS and BaaS ensures important tasks like patching, testing and trouble-shooting are never missed.**

- **Retiring an old data centre and transitioning to managed IT services hosted by Creative funded security improvements and enhanced business resilience, flexibility and efficiency.**

Smart IT choices to stay ahead of the ESG curve

STEVE McCORRY
Chief Information Officer
Creative ITC

Kate Raworth in her book Doughnut Economics certainly had a point. We should be creating an environment where we can thrive within the planet's means. Instead, our focus on growth and development is rapidly outstripping our resources. Buildings account for 40% of energy consumption worldwide and a third of greenhouse gas emissions. The resulting climate change is only one part of the problem – direct impact on our health isn't far behind.

The construction sector has a vital role to play as we aim to create a more sustainable lower carbon future and there's renewed focus on tackling these issues. Architects Declare and UKGBC are among the groups pushing to accelerate real change and make a tangible difference.

There's mounting pressure on AEC firms to provide indisputable evidence of the benefits of their environmental, social and governance (ESG) policies. CRN research found over 60% of organisations admit they are under increasing pressure from customers to maintain ESG credentials, with 42% further feeling the weight from investors.

Two ESG disclosure laws became mandatory in the UK in 2022. ESG reporting is now required for all listed UK companies with over 500 employees or whose annual turnover exceeds £500 million. Reporting is set to become further formalised through new Sustainability Disclosure Requirements. Many other countries are following suit – in Europe, the Non-Financial Reporting Directive (NFRD) is being expanded to include stricter reporting to meet new EU sustainability standards.

ESG requirements are already in place in tender frameworks for some AEC projects and more stringent stipulations are expected to follow. Could tender exclusion be waiting in the wings for non-compliant businesses?

In the race towards net zero, the pivotal role of enterprise technology is often overlooked. It's not widey understood that outdated IT infrastructure is a huge generator of CO_2. Enterprise technology accounts for about 1% of worldwide emissions – the same amount generated by the whole of the UK and equal to half of all emissions from global aviation and shipping.

> **Enterprise technology accounts for 1% of global emissions**

Fortunately, there are practical steps IT teams can take to accelerate their organisation's ESG aims.

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Data centre choice

Although the cost of designing and implementing its own green data centre is out of reach for most companies, IT teams can still make wise environmental choices about where to host their data and services. With public cloud hyperscalers increasingly castigated for under-used resources and poor environmental controls, smaller cloud providers may be a consideration.

Creative's private cloud solutions are hosted from Equinix-powered data centres, which operate on 100% clean, renewable energy. The company's data centres are optmised to achieve a power usage effectiveness ratio (total energy used versus energy delivered to IT equipment) of c.1.2 versus an industry average of 1.8.

Global engineering company SNC-Lavalin is working with Creative ITC to reduce its global data centres from 16 to three. "One of the biggest benefits we've already seen in our carbon footprint is we've reduced storage by 69%, electricity by 53% and floorspace by 45%," said Steve Capper, Group CIO of SNC-Lavalin.

Infrastructure-as-a-Service

Migrating to an Infrastructure-as-a-Service (IaaS) model is another route IT teams can take to reduce their organisation's environmental impact. With fully-managed IaaS delivered by Creative ITC, infrastructure responsibility moves from the customer to the service provider, along with power consumption and carbon footprint.

Escaping the burdens of maintaining on-premise technology, IT teams can reduce energy consumption, cooling costs and waste from decommissioned equipment. Private cloud providers like Creative ITC can also improve firms' sustainability and ESG scores further by using virtual machines and containers to reduce numbers of data centre servers.

" "We've reduced storage by 69%, electricity by 53% and floorspace by 45%," said Steve Capper, Group CIO of SNC-Lavalin.

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VDI

Adoption of Desktop-as-a-Service (DaaS) is one way to contribute to ESG targets. Creative's VDIPOD is a purpose-built VDI platform tailored for AEC applications that is hosted from data centres operating on 100% renewable energy. It provides firms with metrics and an audit trail to simplify ESG reporting. Construction companies using this solution use 81.7% less energy with an 89% renewable power model (one VDI server supporting 60 laptops/thin clients) at source and CO_2eq reduction of up to 43%[1] compared to traditional power-hungry CAD workstations.

Since migrating over 400 employees to VDIPOD, a multi-award-winning international architecture studio has already achieved a three-fold increase in renewable power use and a 90% reduction in kilowatt hours per person.

1. Calculations based on standard Dell high graphic workstations, Supermicro VDI servers and Dell XPS laptops. All calculations were accurate as of vendor technical specs 2023.

VDIPOD uses **90% less energy** and runs on a combined level of **89% renewable energy**

TRADITIONAL WORKSTATION — Total Workstation Usage — kWh **0360.0** — ENERGY COST AND ENVIRONMENTAL IMPACT

VS

NEXT GENERATION VDI — kWh **0039.6** — ENERGY COST AND ENVIRONMENTAL IMPACT

Desktop Workstation*
60x 6kwh = 360kwh
38% Renewable Energy

Laptop or Thin Client*
60x 0.06kwh = 3.6kwh
38% Renewable Energy

VDI Server
1x 36kwh = 36kwh
95% Renewable energy

* Calculations based on 12 hours usage, & 60 workstations

Insights

3 smart IT choices to reduce CO_2 and improve ESG scores:

1. **Select the right data centres operating on renewable energy and with optimised power usage effectiveness.**

2. **Replace power-hungry PCs with Creative's Desktop-as-a-Service running on VDIPOD to reduce energy consumption by 81.7% and make 89% better use of renewable power at source.**

3. **Switch to Infrastructure-as-a-Service (IaaS), transferring responsibility for maintaining on-prem technology to reduce energy consumption, cooling costs and waste from decommissioned equipment.**

App modernisation and digital transformation

JOLYON VERNON
Head of Enterprise Architecture
Creative ITC

Digital transformation across the architecture, engineering and construction (AEC) sector has accelerated over recent years as firms harness new technologies in pursuit of competitive advantage.
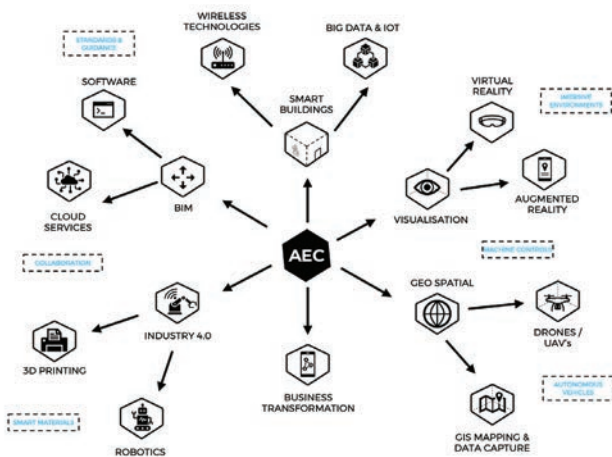
Meeting customer desire for immersive experiences, AR and VR are being employed to better convey design intent. Tools like Omniverse are emerging to enable new visual effects and digital twin simulations to make the metaverse 3D-world more tangible. AI and machine learning are among the solutions helping firms to harness big data to reduce project risks and costs. An increase in demand for IOT and data capture is putting ever more demand on network and storage designs, while more edge services and collaboration are pushing the need to maintain a robust security posture.

There is clearly huge and growing complexity facing the IT directors and departments challenged to meet this industry and business demand.

De-risking app moderinsation

As the marketplace and technology continue to evolve at pace, updating legacy systems is a big issue hampering digital transformation across the AEC industry. With major projects taking years to complete, many firms are left exposed to old software that's ever harder to scale, integrate, maintain and secure. Specialist apps may have been developed using ancient code by people no longer with the company, and each app may be separately licenced and hosted from multiple servers and virtual machines.

Now the world of containerisation and Kubernetes is starting to revolutionise how we deploy and manage applications, unlocking wider digital transformation.

So, let's start with the basics. What do these terms mean? Think of containerisation as if you're packing for a trip - you want everything you need in one suitcase. Likewise, a container is a neat package that includes everything your software needs to run. Kubernetes is the equivalent of airport staff, making sure your containers - or 'suitcases' - get where they need to go, efficiently and reliably.

> " The basics: Containerisation wraps your software into a neat, self-sufficient package and Kubernetes ensures its efficient and reliable deployment.

But why bother with all this? Containerisation offers IT teams and businesses a host of benefits.

SCALABILITY: you can easily adjust your resources based on your needs.

CONSISTENCY: your software runs the same way no matter where you deploy it.

EFFICIENCY: containers use less system resources than traditional setups.

COST EFFECTIVENESS: reduces the need for physical resources and potentially lowers software licensing costs.

SPEED: accelerates deployment and scaling, which means you can get your applications to market faster.

RELIABILITY: operate independently, so if one has a problem, it doesn't affect the others, improving reliability and security.

CONTINUITY: supports consistent environments for all stages of development, which is great for continuous integration and deployment.

SUPPORTS MICOSERVICES: if you're using a microservices architecture, where your application is broken down into smaller services, containers are a perfect fit.

FLEXIBILITY: runs on any system that supports the containerisation platform...including Creative's MAP platform.

To help AEC firms overcome challenges faced with modernising IT systems, Creative's Modern Application Platform (MAP) is designed to de-risk legacy system updates while stretching budgets using advanced Kubernetes and containerisation technologies. MAP provides organisations with a single-stop solution for updating older software to the very latest languages and frameworks, while carefully arranging and simplifying often scary and costly cloud transitions. Companies also benefit from a simple consumption model, reducing costs and modernisation lead times and releasing internal IT resources for impactful strategic innovation projects.

MAP has been developed in partnership with Mphasis, a global technology company with a wealth of experience in application workloads and modernisation. Getting under the skin of applications and understanding workflows is critical in finding the onward platform fit to allow the business to move forward. Mphasis experts work with customers to transform legacy applications, following a systematic approach to address individual modernisation challenges and discovery tools to understand application flows. Design and implementation is managed through VMware Tanzu DevSecOps, while platforms such as VMWare TAP are deployed to shorten timelines and reduce costs.

Digital transformation trends

The common denominator for all IT leaders is the need to deliver value to the business from digital transformation. And there are some commonalities in terms of challenges and digital trends in evidence across the AEC sector.

Gartner segments digital transformation into six core elements – network, digital workplace, IT automation, storage and database, security, compute and platform services. We all recognise these as the predominant areas which underpin many IT strategies and allow us to deliver the right technology choices that deliver ROI.

Gartner digital transformation analysis – mid-sized enterprises 2022-24
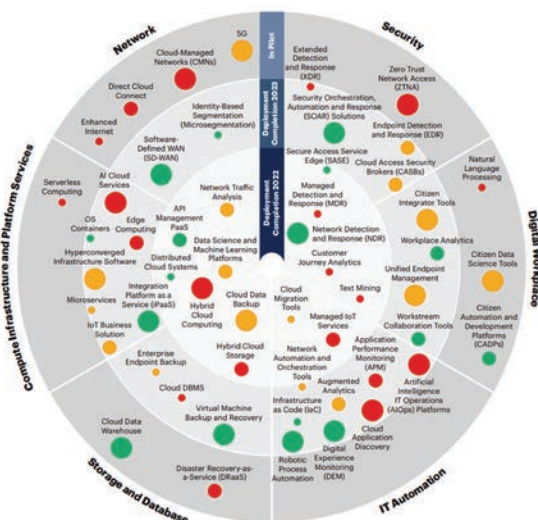
Key takeouts for the AEC sector

- Regardless of stage along desired path, the key to unlock many digital transformation journeys lies in the application landscape and how underpinning platforms, networks and systems support the application modernisation and adoption journey. There is a trend for OS containers this year and into next as more business apps demand container installation options. Business demand is driving technology to keep pace, so IT teams having that digital platform ready and available is going to be critical for future business agility.

- It's absolutely no surprise to see workplace collaboration high on the agenda for mid-sized enterprises, particularly in the AEC sector. Since the increase in hybrid working this has become embedded as an intrinsic part of all IT strategies. IT teams across all industries are required to maintain consistent, secure and user centric access – at all times. This is an increasing challenge in the AEC sector, where we move into more demanding, GPU driven workloads. Keeping the workforce globally mobile and productive remains pivotal to business success and growth.

- Security obviously remains a priority in various forms. MDR (Managed Detection, Response) is already happening, with many of our customer conversations centering around this and other areas of the Zero Trust methodology. With changes in security posture wrapping security around users and data, we'll start seeing more moves to enhanced internet, segmentation and SD WAN breakout for cloud services.

- Linked to cyber security, I was interested to see workload protection in the form of DR-as-a-Service still out in pilot based

on these responses. DRaaS is a solution that we're already actively delivering for many of our customers. However, some organisations are still on that journey towards understanding risk and seeking funding to move forward with protection and business continuity.

- Likewise, VM workload protection is showing here as something in 2023. This should be squarely on everyone's agenda to protect workloads for BAU restoration, but also to ensure immutable copies to protect against ransomware attack risk.

A tailored approach

No two business transformation journeys are identical as they depend on exactly where an organisation currently sits on the maturity curve in terms of evolving technologies and solutions to meet future needs and direction. Businesses are at varying stages of digital maturity, often through acquisition, complexity or legacy platform constraints. Depending on objectives, IT teams could be focused on transforming, optimising or simply stabilising.

No matter the starting point or end goal, Creative can leverage unparalleled industry expertise and insight to help IT leaders map out their digital transformation journey and accelerate the transition from yesterday's A to tomorrow's B. We work closely with our customers to really understand the business challenges, overall strategy and compelling dates to shape an ongoing transformation roadmap, typically over the next 2-3 years.

We're fully aware that organisations operate with an ecosystem of partners and we work to add value through our industry and enterprise knowledge with a focus on a customer's long term goals and success. We'll always recommend what is the right technology fit, whether that's from our solution portfolio or not.

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3 game-changers on the horizon

While, as I mentioned, each customer roadmap and journey is individual, there are some initiatives we're currently delivering with clients that are set to bring widespread benefits across the industry.

Cloud Commercials

We're discussing with several of our customers the mounting cost of hyperscaler public cloud workloads. By leveraging tools that can review cloud cost through 3 lenses – cost, sustainability and performance - we are helping customers map out potential savings while keeping application performance front of mind.

Service Improvements

Via our purpose-built VDIPOD platform, we are working more and more closely with the wider customer eco-system. We're now seeing a growing number of Windows 11 upgrade queries come through as customers approach the looming end of life of Windows 10 – October 2025 will be here before we know it! We're currently testing Windows 11 images on VDI globally to meet that customer demand.

We've also seen renewed interest in Virtual Reality this year and we are actively working with VMWare and Nvidia to get a proof of concept VR on VDI working. This could really open up where customers can interact with designs and projects going forward – one to keep an eye on!

Omniverse was a key topic at our AEC event last year and throughout early 2023 we've had successful proof of concepts on our VDI environment, showcasing the power of collaborated 3D visualisation.

Security Innovation

Risk and cyber security reviews are driving conversations across business continuity and workload protection – largely in the form of DR & Backup. Tied up with cloud cost reviews, we are hearing many customers are constraining themselves on data ingest to large scale SIEM tools, limiting their visibility and therefore risking their security posture! The Arctic Wolf platform covers unlimited data ingest, eliminating this data and cost constraint and allowing for a more robust security posture.

Insights

- As more business apps demand containerisation options, future business agility relies on IT teams having the underpinning digital platforms, networks and systems in place.

- Reviewing cloud strategies and workloads can deliver cost, ESG and performance benefits.

- Creative is enhancing its purpose-built VDIPOD platform to help customers meet growing demand for collaborative visualisation.

- Managed IT services can help AEC organisations stretch budgets to meet the growing need for business resilience, which combines a robust security posture with strengthened recovery measures.

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Our services and solutions

Having full end-to-end expertise makes a difference – from devices, connectivity and cloud to storage, security and the user experience.

BaaS — Backup-as-a-Service

Managed on-site, remotely or as a mix of both, protect your most valuable customer, product, financial and employee information.

DRaaS — Disaster Recovery-as-a-Service

Ensures full recovery of data, getting your business up-and-running within the shortest possible window.

MaaS — Monitoring-as-a-Service

A comprehensive proactive monitoring solution for devices, networks and applications.

SOCaaS — Security Operation Centre-as-a-Service

Provided directly by Creatives partner, Arctic Wolf. Strengthen your security posture with leading Manage Detection & Response services.

STaaS — Storage-as-a-Service

Storage shouldn't come down to an either/or choice. Have the flexibility to choose which data and workloads to keep on-site or to go into the cloud.

DaaS — Desktop-as-a-Service

VDI solutions that can be consumed in the cloud, on premise or in a hybrid model.

IaaS — Infrastructure-as-a-Service

Unlock the full potential of transformative technologies with a flexible approach to virtual CPU, RAM and System Storage.

NaaS — Network-as-a-Service

Bolster up your networking capabilities using SDWAN, Firewall Technologies or VPN/Point-to-Point connectivity.

SUPaaS — Support-as-a-Service

First, Second Line and Third Line support ; pick and choose support elements right for you and your business.

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Our experience

Creative has unparalleled experience in the AEC industry and our engineers have the deepest understanding of virtualisation and legacy infrastructure issues. So, when it comes to delivering AEC projects, we know how to get the best out of emerging technologies and maximise business outcomes.

Some of our AEC clients:

AHR	Allies and Morrison	ATKINS — Member of the SNC-Lavalin Group
bam	BENOY	Bryden Wood
BroadwayMalyan BM	Feilden Clegg Bradley Studios	Foster + Partners
POPULOUS	RSHP	SHEPPARD ROBSON
SNC·LAVALIN	Thornton Tomasetti	WilkinsonEyre

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To find out more about these topics
and how Creative can add value to your digital
transformation projects, please contact:

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