

THE NEW NORTHAMBER MAGAZINE FOR RESELLERS

# Compass

ISSUE 1 | SUMMER '24



UNLOCKING  
THE **POTENTIAL**  
of AI in the  
workplace

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Enhance  
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# Welcome to Compass

**INTRODUCTION BY JEREMY KEEFE, MANAGING DIRECTOR, NORTHAMBER GROUP OF COMPANIES**



Dear Channel Partners,  
I am thrilled to introduce to you Northamber's latest endeavour, the 'Compass' magazine. As our industry evolves at a rapid pace, it becomes increasingly vital for us to stay ahead of the curve, to anticipate trends, and to provide you with the tools and insights necessary for success. The 'Compass' magazine is our answer to this challenge.

In the pages of 'Compass', you will find a comprehensive exploration of industry trends and insightful product overviews. Our team has meticulously curated content to offer you a deeper understanding of the ever-changing landscape of technology and business solutions. Whether you are navigating the complexities of cybersecurity, exploring the potential of AI-driven innovations, or

seeking guidance on the latest advancements in Unified Communications, 'Compass' will be your trusted companion.

At Northamber, we are committed to evolving alongside our partners, continually expanding our offerings to meet your diverse needs. As technology continues to revolutionise every aspect of our lives, we recognise the importance of providing a comprehensive suite of products and services to support your business. From hardware to software, from infrastructure solutions to cutting-edge innovations, Northamber is your one-stop destination for all things tech.

But our commitment to your success extends beyond mere product offerings. We are excited to announce a series of new incentives, initiatives,



and live events planned throughout the year. These initiatives are designed to empower you with the knowledge, resources, and support necessary to thrive in today's competitive market. Whether it's exclusive discounts on select products, specialised training programs, our new ecommerce platform, or networking opportunities with industry leaders, we are dedicated to equipping you with the tools you need to excel. As we embark on this journey together, we invite you to join us in shaping the future of technology.

Your feedback, insights, and experiences are invaluable to us, and we encourage you to actively engage with us through the pages of 'Compass' and beyond. Together, we will chart a course towards greater success and prosperity. Finally, I would like to announce and welcome Tempura Communications Ltd, a Northamber group company. We are excited to have them on board and their expertise opens opportunities for us all.

Thank you for your continued partnership and trust in Northamber. We look forward to navigating the road ahead with you.



Part of the Northamber PLC group of companies





# Unlocking the potential of AI in the workplace:

Northamber PLC leading the way

“**AI-driven automation tools streamline routine tasks, freeing up employees to focus on higher-value work.**”

In today's fast-paced business landscape, organisations are continually seeking innovative ways to enhance efficiency, productivity, and competitiveness. One technology that has been at the forefront of this transformation is Artificial Intelligence (AI).

At Northamber, we recognised the immense potential of AI in the workplace early on, and actively use tools across the business to drive success. AI can have its pitfalls, however. Businesses run the risk of losing their identity and that personal

touch so important in business relationships, so it must be used intelligently and with guidance for staff where possible.

Obviously the most worrying impact from staff is job displacement if the technology was to be used wholesale. However, as a business our focus is to enhance our current practices rather than replace them. We always ensure we are transparent in our use, also as people are at the heart of our business, and this will never change.

So how do we use it effectively, and how can

you? It goes beyond automation; it's about enhancing decision-making, augmenting human capabilities, and redefining how we work. Here are just a few of the ways in which we put AI through its paces, to help us deliver a better experience for our customers.

## Enhancing Efficiency

AI-driven automation tools streamline routine tasks, freeing up employees to focus on higher-value work. Northamber is integrating AI-driven systems to optimise supply chain operations, ensuring timely deliveries, and minimising errors.

## Data-Driven Insights

We leverage AI to process vast amounts of data quickly. This enables us to gain deeper insights into market trends, customer behaviour, and product demand. This data-driven decision-making is a competitive advantage that allows us to adapt and innovate faster.

## Customer-Centric Solutions

We employ AI to offer personalised, customer-centric solutions. Using AI-driven analytics, they can understand individual customer preferences,

providing tailored product recommendations and support, thereby enhancing the overall customer experience.

## Empowering Employees

Northamber recognises that AI isn't just about machines but also about people. By automating repetitive tasks, employees are liberated to focus on creative, strategic, and customer-centric activities. AI becomes a valuable tool in their toolkit, not a replacement for their skills.

## Ethical AI

Northamber is committed to ethical AI use. They ensure data privacy, transparency, and

responsible AI deployment. This ethical approach builds trust with both customers and partners.

## Challenges and Opportunities

Northamber understands that integrating AI into the workplace isn't without challenges. It requires investments in technology, workforce training, and adapting to evolving AI trends. However, these challenges also present opportunities for growth and innovation.

## The Future of Work with Northamber

Northamber PLC is leading the way in the adoption of AI in the workplace. By embracing AI technology, they are not only ensuring their own success but are also helping their customers and partners stay at the forefront of their respective industries.

The forward-thinking approach of Northamber in integrating AI demonstrates their commitment to staying ahead in the tech distribution industry. They understand that AI is not a replacement for human intelligence but a powerful tool to enhance human potential and drive success.

In a world where adaptability and innovation are the keys to survival, Northamber's embrace of AI in the workplace is not just a smart move; it's a testament to their commitment to the future of business. By embracing AI, they are setting the pace for a brighter, more efficient, and more customer-focused future.



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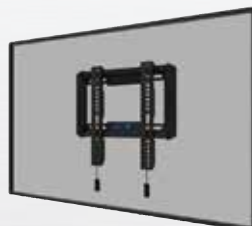
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# ENHANCING HYBRID WORKSPACES: MICROSOFT TEAMS MEETS THE AVOCOR L SERIES DISPLAY

**5K**  
CRYSTAL  
CLEAR  
VISUALS

In today's shifting professional landscape, the hybrid work model isn't just a trend—it's the new normal. With a growing preference for flexible work schedules, there's a critical need to create office spaces that support collaboration for both in-person and remote team members. As of June 2023, data reveals a compelling shift: 12.7% of full-time employees are working remotely, and nearly 30% have embraced a hybrid work schedule. Given the undeniable benefits, it's no surprise that 98% of workers favour some form of a hybrid schedule.

Understanding this, it's time to consider how your workplace technology supports this progressive work style. Enter the perfect duo for the future of collaborative efforts: Microsoft Teams and Avocor's L Series Display.

## WHY CHOOSE THE L SERIES?

The L Series isn't just a display; it's an experience. With its 5K HD resolution, the quality remains uncompromised, providing crystal clear visuals even for those who prefer to interact up close.

But the brilliance of the L Series goes beyond the visuals. Integrated features like Fuse and DisplayNote Montage offer a wireless experience, allowing screen sharing and remote updates with ease. The customised UIQ user interface enhances usability, especially for touch versions, making remote controls a thing of the past. It simplifies access to applications, ensuring that every meeting starts smoothly without technical hiccups.

## CRAFTING THE IDEAL MICROSOFT TEAMS SPACE WITH THE L SERIES

Microsoft defines an optimised Teams experience as one that enhances existing meeting spaces, offering significant value where face-to-face and remote interactions merge. To craft such an environment, you'll need a spacious room, ideally 25 feet by 15 feet, to comfortably accommodate 6 to 8 individuals.

Consider a curved table facing the display. This setup encourages active engagement from everyone, ensuring inclusivity for remote members. Adequate lighting prevents participants from appearing washed out, maintaining the professional feel of meetings. Don't overlook the acoustics; carpeting or wall treatments are essential to minimise echo, ensuring everyone's input is heard clearly.

Finally, consider the cables connecting your tech. Opt for premium choices like Austere cables, which safeguard your equipment and enhance your space's aesthetics when cable concealment isn't viable.

## READY, SET, COLLABORATE!

With Avocor's L Series 105" display at the heart of your hybrid workspace, integrated with Microsoft Teams Rooms, you're equipped for the future. This setup isn't just about maintaining the connection within your team—it's about enhancing collaboration, productivity, and the collective drive towards success. Welcome to the future of work, where distance is no longer a barrier to your organisation's collaborative spirit.

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L Series non-touch | Order: AVOCOR110

# Blustream Unveils Cutting-Edge Solutions for 2024

Blustream, a leader in AV distribution and control solutions, continues to push boundaries with its latest product launches in 2024. Spearheading this innovation is the introduction of HDBaseT™ V3 technology in their 4x4 and 8x8 matrix switchers, promising unparalleled performance and reliability.

The HMX44-18G Matrix and HMX88-18G are set to revolutionise AV distribution, boasting support for 4K video at 60Hz with HDR and HDCP 2.2 compliance. This empowers users with seamless transmission of high-quality audio & video signals over long distances.

Complementing these matrix switchers is the HDBaseT™ Receiver RX18G, designed to deliver pristine audiovisual signals over extended distances utilising HDBaseT™ technology. Its compatibility with the latest 4K standards ensures future-proof installations.

Blustream doesn't stop there; they also introduce HD1CTRL-V2 the in-line controller, offering enhanced flexibility and control over AV systems. This intuitive controller simplifies operation and management, ensuring a seamless user experience.

Moreover, addressing the growing demand for high-quality signal extension, Blustream introduces the FVE4K-KIT HDMI over Fiber extender. This solution leverages fibre optic technology to transmit pristine 4K signals over long distances, making it ideal for large-scale installations.

Blustream's commitment to innovation and quality shines through in their 2024 product lineup. With these cutting-edge solutions, they continue to empower integrators and end-users alike with reliable, high-performance AV distribution and control solutions.



HMX44-18G-KIT



HMX44-18G



RX18G



HD1CTRL-V2



FVE4K-KIT

Find out more, call the team on 020 8296 7399.

BLUSTREAM 

# Video Distribution with the new Matrox Maevex 7100 Series

Matrox Video's Maevex 7100 family of products primarily targets command centre environments where high-quality video distribution and management are critical.



## High-quality Video Distribution

Command centres require real-time access to high-resolution video feeds from various sources. The Maevex 7100 products provide high-quality video encoding and decoding capabilities, ensuring video streams are transmitted efficiently without compromising quality.

## Bandwidth Management

With multiple video streams being transmitted simultaneously, bandwidth management becomes crucial. Maevex 7100 products feature advanced bandwidth management technologies, to optimise network utilisation without sacrificing video quality.

## Secure Video Transmission

Security and reliability are crucial in command centres, dealing with sensitive or classified information. Maevex 7100 products offer secure video transmission options, to protect video streams from unauthorised access. Moreover, Matrox offers error correction and packet recovery mechanisms to enhance reliability, minimising the risk of data loss or corruption during transmission.

## Flexible Integration

Command centres often consist of a diverse range of AV equipment from different manufacturers. The Maevex 7100 family of products is designed to seamlessly integrate with existing AV infrastructure.

## Remote Monitoring and Management

Command centre operators need to monitor and manage video feeds remotely. Maevex 7100 products offer remote configuration, monitoring, and firmware updates through a centralised management software and a WebGUI, simplifying administration and troubleshooting tasks.

By addressing these common challenges, the Maevex 7100 family of products empowers command centre customers to efficiently manage and distribute high-quality video streams while ensuring security, flexibility, and scalability in their operations.

matrox video

# Silent Keyboards & Mice

## TK-150 Silent Keyboard

Full-size keyboard with a soft keystroke and spill-resistant design



## TKM-350 Silent Keyboard & Mouse Set

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# Precision Projection, Professional Performance

## Shine brighter with RICOH's new range of Laser Projectors

The RICOH Projectors are special in so many ways. Whether you work remotely, in an office, or somewhere ad-hoc, these projectors are here to rewrite the rule book. There are four families within the RICOH Laser Projectors, ranging from space-saving compact laser projectors, to their high end, high-lumen powered projector. They're all easy to set-up, boast awesome brightness with long-life light sources and have the ability to project high-quality colour realistic images, some even in brightly lit environments. Impressed? Wait till you hear what's launching soon – a Standard Throw Projector that can project a 60-inch image from as close as 60cm to the wall, and their Broad Use Projector, which projects 300-inch images from up to 12.89 meters away.



COMPACT LASER PROJECTORS



STANDARD & SHORT THROW LASER PROJECTORS



BROAD USE LASER PROJECTOR



HIGH END LASER PROJECTORS

Talk to the Northamber team today for more on the amazing Laser projectors from RICOH.

**RICOH**  
imagine. change.

# Explore Yealink's Cutting-Edge Product Showcase in London's Customer Experience Centre (CEC)



“Yealink CEC London is a hub of innovation in the Unified Communications and Collaboration (UC&C) industry.”



Yealink's Customer Experience Centre (CEC) in London is your gateway to discovering their latest innovations.

Featuring an array of new products, from the A20 and A30 video bar solutions to custom-built PTZ camera solutions for large meeting rooms, and the impressive 65" and 86" meeting boards, you can immerse yourself in the forefront of high-end video conferencing collaboration.

In recent years, Yealink has achieved remarkable success in the SIP phone, video conferencing, and collaboration markets. Their ever-growing list of over 220 partnerships with industry leaders like Microsoft and Zoom has solidified their position as a key player.

With a customer base exceeding 500,000 across 140 countries, Yealink's products have achieved global recognition. In London and its surrounding areas, ITSL Group proudly stands as a trusted partner of Yealink, delivering exceptional video conferencing projects.

Nestled in Canary Wharf, the heart of the city, Yealink CEC London is a hub of innovation in the Unified Communications and Collaboration (UC&C) industry. It offers customers a comprehensive insight into Yealink's latest product offerings, making it an essential destination for those seeking cutting-edge AV solutions.



Experience the full range of Yealink's collaboration technology from Meeting Room cameras to All-in-One MeetingBars & Headsets



UH37 DUAL/MONO PROFESSIONAL USB HEADSET



WH62 DUAL/MONO DECT WIRELESS HEADSET



BH70 BLUETOOTH HEADSET



BH71 BLUETOOTH HEADSET

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**Yealink**

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### Huge Savings\*

available on the scanner hardware



### Free Consumables Kit\*

for around 1 million free scans!



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### OR a free A3 Flatbed Accessory\*

Plug and scan  
flatbed versatility



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- With multi-zone barcode recognition
- 500 sheet input elevator for continuous document feeding



### Huge Savings\*

available on the scanner hardware



### 2x Free Consumables Kits\*

for around 7 million free scans!

### OR a free A3 Flatbed Accessory\*

Plug and scan  
flatbed versatility



\*Offers available until 30/09/24. Ts & Cs apply.

Talk to the Northamber experts on 020 8296 7010 to order

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# Streamlining your customer's Mailroom chaos!

A well-organised and efficient mailroom is the unsung hero of any organisation, silently ensuring the smooth flow of information and communication. Nestled within the heart of a bustling corporate ecosystem, the mailroom serves as the gatekeeper of crucial documents, correspondence, and parcels that crisscross the company's daily operations. In this bustling epicentre of the corporate world, documents take their first steps towards digital transformation.



“**Mailrooms need equipment that can handle constant use. The RICOH fi-7900 scanner is known for its durability and reliability.**”

In this article, we will delve into the inner workings and importance of a well-structured mailroom setup within an organisation shedding light on the hidden engine that keeps the wheels of communication turning.

When a mailroom operation is choosing a scanner, there are several key considerations they should keep in mind. Here are some important factors, along with how a RICOH fi-7900 scanner might be a good choice for your customer's mailroom.

## Scanning Speed

Mailrooms often handle a high volume of documents, so scanning speed is crucial. The RICOH fi-7900 scanner offers scanning speeds of 140 double sided pages per minute at up to 120,000 documents per day.

## Document Types

Mailrooms deal with a variety of document types, including envelopes, letters, invoices, and more. The fi-7900 scanner has the capability to handle diverse document sizes and types, including mixed batches, thanks to its advanced document feeding technology.

## Image Quality

PaperStream IP software in conjunction with the RICOH fi-7900 scanner ensures that a scanned image is enhanced, and OCR optimised for feeding into downstream processes and ensuring critical accurate capture.

## Connectivity and Integration

It's important for mailrooms to seamlessly integrate the scanner into their existing workflow. The fi-7900 scanner offers various connectivity options and can be integrated with document management systems, making it easier to process and manage scanned documents.

## Advanced Features

Look for advanced features like automatic document separation, blank page removal, and intelligent image processing. The RICOH fi-7900 scanner offers these features, helping to streamline the scanning process and enhance document quality.

## Ease of Use

User-friendly interfaces and intuitive controls are important in a busy mailroom. The fi-7900 scanner provides an easy-to-use interface and customisable settings, making it accessible for all operators.

## Reliability and Durability

Mailrooms need equipment that can handle constant use. The RICOH fi-7900 scanner is known for its durability and reliability, ensuring that it can withstand the demands of a mailroom environment.

## Scalability

As mailroom operations grow, it's important to have a scanner that can scale with the business. The fi-7900 scanner is designed to meet the evolving needs of a growing operation.

**In summary**, the RICOH fi-7900 scanner is a strong choice for mailroom operations due to its speed, versatility, image quality, connectivity options, advanced features, ease of use, reliability, and scalability. When considering this scanner, mailrooms can be confident that it will help them efficiently manage their document scanning and processing needs while maintaining high standards of quality and productivity.

## Special bundle now available...



**Get the market-leading production scanner, software, warranty and consumables bundle.**

- The industry heavyweight fi-7900 (remanufactured)
- PaperStream Capture Pro MVP license
- 3 year extended service warranty
- Quality consumables that last for up to 12 million scans





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## Automated Employee Attendance & Time Tracking



With PreciseTime from Wasp, you can manage, track, and report on employee's time and attendance from clock-in to paycheck.

Businesses around the world need affordable solutions to reduce operational costs and increase efficiencies. Manual attendance tracking is prone to human error, which can result in over or underpaying employees. With PreciseTime, managers can instantly access employee schedules and manage their staffing accordingly.



Easy to use interface



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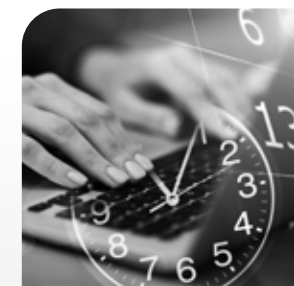


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# Cybersecurity in 2024:

## Trends and Strategies for the UK

It's that time of year again where we analyse what's happened in 2023 and look to what 2024 might dish up on the cybersecurity front, as we enter #predictionseason!

- **AI in Cybersecurity:** expect to see AI-powered threat detection and response systems becoming more commonplace. With the ability to rapidly analyse vast amounts of data to identify unusual patterns and potential threats, AI will grow to help organisations stay ahead.
- **Increased Emphasis on Zero Trust:** we expect this model will continue to gain traction in 2024, with more organisations adopting it to minimise the risk of insider threats and external breaches.
- **Ransomware Evolution:** Ransomware isn't going away any time soon, and attacks are expected to become even more sophisticated while targeting the usual critical infrastructures of healthcare and supply chain amongst others.
- **Supply Chain Security:** with global interconnectivity comes susceptibility to cyberattacks. Companies will focus on securing their supply chains to prevent attacks that can disrupt production and distribution.
- **Enhanced Authentication:** Multi-factor authentication (MFA) and biometric authentication will become standard for securing accounts and systems. Password-based authentication will become less prevalent due to its vulnerabilities.



To tackle the evolving cyber threats in 2024, organisations can leverage innovative cybersecurity solutions. Here are three notable options:

- **WatchGuard Technologies:** WatchGuard's Total Identity Security offers a comprehensive solution to protect against identity-related cyber threats. It combines multi-factor authentication (MFA), single sign-on (SSO), and identity and access management (IAM) to ensure secure user access to critical resources, reducing the risk of unauthorised access and data breaches.
- **Liverton Security:** Liverton Security's MailAdvisor is a specialised email security solution. It employs advanced threat detection and email filtering to safeguard against phishing attacks, malicious attachments, and email-borne threats. In an era where phishing remains a significant threat, MailAdvisor is a crucial defence.
- **CoSoSys:** CoSoSys specialises in data loss prevention (DLP) and endpoint security. Endpoint Protector helps organisations safeguard sensitive data and prevent data leaks, even in remote work scenarios. As data breaches continue to pose a significant risk, CoSoSys' DLP solutions are essential for securing critical information.

**To summarise,** no-one should claim to have "completed cybersecurity" and therefore take their eye off the ball. Hackers will continue to don their hoodies, sit in front of binary code wallpaper and look for network fragilities to exploit for monetary gain, so keeping up-to-date with your cybersecurity practices is purely the start.



# WatchGuard Launches Revolutionary MDR Solution: A Game-Changer for MSPs

*Empowering  
MSPs to  
Transform  
Cybersecurity  
Operations*



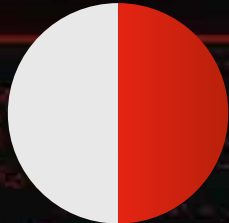
In the ever-evolving landscape of cybersecurity, businesses grapple with the challenges of combating complex threats while facing a shortage of skilled professionals. Recognising the growing need for robust managed detection and response (MDR) services, WatchGuard, a global leader in unified cybersecurity, has unveiled its groundbreaking WatchGuard MDR solution. This latest offering aims to empower Managed Service Providers (MSPs) to deliver comprehensive cybersecurity services without the burden of building and managing their own Security Operations Centres (SOC).

WatchGuard MDR bridges the cybersecurity skills and funding gaps by providing a turnkey solution for MSPs, allowing them to meet the increasing demand for MDR services from their clients. Jon-Marc Wilkinson, WatchGuard Director of Sales UK & Ireland, emphasizes the value this adds to MSPs' existing offerings, stating, "WatchGuard MDR enables MSPs to seamlessly deliver top-tier cybersecurity capabilities without the burden of building and managing their modern SOC."

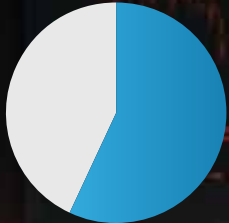
The heart of WatchGuard MDR lies in its team of skilled cybersecurity experts, ensuring 24/7 security monitoring, threat hunting, attack prevention, detection, and containment. In the words of Wilkinson, "Our team of experts from WatchGuard SOC transforms endpoint monitoring and 365-day telemetry into actionable security analytics, augmented by industry-leading, trusted security machine learning/AI, and up-to-the-minute threat intelligence operated around the clock."

This turnkey solution offers a range of benefits, providing 100% MDR for partners 100% of the time, continuous endpoint activity monitoring, and immediate incident notification to the preferred point of contact. The service also includes detailed attack reports leveraging the MITRE ATT&CK framework and tailored playbooks for automated containment. Jeremy Keefe, Group Managing Director of Northamber, speaks to the strength of the relationship between WatchGuard and Northamber, stating, "WatchGuard's continuous innovation strengthens our partnership and adds immense value to our offerings. The launch of WatchGuard MDR is a testament to their commitment to providing cutting-edge solutions." WatchGuard MDR maximises automated threat prevention, detection, and response by utilising WatchGuard EDR, EPDR, or Advanced EPDR and its managed services. The Zero-Trust Application Service autonomously minimises the malware attack surface, enhancing security posture and enabling scalable detection and response.

Wilkinson adds, "By combining attack surface reduction, prevention, and effective detection and response strategies, WatchGuard EDR, EPDR, or Advanced EPDR, and WatchGuard MDR empower MSPs with a robust cybersecurity framework." The launch of WatchGuard MDR comes at a time when mid-market organisations report increased benefits from MDR services, reflecting the pressing need for advanced cybersecurity solutions. MSPs partnering with WatchGuard can now stay ahead of the curve, capitalising on the MDR revolution to transform their security operations and drive unparalleled customer value. As the cybersecurity market continues to evolve, WatchGuard's commitment to innovation and collaboration with partners like Northamber positions the company as a formidable force in the industry. With WatchGuard MDR, MSPs can confidently navigate the challenges of the modern threat landscape, providing their clients with cutting-edge cybersecurity solutions and maintaining a resilient defence against ever-evolving cyber threats.



**50%**  
of organisations  
will be using MDR  
services by 2025



**57%**  
of organisations  
believe MSPs can  
do a better job than  
they can

Visit [northamber.com/watchguard-mdr](https://northamber.com/watchguard-mdr) for more information, or contact [watchguard@northamber.com](mailto:watchguard@northamber.com) to arrange a demo.

## 24/7 Detection and Response Without the Overhead

# MDR



### Extending Your Security Team Around the Clock

WatchGuard MDR offers a 24/7 managed service covering monitoring, threat detection, investigation, instant response, and threat hunting, all under cybersecurity expert management.

It eliminates the need for a dedicated, in-house SOC, effectively meeting customer needs and addressing the skill and investment shortage challenges many MSPs face, with minimal overhead.

Outsourcing MDR services helps MSPs augment their position in the market with advanced security services and new paths to fortifying clients' cybersecurity postures.



**Enhanced Security Expertise**  
Leverage external experts that extend in-house experience.



**Cost-Effective Operations**  
Enjoy an affordable, powerful alternative to an in-house SOC.



**Threat Intelligence of the latest attacks**  
Enhance your preventative security measures.



**Rapid Response**  
Minimise the damage and downtime of security incidents.

**Smart Security, Simply Done.**

**Northamber Solutions: 020 8296 7015 | Visit: [northamber.com/watchguard-mdr](https://northamber.com/watchguard-mdr)**

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# A revolution in Virtual Application Delivery with Cameyo at Northamber

Cameyo, a leading provider of Virtual Application Delivery solutions, is thrilled to announce its strategic partnership with Northamber, a distinguished player in the UK IT distribution sector. This collaboration marks a significant milestone in enhancing the accessibility and efficiency of virtual application deployment for businesses.

Robb Henshaw, Co-Founder & CMO of Cameyo, expressed his enthusiasm for the partnership, stating, "Northamber's prominent position in the market and unmatched in-house expertise make them an ideal collaborator. Their commitment to innovation aligns seamlessly with Cameyo's mission to simplify virtual application delivery. Together, we can provide customers with unparalleled solutions tailored to their evolving needs."

Cameyo's innovative platform enables businesses to deliver all of their applications - including Windows, Linux, SaaS, and internal web apps - to any device either as Progressive Web Apps (PWAs) or from the browser, eliminating the complexities associated with traditional virtual desktop methods. With Cameyo, organisations can achieve enhanced flexibility, security, and cost-effectiveness in managing their application portfolios.

This collaboration comes at a crucial time when businesses are seeking agile and scalable solutions for their remote and hybrid workforces. Cameyo and Northamber are committed to delivering a seamless Virtual Application Delivery experience, empowering organisations to stay ahead in today's dynamic business environment.



Find out more at  
[northamber.com/cameyo](https://northamber.com/cameyo)

**CAMEYO** 

020 8296 7015 | [northamber.com](https://northamber.com) | [sales@northamber.com](mailto:sales@northamber.com)



# WHY YOU SHOULD WORK WITH NORTHAMBER

Working with Northamber should make your life easier, from a working perspective at least! Our aim is to bring together the best vendor products and solutions into one centralised marketplace, to provide you with a wide selection and a simple purchasing experience.



If you are looking for a reliable and reputable partner in the technology distribution landscape, look no further. With a rich history spanning over four decades, Northamber has established itself as a leading distributor in the UK, renowned for its commitment to excellence and customer satisfaction. One of the compelling reasons to choose Northamber is its extensive portfolio of products and solutions from top-tier brands. From hardware components to software solutions, networking equipment, and peripherals, Northamber offers a comprehensive range of products tailored to meet the diverse needs of resellers and their clients.

Moreover, our dedication to fostering strong relationships with our reseller partners sets us apart in the industry. The company prioritises open communication, transparency, and collaboration, ensuring that resellers receive the support and resources they need to succeed. Whether it's providing timely product updates, offering training and educational opportunities, or delivering exceptional customer service, we go above and beyond to empower our reseller network. By choosing to work with us, resellers gain access to a dedicated team of professionals who are committed to their success and are equipped with the expertise to navigate the ever-evolving technology landscape.



Furthermore, our strategic approach to business ensures that resellers benefit from competitive pricing, efficient logistics, and tailored solutions that address the specific demands of their target markets. With a focus on innovation and adaptability, Northamber remains at the forefront of technological advancements, enabling resellers to stay ahead of the curve and deliver cutting-edge solutions to their clients. In essence, partnering with us not only enhances resellers' product offerings but also strengthens their position in the market, fostering growth and prosperity.

*“Working in close partnership with you, our aim is to grow sales, driving mutual success in a competitive marketplace.”*



## WHY YOU SHOULD WORK WITH NORTHAMBER

### Northamber's product portfolio

Northamber has over 100 strategic alliances with the industry's leading manufacturers with our comprehensive range encompassing storage, security, infrastructure solutions, printers & document management, networking components, I.T. peripherals and more, enabling us to provide complete solutions for the entire information technology and communications SME/SMB market.



### Industry-leading sales floor expertise

One of the industry's most experienced sales floor with some staff having over 30 years loyal experience advising customers. All our customers are assigned dedicated account managers and our 'no voicemail' policy ensures there's always someone to talk to.

### Extremely knowledgeable product managers

Our dedicated Product Managers and Solutions team can help you navigate a noisy market to streamline your solution proposition in a clear and concise manner.



### Configuration Services

At our Configuration Centre our qualified engineers can build or upgrade Servers, Desktop PCs, or Notebooks to your bespoke specifications before the order is shipped to you.

### Logistic Services

With a 50,000 square foot, state-of-the-art warehouse and a logistics team that delivers 98.9% of orders by the next working day, we are extremely proud of our logistical capabilities. We make sure we always have the right stock, at the right time.



## THE NORTHAMBER WEB STORE

[northamber.com](https://northamber.com)

We hope you are excited as we are about the launch of our new ecommerce website!

The new platform allows you to browse our incredible product portfolio, check stock, check pricing, check your account, and check out!



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**ACCESS TO NEW  
AND EXCLUSIVE  
PROMOTIONS**

**TAKE A LOOK!**



# THE NORTHAMBER PORTFOLIO

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## DOCUMENT MANAGEMENT



Talk to our Document Management experts on 020 8296 7010.

## INFRASTRUCTURE SOLUTIONS



To discuss your infrastructure requirements call us on 020 8296 7015.

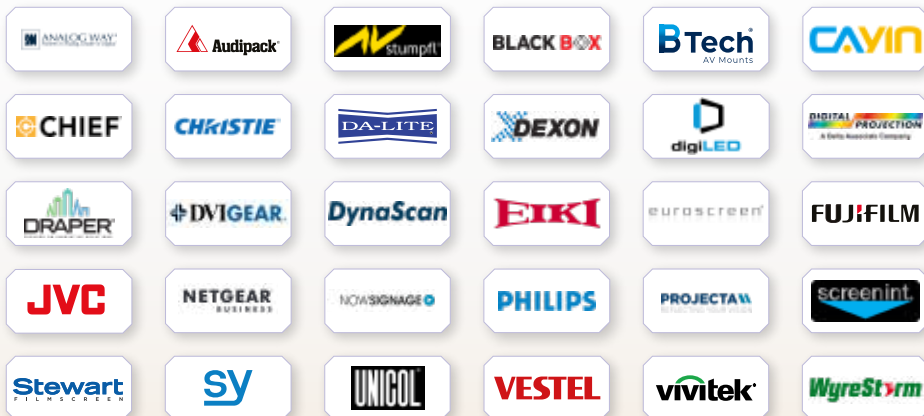
## ACCESSORIES



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group of companies



# Meeting Room & Connectivity Solutions

Tempura Communications are a distribution company  
that is now part of the Northamber group.

Tempura work with resellers to deliver channel  
programmes on behalf of their vendor partners. The  
team can provide technical resources for pre-sales,  
account management as well as after sales support.

**Video  
Communications**  
Meeting Room Solutions  
including Display  
Technologies

**Connectivity**  
Broadband and High  
Speed Internet Services

**Voice**  
Telephony Products  
and VoIP Service

“The advice offered by Tempura enabled us to make a great decision in  
deploying the correct network solution for all our UK and Ireland offices  
when shifting our HQ and moving to a Cloud based CRM.”

Nick Crisci, IT Manager, EA



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a call on 020 8296 7399 or  
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