



Assure Technical

Case Study: Platform81

Company Overview

Platform81 is a leading digital marketing agency that offers high-end web solutions, SEO, PPC, and social media marketing. Its diverse client portfolio spans NHS Trusts, local councils, Premiership football clubs, and professional services businesses. The agency has built a strong reputation for delivering innovative digital solutions, always underpinned by trust and long-term partnerships.

Founded 15 years ago, Platform81 has grown rapidly. This growth is driven by its commitment to client collaboration and business alignment. Additionally, a robust cybersecurity strategy has been a key factor in its success. As a trusted provider, Platform81 has secured several high-value contracts, particularly within the public sector.

The Challenge: Enabling Business Growth Through Cybersecurity Compliance

As Platform81 continued to expand, it recognised the importance of meeting strict cybersecurity requirements. By doing so, the company would gain a significant competitive advantage. This would be especially valuable for winning contracts with security-conscious organisations.

By obtaining recognised cybersecurity certifications, such as Cyber Essentials, Platform81 could unlock opportunities with public sector bodies like NHS Trusts and local councils. In 2018, during a period of rapid growth, the company sought a trusted cybersecurity partner. They needed a partner who could guide them through the certification process without disrupting daily operations.



The Solution

After evaluating the cybersecurity market, Platform81 chose Assure Technical as their trusted partner. Assure Technical stood out for its excellent customer service and a pragmatic, pain-free approach.

As a result, Platform81 quickly obtained **Cyber Essentials Plus** certification. This certification proved that their IT systems were protected from the vast majority of cyber threats.

Platform81 also achieved **IASME Cyber Assurance**. This certification, designed specifically for SMEs, provided a cost-effective alternative to ISO 27001, and gave Platform81 access to UK Government tenders.

These certifications strengthened Platform81's security framework and positioned the agency as a preferred supplier for high-profile clients.

More recently, Platform81 has partnered with Assure Technical to offer **CREST-approved Penetration Testing** services to their clients, to provide cybersecurity assurance that their websites and applications.



“...a vital step in our growth journey.”

Gary Mawhinney, Technical Director at Platform81 said “Partnering with Assure Technical has been a vital step in our growth journey.

Their expertise and proactive support have not only helped us meet essential security standards but also positioned us as a trusted partner for high-profile clients.”



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The Business Impact: Unlocking New Opportunities

Achieving Cyber Essentials Plus and IASME Cyber Assurance certification has had a transformative impact on Platform81. This success has delivered substantial commercial and operational benefits.

Business Growth & Competitive Advantage:

- Platform81 gained access to high-value contracts, including NHS Trusts and government organisations.
- They secured preferred supplier status with major clients such as Sandwell & West Birmingham NHS Trust and University Hospital Birmingham.
- Demonstrating compliance with industry standards opened up new revenue opportunities.

Strengthened Client Trust & Market Position:

- Platform81's reputation as a trusted, security-conscious provider has been reinforced.
- Their commitment to data security has become a key decision-making factor for enterprise and public sector clients.
- The agency has successfully differentiated itself in a competitive digital landscape, where security credentials are critical.

Operational & Internal Business Benefits:

- Platform81 now enjoys peace of mind, knowing that internal security practices meet industry standards.
- The company has increased its resilience against cyber threats, safeguarding both company and client data.
- Employee confidence in security protocols has strengthened, fostering a culture of cyber awareness within the business.

By integrating cybersecurity into its growth strategy, Platform81 has been able to scale confidently. The company now meets the highest security standards, which are crucial in increasingly stringent compliance frameworks.



“Assure gave us the edge to grow revenues by 15%.”

Looking Ahead

Assure Technical remains a trusted cybersecurity partner for Platform81. We continue to provide annual re-certifications, year-round cyber advice, and CREST-approved Penetration Testing services to their clients.

This ongoing partnership ensures that the agency stays compliant while continuing its growth trajectory.



Conclusion

Platform81's collaboration with Assure Technical has been instrumental in achieving its cybersecurity objectives while driving business success.

By embedding cybersecurity into its business framework, Platform81 has strengthened client trust, gained a competitive advantage, and unlocked new revenue streams.

For businesses looking to combine cybersecurity compliance with commercial success, Assure Technical offers the expertise, efficiency, and strategic partnership needed to achieve both.

GET IN TOUCH WITH OUR CYBER EXPERTS

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