



Ian Vickers

Meet the leader behind the Success of METCloud

Ian Vickers is a successful UK technology entrepreneur having established Managed Enterprise Technologies (MET) in 1998. The World of technology was a very different landscape 22 Years ago as both Microsoft and Amazon were fledgling businesses and Google themselves incorporated only in September 1998. In 2002, Ian was awarded 'Young Entrepreneur of the Year' by Ernst & Young (EY). Fast forward to 2015, MET secured a number of significant. Cloud migration projects which gave Ian the insight into many of the security vulnerabilities associated with Cloud infrastructure and so set about architecting a platform that could address these issues. As a result, in 2017 Ian launched the METCloud brand. Since then, the organization has gone on to be recognized as one of the most secure cybersecurity platforms globally and has won dozens of internationally recognized awards for innovation. A notable recent success was a win at the UK IT Industry Awards for 'Cloud Innovation Provider of the Year 2019'. The UK IT Industry Awards is the largest and most well-known event in the technology industry calendar. The Award is run by the BCS, The Chartered Institute for IT and Computing, and exists to celebrate people and businesses who are creating a better world through IT.

Avert cyber threats with help from avant-garde security solutions company - **METCloud**

Our reliance on technology is increasing every day, and it is becoming essential for enterprises to secure every aspect of data and online information. Data integrity is an important aspect to focus on because the internet and computer networks keep growing bigger. To protect your workstation, you must set up proper network security solutions. We are living in the digital era and it is crucial for us to understand that our data is more vulnerable than ever before. Companies and institutions are always on a lookout for solutions

to protect themselves with better security measures.

In our information-driven age, cyber threats have become a norm, but METCloud makes sure that all your security-related woes are taken care of. METCloud focuses on providing a sophisticated portfolio of cyber-surveillance and defense services. The company is enhancing the capability of the platform by incorporating data analytics, Artificial Intelligence, and Machine Learning. Cybercriminals are using AI techniques to enhance

their capabilities, and therefore we must harness the new emerging technologies to combat this exponential threat. The World Economic Forum states, "As our systems and technologies become more and more interdependent, Cybercrime has become one of the major security challenges of the Fourth Industrial Revolution." While certain cyber-attacks are focused on specific organizations, the majority of cyber-attacks do not have a particular target but aim at affecting the largest possible number of internet users. Such

attacks are often relatively easy for cybercriminals to undertake and can cause significant damage not only to individuals but also to the broader economy.

In conversation with Ian Vickers, CEO, and Founder of METCloud

How successful was your first project? Share the experience.

Since launching METCloud in 2017, we have experienced incredible feedback from clients. Each year customer acquisition has been steadily increasing, and we predict by 2025 to have thousands of customers running on METCloud across the globe. This is a very exciting journey as we develop greater capability through AI/ML and Data Analytics. "When Google incorporated in 1998, I am sure that they did not visualize what they would be doing by 2020. Similarly, what METCloud could be in 5 years, 10 and 20 years, blows my mind."

There are concerns with valuable and important data being stored remotely. How do you educate your clients about the complex security measures that you implement?

The landscape of cloud computing is significantly changing, and it is very important to ensure that you do the right things to protect the data. METCloud can address practically all issues related to data security. We have thought about technology, processes, and people in order to reduce the threat of data breaches significantly.

How can SMEs benefit from your services?

Micro and small businesses make up over 90% of the global economy,

which translates to between 400 and 500 million businesses. Large enterprises have the financial and technical resources to tackle the exponential threat of Cybercrime. Still, unfortunately, the micro and small business simply do not have the financial or technical support. METCloud has been developed to address this fundamental issue. The services we provide enable these businesses to take advantage of cloud applications without the fear of being hacked or infected by viruses. The recent Covid-19 pandemic has also highlighted a major issue. Cybercrime renders individuals and society extremely vulnerable in all respects. During this crisis, we all rely more than ever on computer systems, mobile devices, and the Internet to work, communicate, shop, share, and receive information and otherwise mitigate the impact of social distancing. There is substantial evidence that malicious actors are exploiting these vulnerabilities to their advantage, and experts predict that Cybercrime will more than double during this outbreak. The METCloud platform has the potential to significantly reduce the impact of Cybercrime during future pandemics and other states of emergency.

Can you tell us about your data management system and compliance?

Compliance and Governance are essential, and to this end, we have implemented internationally recognized standards such as ISO9001, ISO27001, and our systems are compliant with Sarbanes Oxley, PCI DSS, NIS & NIST.

How do you market your services?

METCloud is marketed through as many channels as possible. This year, we are focusing on raising brand awareness by focusing our efforts on our website and SEO, social media content, press releases, whitepapers, and articles. Unfortunately, many of

the events we planned on attending can no longer take place due to the pandemic, so we have been getting creative with our content marketing to provide as much useful and insightful information to businesses as possible at this unprecedented time.

What are your trajectories for the next five years?

The next 5 Years will see the organization grow beyond recognition. We predict to be valued at over \$1 Billion US and will operate across many continents.



Trust is paramount in the sector we operate in and to that end we continually strive to provide the most secure platform on the planet. Everything we do every day is to move the dial forward".

