

The NFL's Atlanta Falcons team up with Liberty Technology and **Acronis**

Atlanta-based MSP and AMB Sports and Entertainment tackle security vulnerabilities with Acronis Cyber Protect Cloud.

INTRODUCTION

AMB Sports and Entertainment is a family of businesses including the National Football League (NFL)'s Atlanta Falcons, 2018 Major League Soccer (MLS) Cup champion Atlanta United (ATLUTD), America's largest golf retailer PGA TOUR Superstore, and the state-of-the-art Mercedes-Benz Stadium. The organization's owner, Arthur M. Blank (AMB), is a renowned entrepreneur and co-founder of The Home Depot. Blank is most known for his values-based Blank Family of Businesses and as one of America's top philanthropists.

The Atlanta Falcons partners with Liberty Technology, an Atlanta-based managed service provider (MSP) and valued partner of the Acronis #TeamUp Program. Liberty Technology's mission is to ease its customers' technical pains by keeping their systems running uninterrupted and efficiently. With a host of highly trained, certified IT experts, Liberty Technology assists clients with immediate remote support, delivers on-site services and educates clients on ways to optimize their systems and software.

THE CHALLENGES

With millions of fans nationwide, the NFL's Atlanta Falcons handle high volumes of sensitive information. This includes business and financial data, digital assets, personally identifiable information (PII) and player health data, which is subject to HIPAA compliance and has become increasingly scrutinized with the legalization of sports betting.



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CHALLENGES

- Third-party vulnerabilities posed a threat to the Atlanta Falcons' brand and reputation.
- Protecting player health data became more scrutinized with the legalization of sports gambling and stricter HIPAA compliance.
- Dissimilar data across its operations and a constantly changing IT infrastructure.
- A fast-paced environment and evolving IT systems complicated the protection of diverse data across multiple departments.

REQUIREMENTS

- Automated patch management that eliminated time-consuming tasks.
- A comprehensive vulnerability assessment and patching solution that prevented zero-day vulnerabilities.
- Dedicated IT and security expertise to work as an extension of the AMB Sports' team was key to protecting the Falcon's organization.

KEY BENEFITS

- AMB Sports' and Liberty Technology's teams boosted IT efficiency.
- AMB Sports gained a strategic partnership that helps them save time in patching, monitoring and staying up to speed on the latest threats.
- Liberty Technology reports greater business exposure and brand visibility beyond local reach.
- Liberty Technology centralized security management with a single, natively integrated solution.



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According to Devin King, IT Director, AMB Sports and Entertainment (the Atlanta Falcons), “Digital assets are one of our most valuable assets these days. Anything from harming the brand name to having a lack of trust rights for our customers could take things in a direction that goes sideways if we don’t have adequate protection in place.” For King, protecting the team’s IT environment is crucial to ensuring this data remains secure from cyberattacks.

“Patching is extremely important for us on our business side; especially third-party patching. We’ve got so many standard and nonstandard applications that are all over the board for our business needs,” says King. “This is the most difficult area for us to hone in on, patch and stay on top of. That’s where the Liberty Technology and Acronis partnership comes into play.”

CEO and Founder of Liberty Technology, Ben Johnson, shares, “What makes the Falcons organization interesting is that they have a few different frameworks that we need to help them be compliant with. We need to provide the tools to not only check the boxes but also ensure that actions are taking place and are effective.”

THE SOLUTION

Liberty Technology uses Acronis Cyber Protect Cloud, a natively integrated solution that combines cybersecurity, data protection and even remote monitoring and management (RMM) and professional service automation (PSA) capabilities.

Prior to the #TeamUp partnership, King and his team performed manual patching, which was both laborious and time consuming. According to King, “Creating automation is on the forefront of all our decision making. We want to make tasks as efficient as possible and give time back to our teams.” Acronis RMM enabled the

Falcons’ IT team and Liberty Technology to automate patch management.

“We’re getting time back to our teams, time and focus that we designated in the past for manual patching. We’re automating patching as much as possible and putting that extra time back into various other tasks or responsibilities,” says King.

Johnson adds, “What stands out about Acronis’ platform is that it has what everybody talks about: a single pane of glass and a unified client or agent. Whether it’s the Atlanta Falcons, a small business client or government entity, we can come in and deploy patch management, cloud backup or disaster recovery.”

A unified solution ecosystem, Acronis Cyber Protect Cloud empowers Liberty Technology to swiftly and simply add services to meet clients’ needs.



“Acronis has been one of those partners and a platform that truly has been staying ahead of the bad guys, bringing us cyber solutions and showing us kinks in the cyber armor.”

**Ben Johnson, CEO and Founder,
Liberty Technology**

RESULTS

Both Liberty Technology and the Atlanta Falcons are realizing the benefits of the #TeamUp partnership. Through a powerful technology partnership, both organizations report improved operational efficiency.

“Having a partner like Liberty Technology has added a lot of efficiency to our lean IT department. Being able to have an extended arm of our team that augments part of our core team has been a game changer,” says King.

Through the #TeamUp partnership, the Atlanta Falcons ensure that patches remain up to date, and they’ve gained peace of mind knowing that their IT team can rely on a dedicated partner like Liberty Technology to help them grow in the space as the environment changes, which has been the most important outcome for King and his team. Johnson is proud to have Liberty Technology featured with the Atlanta Falcons and Acronis, and the #TeamUp partnership has enabled Liberty Technology to expand its brand exposure beyond local markets.