

# THE BRAINTRUST

July 2022

## Special Forces Summit: September 19-21, 2022!

The AVANT engineers are already preparing for their Special Forces Summit breakout sessions, and we want to know what content interests you most! [Share your feedback with us here!](#)

## New Matrix!

Location-agnostic collaboration and content sharing have become a part of our daily lives. The [Meeting Solutions Matrix](#) breaks down capabilities of the leading applications that make work in this new era possible.

## Upcoming SE Trainings

- **Aryaka**
- **Darktrace**
- **GoExceed**
- **Keeper**
- **TPx**

## CCaaS Webinar Series: Register for Episode 4!

Join Brent Wilford, AVANT Director of Engineering, and UJET's Christian Hansen on July 21st to learn about mapping CCaaS technologies to business outcomes. [Register here today!](#)

## Technology Updates

### Cloud / Security

**UbiStor** is finding success layering advanced DR services onto deals. They are Acronis's largest partner (globally) and 2021 Service Provider Partner of the year. Read more [here](#).

### CCaaS / UCaaS

**Vonage** UC and CC both offer multiple means of integrating with Microsoft Teams. Read more [here](#).

### CCaaS

**Talkdesk's** built-in Case Management solution is a CRM-lite alternative for customers who don't need the full power of ServiceNow or Zendesk. Read more [here](#).

**Edify's** solution is winning in Healthcare (due to proprietary video channel) and FinServ (can redact sensitive information from audio/text channels). Read more [here](#).

### Security

**ThreatBlockr** augments customers' firewalls by aggregating feed data at scale with speed, preventing security issues upfront and reducing the burden placed on SIEMs. Read more [here](#).

### Cloud

**DataBank's** Hybrid Cloud services are well-suited for SMB and mid-market clients, especially those with high compliance needs. Read more [here](#).

# Engineering Spotlight

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## **Neil Farnsworth - Field Sales Engineer**

**Focus Area: UCaaS and CCaaS**

Neil's wide-ranging communications experience includes conferencing, collaboration, networks, and telephony. With this varied knowledge, he stands out as an expert in the UCaaS/CCaaS arena.

Prior to AVANT, Neil helped RingCentral grow its mid-market business in EMEA, working closely with the then newly-formed Professional Services team. Neil has also worked as an AVANT Trusted Advisor, giving him a true understanding of what it takes to move opportunities forward.

Given his love of learning new technologies and problem solving, Neil considers AVANT the perfect place to be.

### **LOCATION**

London, England, United Kingdom

### **FUN FACT**

Neil is a qualified FA coach, PGA Level 1 coach, and ECB Level 3 coach.

### **HOBBIES**

Football (soccer), cricket, and golf

# AVANT Win Wire • Security (MDR)



Dane Menke

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<b>Customer</b>	Component Manufacturer
<b>Industry</b>	Aviation and Aerospace
<b>Size and Scope</b>	500 employees
<b>Drivers &amp; Requirements</b>	Customer sought to increase investment with Microsoft for greater endpoint protection than their legacy solution (Sophos AV) provided.
<b>Provider</b>	eSentire
<b>MRC / NRC</b>	\$16K MRC
<b>Solution</b>	MS Defender with eSentire MDR
<b>Competitors</b>	n/a
<b>Why did we win?</b>	<p>Alongside the Trusted Advisor, AVANT proved value as an agnostic advocate for the customer all the way to contract signature.</p> <p>Drawing on previous successes with eSentire, we validated the SLA/MSA on the customer's behalf and brought in additional vendors as needed to fill potential gaps in the chosen solution.</p>
<b>AVANT's Role</b>	Dane served as the Trusted Advisor's SME on eSentire and the security landscape in general, helping zero-in on the right mix of products/ services to meet the customer's needs.

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