



Key Facts

- Founded in 2006
- Based in London
- Purchased by Global in 2018
- 30% share of London's Roadside digital out-of-home market



The Client

Out-of-home advertising specialist Outdoor Plus, now **Global Outdoor**, was founded in 2006 and today provides over 40 premium, large format digital advertising screens and banners in 27 locations, including iconic London sites such as the Hyde Park Underpass, the Euston Underpass and the Two Towers on Hammersmith Flyover. Outdoor Plus has a 30% share of London's Roadside digital out-of-home market, and counts Google, Samsung, TfL and Jaguar among its clients.

The Challenge

Outdoor Plus had an investor come on board to scale the company and needed a full cybersecurity overhaul.

This was in order to ensure the network was compliant with new GDPR and the highest Cyber protection standards to be audited by the Price Waterhouse Coopers Cyber team.

With compliance in Data protection such a crucial and critical aspect of any business in today's world, it was vital that Outdoor Plus had a sufficient level of protection that was acceptable by PWC.

The Solution

Cloudscape got to work on a complete cyber security revamp, with the importance of protecting the critical data against today's cybercriminals so crucial, it must be undertaken precisely.

An overhaul of this scale required a precise focus to ensure the data was handled correctly, whilst ensuring the maximum security is implemented.

Our team delivered a complete security service covering the old on-site servers being replaced with virtual servers in a private data centre, a full server failover was also carried out to a second data centre to ensure a secure recovery point.

For all remote users a Fortigate firewall with 2FA was essential, including Mimecast Advanced Email scanning was implemented within Office 365. Lastly as a final measure of security, we enabled data encryption on all laptops associated with the business.