

# Award-winning Hi-Fi audio products manufacturing company recommends GFI Unlimited

◉ CHORD ◉

Chord Electronics Ltd.



**GFI**<sup>TM</sup>

Aurea SMB Solutions

 INVICTALINUX

 INFINIGATE  
.... Adding Value to Distribution

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## Introduction



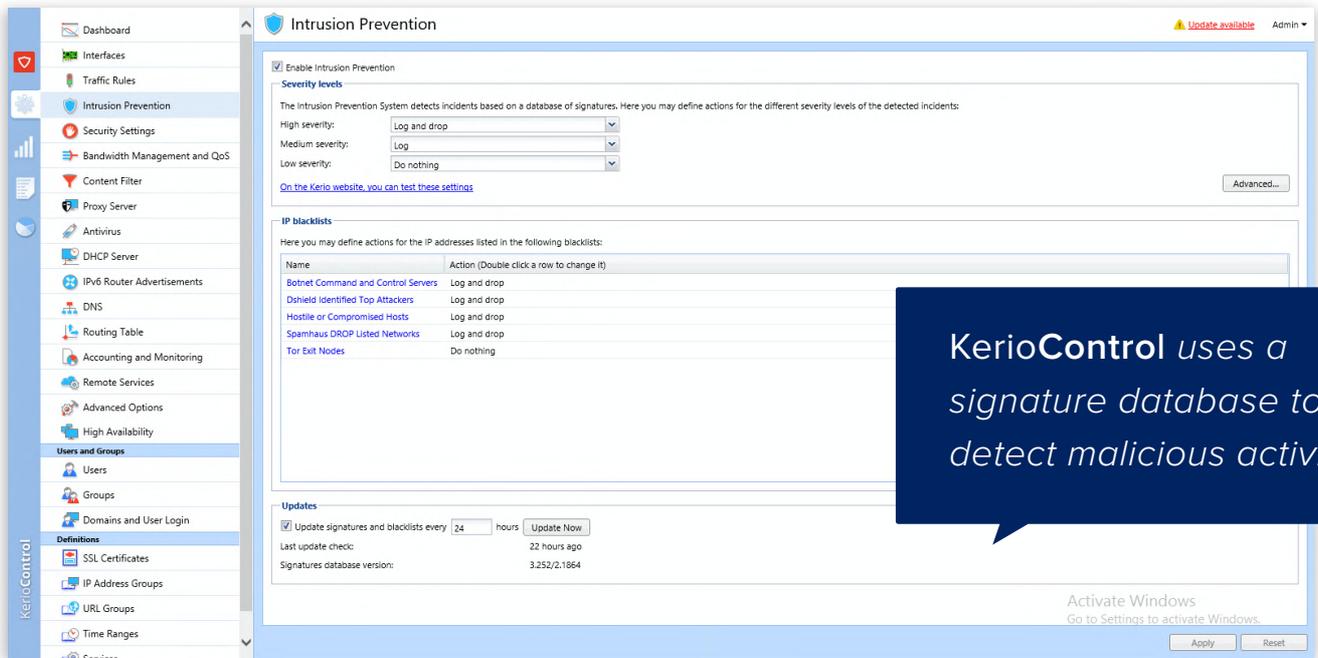
**Chord Electronics has been designing and manufacturing world-renowned high-end audio gear for professional and consumer use for over 30 years. Based in the UK, Chord produces a wide range of products including power amplifiers, integrated amplifiers, preamplifiers, digital-to-audio converters (DACs) and portable music streamers. Selling directly to retail stores across the UK and through their network of distributors around the world, Chord ranks as one of the top producers of exceptional Hi-Fi products in the world.**

Like many smaller businesses, Chord Electronics always tries to stay focused on getting the best value for any money spent in growing their business. This is especially true with regard to technology purchases, where it's important to invest for the future while meeting the urgent demands of the present. When the COVID-19 pandemic struck the world in 2020, businesses everywhere had to suddenly shift to having their employees work from home because of the lockdowns imposed by governments. The problem of how to do this quickly but also securely posed challenges for businesses that had not yet invested sufficiently in cybersecurity tools and in software for enabling remote work. And when the demands of the present suddenly overwhelm the capabilities of a business to meet them, something usually cracks.

That's why it's important for businesses to keep one eye on the future as they deal with what's happening in the present. One important way of doing this is to develop a solid relationship with a reputable vendor that offers a broad line of products and services that can solve today's problems for you while also providing possibilities for solving tomorrow's coming headaches. That's why Chord chose GFI Unlimited, an easy-to-use, value-priced subscription offering that gives access to GFI's entire suite of products designed for small- and mid-sized businesses (SMBs).

## Solving today's problems

Chord already had several GFI products in place that have been helping them ride out the current pandemic. Their Kerio Control Unified Threat Management (UTM) firewall appliance has helped keep them safe from viruses, malware and various kinds of malicious online activity, all of which have been on the rise because of the pandemic. "Kerio Control has helped us reinforce both our security and the speed of our network," says Matt Bartlett the Managing Director at Chord. Kerio Control also helped Chord quickly transition to remote work during the lockdown by utilizing the product's built-in virtual private network (VPN) capabilities. "Without Kerio Control the last twelve months of home working would have been much harder, which would have had a huge financial impact on our business," testifies Matt.



**Intrusion Prevention**

Enable Intrusion Prevention

**Severity levels**

The Intrusion Prevention System detects incidents based on a database of signatures. Here you may define actions for the different severity levels of the detected incidents:

High severity:

Medium severity:

Low severity:

[On the Kerio website, you can test these settings](#) Advanced...

**IP blacklists**

Here you may define actions for the IP addresses listed in the following blacklists:

Name	Action (Double click a row to change it)
Botnet Command and Control Servers	Log and drop
Dshield Identified Top Attackers	Log and drop
Hostile or Compromised Hosts	Log and drop
Spamhaus DRDP Listed Networks	Log and drop
Tor Exit Nodes	Do nothing

**Updates**

Update signatures and blacklists every  hours Update Now

Last update check: 22 hours ago

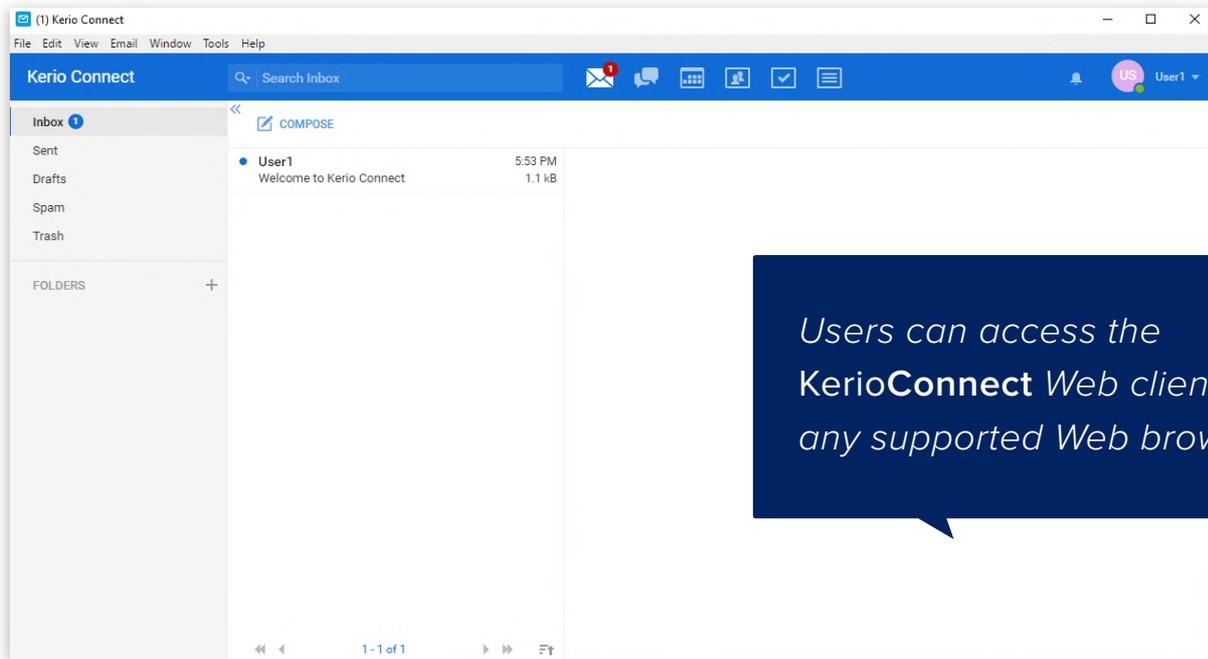
Signatures database version: 3.252/2.1864

Activate Windows  
Go to Settings to activate Windows.

Apply Reset

**KerioControl uses a signature database to detect malicious activity.**

Another GFI product that Chord has been using under their GFI Unlimited subscription is Kerio Connect, a robust messaging and collaboration solution designed especially for SMBs. "Kerio Connect is a fast, elegant and professional mail system," affirms Matt. "I like the simplicity, speed, and the ability to access our emails from anywhere, on any device." And with the mix of different platforms that Chord has which includes Windows, MacOS and Linux, Kerio Connect was the perfect choice to meet their messaging and collaboration needs. "With our mixture of PCs, Macs, and phones," says Matt, "we needed a universal solution that would allow all staff to access email and synchronise calendars regardless of the device they were using. Kerio Connect covered all our requirements."



Being able to deploy and use GFI products isn't the only benefit that Chord has reaped from their GFI Unlimited subscription. It's also helped them reduce the administrative overhead that's typically involved when using software designed for business. "GFI Unlimited rolled all the renewal dates into one," says Matt, "making administration much easier." And with the limited resources of time and energy that small companies generally have for dealing with tasks outside of their profit center, simplified administration in any area is always a benefit.

## GFI is more than just products

One critical concern of smaller businesses that don't have in-house IT expertise is getting good support for any software and services they buy into. Vendors that are slow to respond when problems arise with their products, or that don't show interest in acting on customer suggestions for improving them, are not going to receive very favorable recommendations from the budget-conscious small business. In this regard Matt gives GFI top marks based on his own experience dealing with the company. "My experience with GFI is that they are extremely reactive to different customer scenarios and can make changes or tailor the products to meet customer requirements," says Matt. "This additional support gives confidence in using their products within our business as our needs change." In Chord's case this support comes to them by way of Invicta Linux, a trusted GFI partner based in the UK where Chord's own manufacturing facilities reside. "All our IT support is outsourced to Invicta Linux," says Matt, who confirms that Invicta was able to get the two Kerio products that Chord is currently using "up and running very quickly" in a way that "did not disrupt our business."

The needs of Chord, like any business in the SMB sector, will continue to change over time as the market they deal in grows and evolves. This is why businesses always need to keep looking over the horizon even though they have their feet planted firmly in the present. So will Chord soon make further use of their GFI Unlimited subscription by having Invicta deploy additional GFI products for them? "Right now we need multi-platform solutions to integrate with our infrastructure," says Matt. "But we're keeping an eye on the increasing product range available under GFI Unlimited. If you are looking for a solutions partner who is reactive and a solution that can suit the budget requirements of a small business, then I would recommend GFI Unlimited."

## Get GFI Unlimited today

GFI Unlimited provides the capabilities small and mid-sized businesses need with one value-priced subscription. You get unlimited access to GFI products that can help keep your business safe from cyberthreats, facilitate team communications and collaboration, manage your customer relationships, and keep your whole network running smoothly. A subscription to GFI Unlimited currently includes the use of GFI HelpDesk, GFI MailEssentials, GFI Archiver, GFI FaxMaker, GFI LanGuard, Kerio Control and Kerio Connect. Best of all for the budget-constrained SMBs, this suite of offerings also has different tiers of pricing for different sized businesses. Trial versions of each product are also available, so you can test drive them before making your decision.

With GFI Unlimited you have both your present and future covered. Get it today and solve your most pressing business needs while investing in the future of your business. For more information see [gfi.com](https://gfi.com).

