Southampton Football Club defends data with Tailor Made Technologies and **Acronis**

Southampton Football Club supporters of a certain age say that the city came to a halt in 1976 when Saints famously defeated Manchester United in the FA Cup final. Nearly half a century later, nothing comes to a halt anymore, including the flow of data and threat of a cyberattack.

That's why Southampton FC teamed up with local MSP Tailor Made Technologies and Acronis for data backup and cybersecurity. Data is critical to the club, just as it is to any modern sports organisation. Southampton FC tracks not just what's happening on the pitch, but also important business metrics off the pitch.

> "From a football perspective, data narrates and informs all of our big decisions," says Huw Fielding, Director of IT for Southampton FC. "Outside of football, we operate a very busy enterprise covering many areas of business."

KEY CHALLENGES:

- Need for up-to-date analytical player data in a dynamic and competitive environment.
- Potential for public embarrassment in case of a data breach.
- Reliance on data to keep business side of club running smoothly.

KEY REQUIREMENTS:

- Data that is always updated and accessible under any circumstances.
- Support from both an MSP and a technology vendor.
- Minimal IT resource commitment from the club.
- Expertise in protecting an organisation with a global profile.

PROTECTED RESOURCES:

- Player health, fitness and performance data.
- Customer, marketing and sales data.
- 21,000 GB of data storage.
- More than 600 Microsoft 365 seats.
- Three virtual machines.

KEY BENEFITS:

- Better football decisions based on updated data on player and squad performance.
- Data-driven business decisions that fuel a process of continual improvement.
- Ease of management with support from Tailor Made Technologies and Acronis.

MANAGEMENT OF PLAYER DATA AT AN ELITE LEVEL

Southampton FC earned promotion to the Premier League in 2024 with a tense 1–0 win over Leeds United in the Championship playoff final. The club relies on data to run its football operation, Fielding says, including using critical information to decide which players to buy and sell.

Southampton FC also use data to manage fitness and recovery journeys for players and conduct performance analysis. The club uses information on player fitness not only to help players manage and recover from injuries but also to prevent players from suffering them.

"Data provides detailed information about our players, which can help inform injury recovery schedules," Fielding says. "We use information we collect about players to help us predict the likelihood of an injury reoccurring and to prevent injuries from occurring from overexertion in the first place."

Modern sports run on data, and football is a prime example. Players wear devices that can track their vital signs, including heart rate, during training and games. Player metrics on both health and performance are critical for the club's manager and coaches, who make critical decisions around which players to start for a match, when to substitute a player during a game and who should replace him.

USING NUMBERS TO KEEP THE FANS HAPPY

Of course, running a football club involves a lot more than managing the playing staff. Southampton FC's stadium, St. Mary's, isn't just a football ground; it's an entertainment venue. Every other week, more than 32,000 supporters attend a match there. A big part of the club's job is keeping those fans happy, regardless of the result of the match.

"We're always looking to improve our match day offerings," Fielding says. "We constantly review data to see where the biggest queues are for kiosks and how we can effectively reduce wait times and improve overall fan experience. We also analyse the performance of our retail store and event spaces, which we're constantly trying to improve."

THE CRITICAL IMPORTANCE OF DATA INTEGRITY

Data is, of course, critical in many kinds of organisations. But a data breach would be particularly damaging and embarrassing for a football club with a global profile and a major presence in the U.K.

"When you have constant events and a brand name that is frequently in the media, there is very little margin for error," Fielding says.

Failure to recover from a breach or disaster could negatively affect not only the club's revenues and relationship with fans, but also its performance on the pitch. In a dynamic sport, data protection and integrity are essential.

"All of the areas we track are constantly changing," says Fielding. "We can't make effective decisions with out-of-date information. We therefore have to ensure our data integrity. Only the relevant personnel can have access to the correct data at any time, whilst making sure it's always accessible."

A POSITIVE RELATIONSHIP: SOUTHAMPTON FC, TAILOR MADE TECHNOLOGIES AND ACRONIS

Southampton FC rely on local MSP Tailor Made Technologies to back up and protect the club's data using Acronis Cyber Protect Cloud. According to Fielding, this positive relationship "provides us with double the resources of a traditional supplier-customer scenario. We have Tailor Made Technologies as local experts in the field supporting and helping our implementation, and we also have backing from Acronis. That combination takes away the stress and headaches of traditional security service implementations."

The partnership grew out of a relationship between Acronis and Southampton FC to include Tailor Made Technologies, and it has delivered as the club hoped it would.

"It quickly became clear that the Acronis services would benefit us in the short term, but also in the longer term," Fielding says. "Having Tailor Made Technologies included in the partnership gives us a managed service, structured onboarding and ongoing technical support that reduces the resource commitment from ourselves! This is an ideal scenario and suits our use case perfectly."

ABOUT TAILOR MADE TECHNOLOGIES

Experts in managed technology, Tailor Made Technologies (TMT) specialise in **Managed IT, Cyber Security, and Communication** solutions. We're on a mission to help small and medium-sized enterprises leverage managed technology to achieve their business goals.

Partnership-focused with a deep and deliberate understanding of customers' strategic goals, our in-house teams tailor our services to suit every client's unique requirements and drive business growth.

Through comprehensive offerings, broad technical knowledge and excellent customer service, we ensure your business-critical IT and communications systems work seamlessly in the background, unleashing you to achieve your targets.

TMT was founded in 2018 when Peach Technologies and Taylor Made Computer Solutions (TMCS) — two of the largest service providers in the South — joined forces. By combining Peach Technologies' expert telecommunications knowledge with TMCS' outstanding track record as an MSP and our founders' dedication to providing superior customer experiences, we dive deep into our clients' technology to add value and solve problems proactively.

Tailor Made Technologies (TMT) simplifies your business' technology needs with hassle-free managed IT, cybersecurity and communications solutions — all serviced in-house and under one monthly bill, allowing you to focus on achieving your business goals.

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ABOUT ACRONIS CYBER PROTECT CLOUD

Acronis Cyber Protect Cloud delivers an all-in-one, integrated backup and cybersecurity platform for MSPs. With Acronis Cyber Protect Cloud, MSPs can easily scale cyber protection services from a single, natively integrated platform.

The solution enables MSPs to deliver integrated backup, disaster recovery, cybersecurity and endpoint management at scale, while preserving profit margins and streamlining business operations with powerful automation capabilities and broad integrations.

Acronis

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