



## BLUE LIGHT CARD™

Blue Light Card is the UK's largest provider of discounts to those working in the NHS, emergency services, social care sector and armed forces community. Founded in 2008 by ex-Police Constable CTO Steve Denny and business partner CEO Tom Dalby, the company provides discounts on a huge array of products and services, both online and in-store.

It also works with companies across the UK to involve them in supporting the blue light community, by offering discounts to their members. These companies range from large national retailers to local businesses offering holidays, cars, days out, fashion, gifts, insurance and phones. Not surprisingly, the Blue Light Card offering has captured the imagination of the nation during the Covid-19 pandemic. We are proud to help this worthwhile business grow with confidence and stay cyber-secure as it gives back to the emergency services.

**Industry:**  
Technology

**Location:**  
Loughborough,  
Leicestershire

**Web:**  
[bluelightcard.co.uk](http://bluelightcard.co.uk)

**We want to go  
further, for those  
who go furthest  
for us.**



## The Challenge

Blue Light Card was formed in 2008. The continuous and impressive growth of the company soon led to an increased focus on cybersecurity.

In August 2019, with the number of members having grown to over 1.5 million users, and growing, Blue Light Card commissioned an audit from an investment company to highlight any aspects of the operation that required improvement. The report pinpointed a small number of areas that needed attention to future-proof the organisation's digital security, including the introduction of formal resilience and front-end firewalling.

Committed to making these improvements as quickly as possible, Blue Light Card began the search for the right partner to support state-of-the-art data security.

After discussions with several data centres, the team was won over by our physical and digital security offering, plus the full range of capabilities available across Cyberfort.

We'd spoken to a number of data centres but none of them had been able to offer the mix of services we were looking for. After a strong recommendation, we met Cyberfort and they ticked all the boxes from a physical and digital security point of view. Crucially, they also offered me all the support I needed – an additional level of expertise that filled the gaps in my own knowledge, at a price we were happy with.

**David Hinchcliffe**  
Head of IT, Blue Light Card







# The Solution

Blue Light Card immediately moved its data storage to Cyberfort, part of our ex-Ministry of Defence facility in Kent. This underground military fortress Data Centre comes with restricted physical access and is monitored 24/7 by cameras and guards. An uninterruptible power supply provides further peace of mind.

As well as providing an ultra-secure colocation service, the multi-faceted expertise of Cyberfort became a 'one-stop shop' for Blue Light Card, offering all-round support including infrastructure consultancy, compliance, and advanced cybersecurity services. This saved our client the cost and hassle of engaging different companies for each individual service.

Supported by our expertise, Blue Light Card enjoyed incredible expansion, including 5 years' growth in just one month, without needing to break stride. Our scalable solution was able to comfortably flex at the same dramatic pace as the business – something the previous servers simply would not have been able to cope with.

Offering an extra service that no other data centre can currently match, we are now working with Blue Light Card towards achieving ISO 27001. This will add a further level of reassurance for members and third-party companies.

## Solutions Provided



- **Managed colocation**
- **Ultra-secure underground military fortress data centre**
- **Network solution and architecture services**
- **Support with perimeter security and firewalls**
- **Technical and security consultancy**
- **ISO 27001 compliance framework consultancy**

# Results

Blue Light Card is now well ahead of the curve in terms of cybersecurity, thanks to its new future-proof solution. Above all, our services and advanced technologies have taken away all the data security worries that the company was facing just a few years ago.

Blue Light Card continues to go from strength to strength, recruiting well over 100,000 members per month across all of their real estate. And we're playing an instrumental role in its success as the perfect partner for its data infrastructure, now and in the future.

What's more, we're honoured to be able to support Blue Light Card's fantastic efforts for our front-line heroes during the current crisis.



## Business results



- Scalability to support growth
- Cost-effective, industry-leading solution
- Reassurance for third parties thanks to ISO 27001 certification
- Total peace of mind

