



# HFS Hot Vendor: Adarma

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# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Enterprises are never 100% secure. You must do the due diligence to define your critical processes, services, and assets and to devise a plan to protect these as best you can. Equally important is a plan for how to deal with possible attacks. Enter Adarma, a UK-based security services company focused on intelligence response. Adarma provides outsourced SOC (security operations center) services with advanced SOAR (security orchestration, automation, and response) capabilities. Its mission is to “make the world a safer place,” and it delivers solutions that industrialize threat management. Adarma began with eight people in 2009 (under the name Vacta); it currently has 300 permanent staff in the UK, the majority of whom are customer-facing experts delivering consulting or managed security services. Most of the experience to date has been to offer dedicated and shared SOC services, predominantly to UK-based finance and retail customers. However, its goal is to establish an industry-leading threat management platform that delivers consulting, engineering, technology, and managed services. Current offerings include SOC managed services and consulting, vulnerability management and consulting, SPLUNK engineering, ServiceNow engineering, cybersecurity monitoring, endpoint security management and engineering, and SOAR services.

The company continues to strengthen these offerings, positioning them in a business context. Adarma has also delivered physical security services for a few clients and expects this to increase as cyber and physical security worlds converge. Current customers are largely FTSE 100 enterprise organizations in the retail or finance industries, with security leadership in the UK. Adarma is a key partner of Splunk for its enterprise security and SOAR services and was named Splunk Partner of the Year in 2019. However, it also recognizes that while automation can speed up intelligence acquisition, customers still need access to experts to solve the problem.

Adarma is Latin for “call to arms,” reflecting the partnership that Adarma aims to create with its customers to help them become more resilient and build predictable security responses. We spoke with one finance customer that had implemented workflow automation using ServiceNow, reducing their insider threat intelligence from four days to four hours. HFS spoke with two of Adarma’s financial services clients who confirmed that Adarma had provided a value-add service to them and added that “they are the easiest outsourced SOC I ever had to manage” and that they “are extremely pro-active in their approach.”

## HFS' take

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The value proposition for users is Adarma's ability to piece together seemingly unrelated security events from across the digital estate and provide a coordinated security posture against the attacks. The value proposition for users is Adarma's ability to piece together seemingly unrelated security events from across the digital estate and provide a coordinated security posture against the attacks. This is a valuable service that meets a growing demand for threat intelligence and response in the market. Services supporting SOAR also align with the HFS OneOffice framework, as they seek to respond to all security incidents and events.

Adarma has experienced strong growth and intends to continue it, both organically and through mergers and acquisitions (M&A). Although Adarma currently focuses on UK-based customers, its ambition is to serve large and mid-sized enterprises across the US and Europe, which is a competitive market with many service providers positioning as specialists in thought leadership and capabilities. Adarma needs to prioritize marketing its capabilities and differentiators to be successful. Enabling prospective customers to talk to existing customers would also help prove Adarma's commitment and capabilities.

## Vendor factsheet

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- Adarma started as Vacta in 2009, and it became ECS Security in 2012 as a division of the ECS Group. In 2019, a management buyout saw Adarma become an entity in its own right
- From eight people in the initial Vacta start, Adarma grew to 300 full-time staff in 2020
- Adarma has been on the FT 1000 fast-growing companies list for the last two years
- It was named Splunk's European Partner of the Year
- The company was Identified by MSSP Alert as number 86 among the world's top 250 MSSPs and number 4 in the UK

## Industry coverage

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Adarma works with four of five of the UK's leading banks plus several FTSE 100 organizations.

## Solution portfolio

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Innovative, tailored threat management and managed and consultancy solutions and services encompassing

- Threat and vulnerability intelligence
- Threat and risk assessment
- Detection and response
- Cloud and transformation
- Technical assurance

## Partnerships

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Splunk, ServiceNow, Symantec, Tenable, CrowdStrike, 1E (Tachyon).



# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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