ACW Distribution (HK) Limited joins LMNTRIX partner program

Distributor to drive LMNTRIX's Asia-Pacific expansion

Hong Kong, 5 December 2018: LMNTRIX, the next-generation cyber security venture of MSSP pioneer Carlo Minassian, has announced a partnership with Hong Kong-based ACW Distribution (HK).

One of Asia Pacific's leading valued-added distributors, ACW Distribution (HK) integrates best-of-breed technologies and delivers them to clients through an extensive network of trained and certified channel partners.

As one of its initial Asia Pacific partners, ACW Distribution (HK) will lead LMNTRIX's presence not only Hong Kong, but also throughout China and the Philippines.

Raymond Lai, Business Development Director at ACW Distribution (HK), said LMNTRIX was entering the market just as tighter regulations were forcing large enterprises revaluate their security postures, presenting a great opportunity for it's reseller network.

"Tighter regulations, such as the Hong Kong Monetary Authority's Cybersecurity Fortification Initiative, require enterprises to have security monitoring and incident response capabilities," he said. "Enterprises are struggling to secure these skills in-house, so LMNTRIX's continuous monitoring and remediation solutions are perfect for organisations looking to comply with new regulatory measures."

Lai said LMNTRIX's subscription-based pricing model not only made it attractive for the big end of town, but also for partners who cater for the SME market.

"While regulatory compliance is the key driver behind FSI and large enterprises adopting new security technologies, for the mid-market, LMNTRIX's service approach lowers the entry barrier for clients looking for advanced threat detection and response capabilities."

ATR is a validated threat detection and response platform that hunts down advanced and unknown threats that routinely bypass traditional perimeter controls. By combining advanced network and endpoint detection capabilities, deceptions everywhere and global threat intelligence feeds – complemented by continuous monitoring – ATR proactively hunts attackers on networks and endpoints, as well as on the deep and dark web.

Lai said LMNTRIX's continuous and proactive monitoring of client environments could either bolster already established security programs, or secure organisations with more rudimentary defensive postures.

"With LMNTRIX's ATR platform, clients and partners can leverage the skill of LMNTRIX's professional analysts to monitor their environment 24x7 without spending huge resources retaining and recruiting security experts.

"This is the first time we're taking a multi-vector, holistic and 24x7 threat detection and response solution to our partners, so we're excited as this will help them generate more business opportunities and provide greater value to current clients."

Neris Tsang, LMNTRIX Vice President Greater China, said ACW Distribution (HK)'s more than 30 years' experience in the local market meant it understood the day-to-day challenges local businesses were facing.

"ACW has a long and successful history across APAC, and they've always been at the forefront of security," he said. "As a 100 per cent channel-led organisation, our partners are our lifeblood. ACW's deep expertise and wide partner network make them the perfect fit to lead our local presence."

Carlo Minassian, LMNTRIX founder, said traditional perimeter solutions and MSSP offerings were failing to secure businesses throughout APAC, leaving them with a false sense of security.

"When we look for new partners we don't want box pushers, we want organisations who understand that the legacy log-based approach to security is dead," Minassian said.

"Clients are sick of solutions like SIEMs and MSSPs that only deliver false positives and drown them in alerts."

Using a multi-vector approach that includes a combination of advanced detection and response capabilities, the LMNTRIX ATR platform enables the proactive hunting of attackers that bypass boundary defences. These capabilities include:

- LMNTRIX Detect – A proprietary virtual network sensor deployed at network chokepoints and high value assets which is continuously monitored by the LMNTRIX Cyber Defense Center.

- LMNTRIX Respond – A light-weight sensor deployed on every endpoint within an organisation in order to capture detailed state information and enable the LMNTRIX Cyber Defence Centre to continuously monitor all endpoint activity. Live memory analysis, direct physical disk inspection, network traffic analysis, and endpoint state assessment techniques are then used to dive deeper into endpoints and better analyse and identify zero-days and hidden threats other endpoint security solutions miss entirely.

- LMNTRIX Deceive – Every endpoint, server and network component is enshrouded with a deceptive parallel environment which an attacker perceives as real. As legitimate users cannot access this illusory environment, the instant an attacker interacts with false data they are immediately detected.

- LMNTRIX Hunt – Full-fidelity packet capture, stored for up to a year, means organisations will have absolute certainty whether events have impacted their environment. Intrusion analysts and threat hunters monitor networks using retrospection 24/7 to look for signs of compromise.

- LMNTRIX Intelligence – Uses proprietary technology to aggregate threats from our sensor network and more than 220 threat intelligence feeds delivering over 650 million threat indicators against real-time network activity. This approach enables threat detection at every point in the attack lifecycle, so threats can be mitigated before any material damage occurs.

- LMNTRIX Recon – After data is stolen, it almost always finds its way to deep and dark web. Using proprietary technology and techniques, LMNTRIX scans the deep and dark web to see if an attacker is attempting to sell an organisation's data or is seeking information on how to successfully execute an attack.

- LMNTRIX ThinkGrid – A sophisticated, developer-friendly query language which covers structured, unstructured, and time-series data. It is not a SIEM, but it's the perfect replacement for SIEM as it uses search and analytics engine enabling scalability, reliance and extremely simple management. Unlimited log collection with no additional SIEM vendor licensing fees make this ideal for large log management and compliance use cases. It can be deployed via Azure, AWS or also on premises.

About ACW Distribution (HK) Limited:
ACW Distribution (HK) is a Value-Added Distribution corporation for leading Enterprise Solutions in the Asia-Pacific region since 1986. We create IT solutions by integrating the "Best-of-Breed" products in the market and delivering them to the end user via an extensive network of trained and certified channel partners in the region. In addition to Enterprise Solutions, we also offer various IT products including Data Management, Information Security and Network and Connectivity. Please visit us at http://acw-distribution.com.hk/ for further info.

About LMNTRIX:
LMNTRIX offers an advanced fully managed multi-dimensional platform which protects organizations against advanced cyber threats. The LMNTRIX Adaptive Threat Response is a validated and integrated threat detection and response architecture that hunts down and eliminates the advanced and unknown threats that routinely bypass perimeter controls. We use a combination of advanced network and endpoint threat detection, deceptions everywhere, behavioural analytics and nation-state global threat intelligence technology complemented with continuous monitoring and both internal and external advanced threat hunting. This "no stone left unturned" approach means our clients gain a fully-managed, security analyst-delivered service that defends against zero-day attacks and advanced persistent threats 24 hours a day, 7 days a week.