



Case Study

# Secure and Efficient IT for a Global Whisky Industry

From Complexity to Clarity: How the Scotch  
Whisky Association Streamlined Its IT Operations

**SilverCloud.** |



scotch whisky  
association



## About the Scotch Whisky Association

The Scotch Whisky Association (SWA) is the trade body for the Scotch Whisky industry, representing over 90 member companies ranging from global spirits producers to family-owned distilleries. Together, these members account for the vast majority of Scotch Whisky production worldwide.

The SWA's mission is to secure a sustainable future for the Scotch Whisky industry, ensuring Scotch Whisky is produced sustainably, traded globally, and enjoyed responsibly.



## Testimonial

*"SilverCloud have shown real agility and flexibility, always taking time to understand our needs and tailor their support accordingly. SilverCloud have set a new benchmark for what a great IT partnership looks like; technically excellent, people-focused, and a genuine pleasure to work with"*

Sara Jackson, CEO,  
Scotch Whisky Association

## Challenge

The SWA's IT and security environment was being supported by multiple external providers, alongside an internal Information Security and IT Operations Officer. While this model had evolved over time, it created fragmentation, complexity, and inefficiencies.

The organisation wanted to consolidate IT and security support under a single, trusted partner to improve performance, strengthen security and compliance, and ensure services could scale with the organisation's needs. Just as importantly, the SWA wanted to free up internal resources to focus on strategic initiatives rather than day-to-day operational management.

Any change needed to be carefully managed, with a strong focus on continuity, risk reduction, and maintaining high service standards across both office locations.



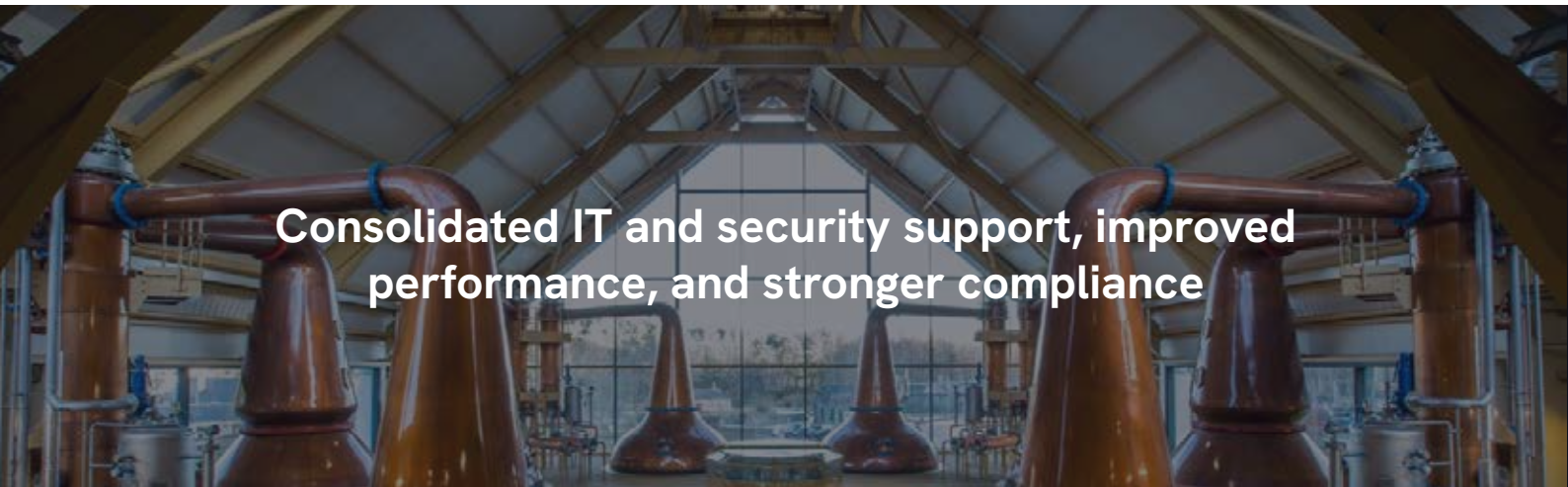


## Solution

SilverCloud took the time to fully understand the SWA's structure, operational priorities, and regulatory requirements before designing a tailored managed service solution.

A comprehensive MSP model was implemented, bringing IT and security support together under one provider. This approach improved visibility, accountability, and consistency across services, while maintaining strong security controls and compliance with best-practice standards.

The transition was carefully planned to ensure a seamless handover, with clear knowledge transfer and no disruption to users. SilverCloud also introduced a more proactive support model, focused on reliability, resilience, and continuous improvement.



**Consolidated IT and security support, improved performance, and stronger compliance**

## Outcome

**The impact was immediate.**

Internal satisfaction with IT support increased noticeably, alongside a renewed sense of confidence across the organisation that systems were secure, reliable, and well managed. Service performance improved, communication became clearer, and the SWA gained a trusted technology partner rather than a collection of suppliers.

With IT and security operations running smoothly, internal teams are now able to focus more time and energy on strategic business functions, supporting the SWA's mission to protect and promote the future of Scotch Whisky on a global stage.



**Today's Technology means that a business can link with customers, staff and suppliers across the globe easily and swiftly without needing a worldwide network of people and premises.**

We want to help businesses to provide a better customer experience. If your customers never visit your premises, their experience of communicating with you is paramount. It is, in effect, your brand, and it makes communications the cornerstone of your business success.

We want to help our customers build better businesses. Businesses in which people collaborate easily, systems adapt as the business develops, and managers have the data that shows them where improvements are needed most

### Get in touch

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