



Your Security.  
Our Passion.

Full Services Brochure



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“At Avella, we believe that trusted client relationships are built on the values of hard work, integrity and quality. Our dedicated team works tirelessly to protect your digital world, with a passionate approach and an unwavering commitment to ethical practices.”



**Daryl Flack**  
Partner

# 01. About us

## Your Security. Our Passion.

Avella is a boutique Managed Security Service Provider (MSSP) led by a team of security experts, including former commercial CISOs, ex-special forces/intelligence operatives, and senior advisors to central government. For the past decade, our certified experts have helped organisations navigate the complexities of cyber security to achieve a cyber resilient outcome.

## Our culture and values

At the heart of our company are values that inspire and guide us every day: integrity, honesty, trustworthiness, reliability, compassion, and an unwavering dedication to hard work. These values aren't just words - they are the principles that shape our culture and drive our success, creating a work environment where each team member feels connected and motivated.

Our mission is ambitious: to lead the UK as a top Managed Security Services Partner (MSSP). We aim to be more than just a service provider - we want to be the trusted experts that clients, partners, and employees turn to with confidence. This means striving not only to set new standards of excellence in security, but also to be a place where talented individuals come to feel valued and enhance their career.

We are the trusted experts that clients, partners, and employees turn to with confidence.

Learning and understanding human behaviour are at the core of what we do. By looking through the eyes of adversaries, we're able to help our customers recognise and counteract risks, building a resilient defence from the inside out.

We ensure that your business remains secure, compliant, and prepared for emerging challenges.

# Recognised. Trusted. NCSC Assured.

**Avella is proud to hold multiple accreditations from the National Cyber Security Centre (NCSC).**

These recognitions have been awarded to a select group of organisations in the UK, and reflect the highest standards of technical expertise, strategic insight, and trusted delivery.

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Cyber Resilience Audit**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Cyber Incident Exercising**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Consultancy: Risk Management**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Consultancy: Audit & Review**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Consultancy: Security Architecture**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Consultancy: Post-Quantum Cryptography  
(Discovery and Migration Planning)**

#### Assured Service Provider



in association with  
**National Cyber  
Security Centre**

**Consultancy: Post-Quantum Cryptography  
(Advice)**

**Built on trust.  
Certified for excellence.**

# 02. Our approach

Our extensive experience, garnered through collaborations with government departments, critical national infrastructure (CNI) sectors, the NHS, legal institutions, and commercial enterprises, affords Avella unparalleled insights into the specific threats confronting our clients.

We pride ourselves on our expertise which is reflected in our approach.



## Threat-focused

We assess the tactics, tactics, techniques and procedures (TTP's) attackers will use to target your organisation and create a tailored response with security capabilities that address specific threats. This breaks the cyber kill chain and ensures highly-robust and effective security.



## Risk-based

Our risk-based approach ensures that your most critical assets and key risks are prioritised and mitigated in an appropriate and commensurate way to achieve the greatest levels of risk reduction within budget, resource and time constraints.



## One-team approach

To ensure effective interaction between the in-house team and our specialist practitioners, we work as a seamless extension of your team resulting in a flexible and efficient use of resources and leading to a more effective delivery of objectives.



## Context-specific

We design security solutions and architectures tailored to each client's environment and goals. By using existing resources where appropriate, we achieve more efficient outcomes that meet specific requirements and maximise investment value.

# Shaping security through a proven framework



By aligning our services to the NIST cyber security framework (CSF), we deliver a comprehensive, end-to-end cyber security programme across six critical pillars.



# 03. Our core capabilities

At Avella, we specialise in delivering expert-led security solutions designed to help organisations mitigate risk, respond to threats, and enhance their overall resilience.

In today's rapidly evolving threat landscape, protecting critical assets requires a strategic and proactive approach.

With deep industry expertise and a commitment to excellence, we work closely with businesses to strengthen their cyber and physical security, ensuring they remain secure, compliant, and prepared for emerging threats.

We specialise in expert-led security solutions in an ever evolving threat landscape.



## AI Advisory Service

We offer AI cyber advisory services from strategic advice on how to approach the adoption of AI, to how to protect AI models from threats such as prompt injection attacks and data poisoning.



## Cyber Advisory Services

By combining deep expertise with your needs, we empower you to focus on what matters most without compromising security. With our guidance, you can navigate the evolving cyber landscape, knowing your assets and data are protected by best-in-class solutions.



## Post-Quantum Cryptography (PQC) Services

As quantum threats emerge, we help you stay ahead with clear, practical guidance backed by our NCSC-accredited PQC expertise. Our specialists work with you to assess your exposure, plan your transition, and strengthen resilience - ensuring your data remains protected by future-ready, best-in-class cryptographic solutions.



## Energy and Utilities Practice

We provide cyber resilient solutions for clients operating in generation, transmission, distribution and retail, as well as central government, other utilities, and the wider critical national infrastructure (CNI) sector.

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## Incident Response

Our experts can assist with policy reviews, cyber simulations, desktop exercises, playbook creation, activity prioritisation, work stream design, resolver team management, and senior stakeholder liaison and communication. Our incident response team is also on call 24/7 for emergency forensics, recovery and support services.

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## Managed Security Services

By integrating advanced threat detection, incident response, and continuous monitoring, our managed service offerings ensure that both digital and physical assets are safeguarded against evolving threats.

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## Physical Security

Avella can protect your organisation through the identification and mitigation of vulnerabilities within your broader security ecosystem, ensuring you are prepared for and protected from real-world threats.

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## Security Testing

At Avella, our expert-led red teaming and penetration testing services are designed to mimic the tactics, techniques and procedures (TTPs) of today's most sophisticated threat actors. Our assessments go beyond box-ticking, delivering meaningful insights that enhance both protection and detection capabilities across your organisation.

# 04. Our experience. Our solutions.

For over a decade, our certified experts have guided organisations through the complexities of cyber security, delivering resilient solutions that enhance protection and preparedness. Below are key examples of how we have successfully implemented strategic security measures with ongoing support for our clients.

## 1 Critical Incident Response for a Pathology Services Provider

Avella was urgently engaged to assist in the response and recovery following a severe ransomware attack on a leading pathology services provider. The breach disrupted services for over 3,000 hospitals and GP practices, compromising critical patient data.

Nearly 400GB of private information was leaked on the darknet, and within a week, 800 surgeries and 700 outpatient appointments were cancelled, creating a life-threatening situation.

Avella acted swiftly, deploying a CHECK-certified penetration tester on-site within 24 hours. A four-day on-site engagement was followed by 16 days of remote support, working closely with key stakeholders to ensure robust security testing before systems were restored. Azure configuration reviews were also conducted to strengthen infrastructure defences.

Avella remains engaged, providing ongoing penetration testing support to secure recovering systems. As the provider moves into the next phase of recovery, Avella continues to assess newly restored applications, reinforcing cyber resilience against future threats.

The breach disrupted services for 3,000 hospitals & GP practices.

## 2 Physical Security Assessment of Energy Distribution

A leading energy distribution company faced significant physical security vulnerabilities that could have disrupted energy supply across a large portion of the UK.

Avella conducted a thorough security assessment of four key distribution sites, evaluating existing controls against international standards and National Protective Security Authority (NPSA) guidelines to identify critical gaps.

The assessment resulted in a prioritised list of actionable recommendations to enhance security measures and mitigate systemic risks. A comprehensive remediation plan was implemented, strengthening controls and preparedness to protect against identified threats, ensuring the resilience of critical national infrastructure (CNI).

The energy supply across a large portion of the UK could have been disrupted.

## 3 Strengthening Cyber Resilience for a UK Water Organisation

Avella was engaged by a major UK water provider to strengthen its cyber incident preparedness across critical business areas. As a key critical national infrastructure (CNI) operator, any disruption could have wide-reaching consequences for public health and essential services.

We designed and delivered three bespoke incident response tabletop exercises for the Executive Leadership, Operational Technology (OT), and Retail teams. Each exercise tested real-world cyber threat scenarios, including Supervisory Control and Data Acquisition (SCADA) compromise, third-party breaches, and reputational damage.

The sessions were tailored to challenge decision-making, technical coordination, and crisis communication, while also aligning with the organisation's Business Continuity Management Plan (BCMP) and Cyber Incident Response Plan (CIRP).

We developed six incident response playbooks covering high-risk scenarios.

To support ongoing capability, we developed six incident response playbooks covering high-risk scenarios. These provided clear, actionable guidance for incident handling, escalation, and recovery across IT and OT environments.

Our work delivered measurable improvements in response maturity, clarified roles and responsibilities, and strengthened alignment across business functions. Executive and technical leaders reported increased confidence in handling cyber crises, while the playbooks became a key component of the organisation's cyber resilience strategy.



Since our inception in 2015, our driving force has been a profound commitment to safeguarding organisations from cyber threats.

## ④ Preparing a National Power Distributer for a Major Cyber Incident

A National Power Distributor was concerned about cyber security threats, including ransomware and system failures that could cause a power outage. With critical systems managed by multiple service providers, a coordinated approach was essential.

Avella led a comprehensive incident response exercise, first conducting separate scenarios with each service provider before integrating them into a full-scale organisation-wide drill.

We led a co-ordinated and comprehensive incident response exercise.

The final scenario simulated a coordinated cyber attack, mirroring real-world threats in the energy sector. The exercise identified critical vulnerabilities, improved incident response plans, addressed process gaps, and strengthened communication between service providers, significantly enhancing the organisation's cyber security resilience.

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As we look ahead, we're excited to continue our mission of protecting UK PLC from cyber harm.

# 05. Meet our senior leadership team



The team comprises subject matter experts and practitioners in cyber security, physical security, energy security, and organisational change.



## Daryl Flack

**Partner**

Daryl is a highly experienced and trusted cyber security professional with over 25 years dedicated to protecting the UK's national interests. He works at the forefront of securing the UK's critical national infrastructure and is widely respected for his integrity, leadership, and strategic insight.

A CIISEC Fellow, Daryl was one of the first in the UK to be Chartered. His interests span cyber risk, AI, and quantum computing, and he has featured on BBC News discussing the evolving challenges and opportunities at the intersection of AI and cyber security.



## Andy Green

**Partner**

With over 25 years in cyber security, Andy is a recognised leader in protecting critical national infrastructure and advancing security best practice. A co-founder of Avella, he has earned accolades including 'CISO of the Year' and 'Cloud Security Influencer of the Year'.

He holds top-tier certifications such as CISSP, CISM, CRISC and Certified CISO, and has completed executive education at Harvard and MIT. Andy began his journey with an MSc in Information Security from Royal Holloway, University of London, and is proud to be a Fellow of the British Computer Society.



## Tom Pepper

### Partner

Tom is a CISSP-certified cyber security leader with over a decade of experience advising central government, defence, and critical national infrastructure.

As Security Lead at the UK's AI Security Institute, he shapes national strategy on threats from compromised models, agentic AI, and hostile state actors.

With expertise across governance, risk, architecture, and incident response, Tom brings a senior, strategic lens to cyber - underpinned by an academic background in the arts that strengthens his communication and leadership. Career highlights include delivering an executive-level incident response exercise for a UK critical national infrastructure (CNI) organisation.



## Ben Harris

### Partner

A former Royal Marine Commando and UK Special Forces operator, Ben specialises in assessing and strengthening the physical security of critical national infrastructure (CNI) - including energy, health, and telecoms.

With expertise in hostile reconnaissance, covert entry, and identifying vulnerabilities in security systems, he advises on risk, resilience, and regulatory change.

Ben has worked alongside police and intelligence agencies and is a Chartered Security Professional. An industry thought leader, he regularly comments on terrorism legislation, state threats, and evolving tactics used against UK infrastructure.



As we grow, we continue to deliver expert security to help organisations stay ahead of emerging threats.



## Samantha Jennings

### **Head of Operations**

As Head of Operations, Sam leads strategic and operational excellence across consultancy delivery, finance, marketing, and quality assurance. With over 20 years' experience - primarily in recruitment - she has a proven track record in bid pursuit, commercial management, and agency transformation.

Sam has successfully led initiatives to enhance operations, improve performance, and elevate client satisfaction. She excels in cross-functional collaboration and data-driven decision-making and has a keen interest on inclusive hiring and creating pathways for underrepresented talent within cyber security.



## Sachin Punn

### **Cyber Advisory Director**

Sachin has over 15 years' experience helping organisations strengthen their cyber security posture, with a focus on the UK's critical national infrastructure and the banking sector. He is widely respected for combining deep technical and strategic expertise with the ability to build trusted business relationships.

Sachin has advised both government and industry on cyber security best practices and was one of the earliest contributors to the Smart Metering Implementation Programme (SMIP), representing over 30 organisations in shaping their smart metering security strategies.



## Carl Barrow

### Client Relationship Director

Carl is a results-driven sales and client services professional with over 20 years of success across both B2B and B2C markets. With deep experience in industries such as cyber security, recruitment, and advertising, he has a proven track record of cultivating long-term client relationships, driving strategic account growth, and delivering exceptional service at senior stakeholder level.

Carl excels in managing complex client portfolios, aligning solutions to business needs, and acting as a trusted advisor throughout the customer journey. Renowned for exceeding targets, he brings energy, organisation, and self-motivation to every challenge. Colleagues describe him as a dynamic, collaborative leader who builds rapport effortlessly and thrives in fast-paced, client-focused environments.

A blurred background image showing two people in business attire shaking hands, symbolizing trust and partnership. The image is partially obscured by a dark, semi-transparent overlay.

A reputation built on trust, driven by certified expertise. Protecting what matters, with people you trust.



# Contact us

**Get in touch with our experts for further information.**

At Avella, we are committed to creating a more secure digital future. Our team is ready to assist you in fortifying your organisation's security posture.

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Unwaveringly committed.



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