

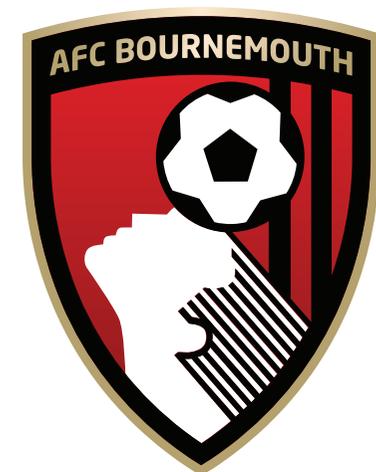
ESET secures AFC Bournemouth off the pitch

As AFC Bournemouth continues to rise in the Premier League, the club faces increasing challenges both on and off the pitch. With a growing global presence and valuable digital assets, cybersecurity has become a top priority to protect sensitive data, secure match-day operations and safeguard the club's reputation.

Stefan, Head of IT at AFC Bournemouth, shares how the club partnered with ESET to strengthen its cybersecurity posture. From the need for a robust, hands-off security solution to the seamless deployment of ESET's MDR Ultimate, this study explores how AFC Bournemouth ensures 24/7 protection, allowing the team to focus on performance while staying secure in an evolving digital landscape.



Digital Security
Progress. Protected.



Introduction

Q: Can you introduce yourself and tell us about AFCB?

A: I am Stefan, Head of IT here at AFC Bournemouth. We are a Premier League football club based in Bournemouth. Known as the cherries we have grown from humble beginnings back in 1899 to now climbing to the top end of the Premier League. 2025 has been a hugely successful season for us and we continue to climb.

Q: What role does cybersecurity play in your business?

A: Cybersecurity is crucial for AFC Bournemouth to protect sensitive data, maintain operational integrity and safeguard the club's reputation. As a Premier League club, Bournemouth handles vast amounts of confidential information, including player contracts, medical records, financial transactions and fan data.

With increasing cyber threats targeting sports organisations, securing digital systems ensures that match-day operations, scouting reports and communications remain protected from breaches or disruptions.

Additionally, as high-profile players and executives become potential cyber targets, strong security measures help prevent phishing attacks, data leaks, and unauthorised access.

By investing in robust cybersecurity solutions, AFC Bournemouth can focus on performance on the pitch while ESET ensures the club, its players, staff, and fans remain secure in an increasingly challenging digital world.

The Challenge

Q: What challenges did AFCB face before working with ESET?

A: As a small team at a busy, high profile Premier League club with complex technologies, we needed a solution that could handle everything 24/7/365. It was crucial for us to find something that offered top-notch security with a hands-off approach. We needed a solution that balanced our systems without duplicating technology and a cybersecurity partner that could become part of the AFCB Team.

The Solution

Q: How did you come across ESET as a solution?

A: ESET have partnered with us, as a club, for a number of years now and we collaborate on the Safer Kids Online initiative. As a Bournemouth based club, it made sense for us to work with another local company, one that truly cares about what we do and why we do it.

Q: Why did you decide to choose ESET's MDR Ultimate?

A: Prior to ESET we were managing everything in-house, monitoring threats, responding to incidents and staying ahead of evolving risks. After speaking with ESET, they helped us realise that in today's rapidly evolving digital landscape, basic endpoint protection simply isn't enough. As we've gained momentum in the league and the football world, we've become a bigger target, so we needed a fully managed, expert-driven solution we could trust. That's why we chose ESET's MDR Ultimate, which takes the burden off our team and ensures 24/7/365 protection.

We are an extremely busy organisation, and ESET's commitment to supporting us every step of the way, taking us through every stage from start to finish, was next level. As a Premier League club, the sensitivity of our setup was always a priority for ESET, and we truly felt that they valued our needs.

The Deployment

Q: How was the transition to ESET?

A: The ESET team dedicated countless hours to ensuring a seamless transition for us. From the initial assessment of our security needs to the full deployment of MDR Ultimate, they provided hands-on support every step of the way. Their experts worked closely with our team, fine-tuning configurations, optimising threat detection settings and ensuring minimal disruption to our operations. Their commitment to understanding our unique challenges and tailoring the solution to fit our needs made the onboarding process smooth and stress-free.

Q: How does MDR help you in improving AFCB's cybersecurity posture?

A: ESET's MDR solution is fully transparent, so I can access everything myself. With our previous vendor, it felt like they were marking their own homework without giving us visibility. This transparency has built trust and strengthened our partnership with ESET, giving us peace of mind that nothing is being hidden.

The Results

Q: What improvements have you seen since moving to ESET?

A: ESET is already showing us the difference between basic and advanced cybersecurity solutions. For example, we recently received an alert from the PROTECT platform about a malicious file detected on one of our user's machines. We immediately contacted the user and discovered they were in the middle of a BEC (Business Email Compromise) attack.

The user had been sent a OneDrive link requesting their credentials and MFA, which they entered, believing it was from a legitimate source, who later confirmed they had been breached. Thanks to ESET's timely alert, we were able to access their Entra login, where we confirmed the login had been intercepted, as there were sessions logged into their account from an unknown location. We were then able to take immediate remediation steps and, crucially, no breach occurred.

The user in question had access to highly sensitive information, so being able to stop the attack in its tracks because of an ESET alert was a great result. With our previous solution this could well have developed into a breach and, whilst we may have been able to contain it, we would have had to report it to the ICO and follow all the other regulatory breach reporting protocols. Time and resource consuming activities taking us away from our core focus – winning and climbing up the league!

Q: Would you recommend ESET to other businesses? What do you see as the biggest benefit of working with ESET?

A: Absolutely! If you're a busy team looking for a completely hands-off approach with a partner you can truly trust, ESET is the answer. The 24x7x365 service we enjoy from ESET would have been out of reach for even a Premier League club like ours – the cost of setting up a SOC and SIEM alone is astronomical, not to mention the challenge of staffing around the clock.

Progress. Protected.

With ESET on board, we're always at the cutting edge of cybersecurity, giving us that peace of mind with constant 'eyes-on' protection. With our team reaching exciting milestones, as we film this video, we're heading into the FA Cup Quarter Finals and challenging for European cup places, plus high-profile developments like Michael B. Jordan becoming part-owner in 2022, it's more important than ever to have top-notch cybersecurity. With an estimated 4 billion people worldwide watching the Premier League each week, we know that having ESET means we're always ready for the big game.

