



Technology That Works. Innovation That Lasts.

CAPABILITY GUIDE

A single technology partner.

Managed IT, cloud, business applications and
cyber security – four specialist practices
under one shared standard, built on Microsoft.

● Systems ● Works ● Cloud ● Secure

FROM THE FOUNDER

Why I built Innova the way I did.

When I started Innova, I wasn't setting out to build a technology company in the abstract. I was setting out to fix something I'd watched businesses live with for years.

My background is twelve years in IT, most of it inside a managed service provider — as an engineer, analyst, manager and finally director. Support, infrastructure, installs, migrations, builds: I have done the unglamorous work that keeps a business running, and seen it from every side.

Application development grew out of that rather than instead of it, because years spent inside other people's environments show you which problems need supporting and which need something built. That work on the Microsoft ecosystem — Power Apps, SharePoint, Power Automate, and React where it genuinely helps — is where Innova began as a business, and it is now one of four practices rather than the whole of it.

What I kept seeing, from every seat I sat in, was the same frustration repeated. A business would have a good idea about how technology could help, but getting there meant juggling separate suppliers who didn't talk to each other. The IT company blamed the cloud provider. The cloud provider blamed the software. Nobody owned the whole picture, and the client was left holding it together. The technology was rarely the hard part. The fragmentation was.

Innova Group is my answer to that. What began as InnovaWorks grew into the group that exists today — four specialist practices, Systems, Works, Cloud and Secure, brought together so a business could work with one partner across IT support, applications, cloud and security. Not four contracts. One partner, four areas of expertise, one standard of care.

I believe technology should be quietly dependable. It should make a business faster, calmer and more capable — and then get out of the way. We don't sell complexity, and we're honest about whether we're the right fit before any work begins. If that sounds like the kind of partner you've been looking for, I'd welcome the conversation.

Simon Ford

FOUNDER, INNOVA TECHNOLOGIES GROUP

ABOUT INNOVA GROUP

One partner for the whole environment.

Innova Group is a Microsoft technology consultancy based in Hull, working with small and medium-sized businesses across the United Kingdom.

We help organisations get more from their technology – not by adding to it, but by making it coherent. Where most businesses end up with a patchwork of tools, suppliers and half-finished projects, we provide a single, accountable partner who understands the whole environment and takes responsibility for how it fits together.

Our expertise is organised into four specialist practices. **InnovaSystems** provides managed IT support and Microsoft 365 administration. **InnovaWorks** builds business applications and automation on the Power Platform and SharePoint. **InnovaCloud** handles cloud adoption, Azure and governance. **InnovaSecure** covers cyber security, Microsoft security technologies and compliance. They are not separate businesses – they are four specialist practices operating under one shared standard.

That distinction matters. When an application needs a secure home in the cloud, accessed on managed devices under sensible identity policies, all four concerns are handled by the same people, to the same standard – rather than negotiated across four suppliers who each see only their own corner.

Our clients span professional services, operations-led businesses, organisations modernising older systems, and companies that simply want their technology to stop getting in the way. Some have no internal IT at all; others have a capable person they want to support. What they share is a preference for a partner who is direct, technically grounded, and invested in the long term rather than the next invoice.

We are Microsoft-first by deliberate choice. For the businesses we serve, a well-configured Microsoft environment – Microsoft 365, Azure, the Power Platform and the security tooling around them – offers the best balance of capability, security and value, and it is the foundation everything we do is built on.

WHY WE EXIST

Fragmentation is the real barrier.

Technology has become fragmented. For most businesses, that fragmentation is now the single biggest barrier to getting value from the tools they already pay for.

Consider how the average small or medium-sized business arrives at its technology. It is rarely the result of a plan — it accumulates. One supplier set up the email. Another installed the line-of-business software. A cloud subscription was bought to solve one problem and quietly grew to underpin a dozen. A separate firm handles IT support, and a different one again was brought in for security after a scare. Each decision was reasonable on its own. Together, they produce an environment nobody fully understands.

The cost of this is easy to underestimate, because most of it never appears on an invoice. It shows up as friction. A simple change takes a fortnight because three suppliers have to be coordinated. An outage drags on for days because each party insists the fault lies elsewhere. Advice conflicts, so decisions stall. Staff build private workarounds — spreadsheets, shared inboxes, personal drives — that quietly become the business's real, undocumented infrastructure. The deeper cost is distraction: leaders refereeing their suppliers instead of running their business.

The root of the problem is ownership. When responsibility is split across competing providers, no one is accountable for the whole. Each can be doing their narrow job perfectly well while the system as a whole serves the business poorly. There is no one whose job it is to step back and ask whether all of this actually works.

Innova Group exists to be that someone. We believe a business should be able to work with a single technology partner who understands the entire environment — the IT, the applications, the cloud and the security — and who is accountable for how they perform together. Not a reseller assembling other people's services, but one team that designs, runs, builds and protects a coherent whole on Microsoft foundations.

That is the difference between buying technology and having a partner. It is the difference we were built to make.

The technology was rarely the hard part. The fragmentation was.

SIMON FORD, FOUNDER

HOW OUR PRACTICES WORK TOGETHER

Four practices, one standard of care.

The four practices are not four businesses. They are four specialist practices within one company, and most engagements draw on more than one of them.

A typical technology problem doesn't respect the boundaries between IT, applications, cloud and security – and neither do we. Because the same team holds all four perspectives, the handoffs that usually cause delay and finger-pointing happen inside the room.

A staff portal, end to end

InnovaWorks builds a staff portal with an approvals workflow in SharePoint Online. InnovaCloud governs the environment so it has a properly configured, well-backed-up home. InnovaSystems keeps the staff using it on managed, up-to-date devices, and InnovaSecure controls who can reach it through Entra ID and Conditional Access.

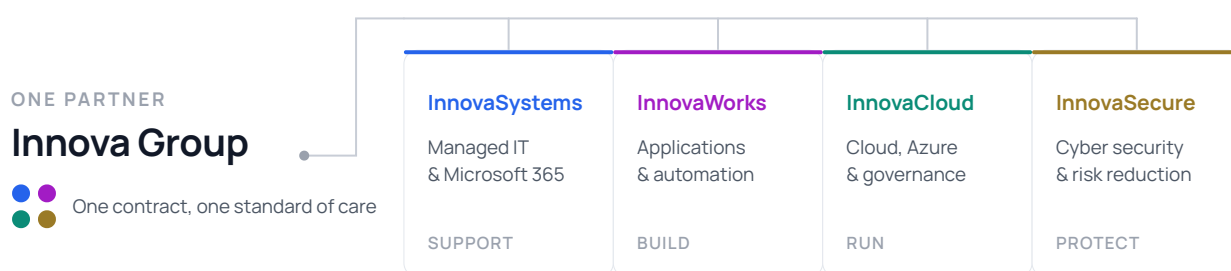
A move that doesn't break what works

A client wants to retire an ageing on-premise server. InnovaCloud plans and governs the move to Microsoft 365 and Azure. Because InnovaWorks understands the processes that ran on that server, the move preserves them rather than flattening them – and InnovaSecure sets the security baseline correctly from day one.

Security that reaches the desktop

An InnovaSecure review recommends tightening device and identity controls. InnovaSystems implements them across the fleet through Intune as part of routine device management – so the recommendation becomes operational reality, not a report in a drawer.

In each case the value isn't any single practice. It's the coordination between them, held to one standard – and that coordination is the product.



PRACTICE · SECURE · STABLE · SUPPORTED.

Managed IT Support & Microsoft 365

The operational technology partner that keeps organisations productive, secure and supported — day in, day out.

CAPABILITIES

Managed IT Support

Microsoft 365 Administration

Licensing & Subscription Management

Endpoint & Device Management

Monitoring & Maintenance

Backup & Business Continuity

InnovaSystems works with businesses that either have no internal IT function or have a capable person stretched too thin to cover everything. The aim is the same in both cases: technology that simply works, so the business can get on with its work. Our work is proactive rather than reactive: monitoring, routine maintenance and disciplined Microsoft 365 administration that prevent problems rather than waiting to be told about them.

In practice that means support your staff can actually reach, devices managed and kept current through endpoint management, licensing and subscriptions kept sensible rather than quietly over-bought, and backup and business continuity in place so a bad day stays a small one. It also means keeping the Microsoft 365 environment well-governed and ready for what's next — including the foundations that make a tool like Microsoft Copilot safe to adopt when the time is right.

IN PRACTICE — A TYPICAL SCENARIO

A growing professional-services firm with no IT support at all. We would take on the whole environment — standardise the devices, bring Microsoft 365 under proper administration, tidy the licensing, and put monitoring and backup in place — so that IT stops being a daily distraction. Equally, where a business already has an internal IT lead, we take the routine support and 365 administration off them so their own person can focus on the work that moves the business forward.

Business Applications & Automation

Helping businesses do more with the Microsoft tools they already own – applications, automation and better processes on the Power Platform.

CAPABILITIES

Power Apps

Power Automate

Power BI

SharePoint Solutions

Workflow Automation

Business Process Improvement

Microsoft 365 Integrations

InnovaWorks is where the business began, and that experience shapes how we work today: we improve how a business operates using the Power Platform and SharePoint, rather than building software for its own sake. We develop Power Apps for the tools a business needs but can't buy off the shelf, automate the manual work that quietly consumes people's days with Power Automate, surface the numbers that matter with Power BI, and tie it all into the wider Microsoft 365 environment. The starting point is always the process, not the technology.

Where the Power Platform or SharePoint alone cannot deliver the experience a business needs, we extend the Microsoft ecosystem through React and SharePoint Framework (SPFx) development – as a specialist capability within that ecosystem, not a separate bespoke-software service. Increasingly, the same approach lets us build AI-assisted steps into business processes through Microsoft Copilot, keeping automation and intelligence inside the environment a business already trusts.

IN PRACTICE – A TYPICAL SCENARIO

For an operations team drowning in email approvals, we would build a Power Apps workflow backed by Power Automate: requests submitted, routed, approved and recorded automatically, with nothing falling through the cracks. Where standard tooling cannot give the experience a process needs, we extend SharePoint with a SharePoint Framework interface – logging and tracking customer issues, for instance – delivered entirely within the business's own Microsoft environment.

Cloud Infrastructure & Governance

Helping organisations adopt, manage and govern cloud technology properly — on Azure, Microsoft 365 and SharePoint Online.

CAPABILITIES

Azure

Microsoft 365

SharePoint Online

Identity & Access Management

Azure Architecture

Governance

Backup & Recovery

Cloud is more than a migration project, and treating it as one is where most businesses come unstuck. InnovaCloud helps organisations adopt the cloud well, then manage and govern it properly over time. Where there is a move to make — off an ageing on-premise server, or out of a Microsoft 365 tenancy that was switched on but never configured — we plan it in phases, with low disruption, designing the Azure architecture and identity model so the foundations are right rather than merely working.

The greater value is in what comes after. An environment that is set up and then left alone drifts: permissions sprawl, costs creep and governance erodes. We treat the cloud as something to be actively governed — structured SharePoint Online, sensible identity and access management through Entra ID, clear ownership, and backup and recovery planning that means a business can always restore what matters. Done well, this is also what makes secure AI adoption possible: Copilot is only as safe as the identity and governance foundations beneath it.

IN PRACTICE — A TYPICAL SCENARIO

A business running on a single ageing on-premise server that has become a daily risk. We would move it to Microsoft 365 and Azure in phases, with no interruption to trading — and, crucially, not stop at the move. Taking on the ongoing governance, tightening identity and the file structure in SharePoint Online, and putting a proper backup and recovery plan in place is what turns a fragile setup into one a business can rely on and grow into.



PRACTICE · PROTECT WHAT MATTERS.

Cyber Security & Risk Reduction

Practical security built on the Microsoft ecosystem – protecting what matters by reducing real risk, not producing paperwork.

CAPABILITIES

Security Assessments

Microsoft Defender

Intune

Entra ID & Conditional Access

Huntress ITDR & EDR

Email Security & Backup

Security Hardening

Compliance Support

Cyber Essentials

InnovaSecure protects businesses by getting the fundamentals right first, because the breaches that actually harm SMBs almost always trace back to ordinary gaps: a reused password, an account without multi-factor authentication, an unpatched device, an over-generous permission nobody revoked. We start with a security assessment that gives an honest picture of where a business stands, then reduce real risk through the Microsoft security technologies most clients already own – Microsoft Defender for threat protection, Intune for device compliance, and Entra ID with Conditional Access to control who can reach what, from where, and under what conditions. Two specialist platforms sit on top of that: Huntress for ITDR, EDR, SIEM and awareness training, and Hornetsecurity for email filtering and Microsoft 365 backup.

Certification has its place: we support businesses through Cyber Essentials and Cyber Essentials Plus, often because a larger customer or public-sector contract requires it. But we treat it as the by-product of being genuinely secure, not the goal. Security reviews, hardening, compliance support and sensible governance – including governing how AI tools like Copilot access company data – matter far more to a business than a certificate on the wall.

IN PRACTICE – A TYPICAL SCENARIO

A business needing Cyber Essentials to win a contract, assuming it will be a formality. An assessment usually finds the same gaps – incomplete MFA, inconsistent device patching, loose access policies. Rather than paper over them, we would close them properly through Defender, Intune and Conditional Access, so the certification reflects a business that is genuinely more secure rather than one that simply passed.

SERVICES OVERVIEW

The full span, designed to work together.

Managed IT Support – InnovaSystems

Proactive monitoring and maintenance, endpoint and device management, licensing and subscription management, Microsoft 365 administration, and backup and business continuity – with support your team can reach directly, delivered as an ongoing partnership.

Business Applications & Automation – InnovaWorks

Power Apps, Power Automate, Power BI and SharePoint solutions that improve how a business operates – workflow automation, business process improvement and Microsoft 365 integrations, extended through React and SPFx where the Power Platform alone cannot deliver the experience.

Cloud Infrastructure & Governance – InnovaCloud

Azure, Microsoft 365 and SharePoint Online – adoption, Azure architecture, identity and access management, governance, and backup and recovery. We help organisations adopt, manage and govern the cloud properly, not just migrate to it.

Cyber Security & Risk Reduction – InnovaSecure

Security assessments and reviews, hardening, compliance support and Cyber Essentials, delivered through Microsoft security technologies – Defender, Intune, Entra ID and Conditional Access. Practical risk reduction, not compliance paperwork.

Modern Workplace & AI

Where the practices converge: a Microsoft 365 environment configured so people can work securely from anywhere – and where AI belongs. We help businesses adopt Microsoft Copilot securely and well, as a capability running across all four areas rather than a separate product.

HOW WE WORK

Good technology work is mostly good process.

Every engagement follows the same five stages – enough structure to be dependable, enough flexibility to fit the problem.

01

Discovery

We start by understanding the business, not the technology. What does it do, where is it heading, and where is technology helping or hindering? This is a conversation, not an audit – and it includes an honest assessment of whether we're the right partner. If we aren't, we'll say so.

02

Assessment

We look closely at the current environment – IT, applications, cloud and security – and map how it actually fits together. The output is a clear, jargon-free picture of where things stand, what's working, what's at risk, and where the real opportunities are.

03

Design

From that understanding we design a way forward, with clear estimates and no surprises. We set out what we recommend, why, what it will cost and what it will achieve – and just as importantly, what we'd leave alone. You decide with the full picture in front of you.

04

Delivery

We do the work – supporting, building, migrating or securing – in a way that minimises disruption. You're kept informed in plain language, and because all four practices sit within one team, the handoffs between them happen quietly on our side rather than becoming your problem.

05

Support

Delivery is the beginning of the relationship, not the end. We move into ongoing support and partnership – keeping things running, reviewing how they perform, and adapting as the business changes. This is where the value of a single, long-term partner compounds.

WHY INNOVA GROUP

What it looks like in practice.

The clearest way to explain what we do is to show the shape of it. These are typical scenarios rather than named clients – the situations we are built for, and how we would approach them.

PROFESSIONAL SERVICES · 18-PERSON BUSINESS

From three suppliers to one partner

A growing firm juggling a separate IT company, cloud provider and security contractor, losing hours a week to refereeing between them. We would take on the whole environment, untangle the overlap and become the single point of accountability. The gain that matters most in this situation is rarely technical – it is the return of management time.

OPERATIONS-LED BUSINESS · 40-PERSON BUSINESS

An approval process that runs on email

Approvals living in inboxes, where requests get lost and progress is impossible to track. InnovaWorks would build a Power Apps workflow that routes, approves and records every request automatically – sitting inside a well-governed SharePoint environment we also manage, rather than becoming another island.

B2B SUPPLIER · 25-PERSON BUSINESS

Certification that becomes real security

A business needing Cyber Essentials to satisfy a major customer, expecting a formality. Our assessment would establish where the real gaps are – incomplete MFA, inconsistent patching and loose access policies are the usual ones – and we would close them through Microsoft security technologies rather than paper over them, so the certificate reflects genuine security.

WHAT MAKES US DIFFERENT

Single-partner simplicity – one team accountable for IT, applications, cloud and security. **Honest scoping** – clear estimates, no surprises, and a willingness to say when something isn't worth doing. **Microsoft specialisation** – deep focus on one ecosystem rather than shallow coverage of many. **SMB focus and a long-term partnership approach** – we're built for businesses of your size, and we measure success over years, not invoices.

TECHNOLOGY FOCUS

Built on Microsoft, end to end.

We are Microsoft-first by deliberate choice. Microsoft isn't one vendor among many — it is the foundation the entire service portfolio is built on, which is why everything connects.

■ Core Platforms

Microsoft 365

Azure

SharePoint Online

Power Platform

■ Security

Microsoft Defender

Intune

Entra ID & Conditional Access

Huntress

Hornetsecurity

■ Development

Power Apps & Power Automate

Power BI

SharePoint Solutions

React & SPFx

■ Emerging Technologies

Microsoft Copilot

AI & Automation

Copilot Readiness & Governance

Secure AI Adoption

ON AI

AI is another capability within the Microsoft ecosystem, not a separate business. Rather than a standalone “AI division”, we help clients adopt Microsoft Copilot securely and well — with the identity, governance and data foundations that make it safe — as a capability that runs across all four practices.

ON TOOLS BEYOND MICROSOFT

Microsoft comes first and carries most of what we deploy. Three platforms sit alongside it because they extend Microsoft rather than duplicate it: Huntress adds managed detection and response on top of Defender, Hornetsecurity covers email filtering and Microsoft 365 backup, and NinjaOne is the RMM we monitor with. Short by design.

SUPPORT & PARTNERSHIP

When a project ends, the relationship begins.

The way we support clients afterwards is, for most of them, the most important thing we do.

It helps to be clear about what we are not. We are not a ticket-queue, where requests are logged, ranked and dealt with by whoever happens to be free, and where the relationship goes quiet between problems. That model treats a business as a stream of incidents. We treat it as a partner whose technology we know and are responsible for over time.

In practice, support takes a few forms. There is a **client portal** for raising and tracking requests, so nothing is lost and everyone can see where things stand. There is **remote support** for resolving most issues quickly, without waiting for a visit. And underpinning both is a **communication approach** built on plain language and responsiveness — you will always be able to reach someone who understands your environment, and you will get answers you can actually understand.

The part that distinguishes a partnership from a support contract is the **regular review meeting**. We sit down with clients on a recurring basis to step back from the day-to-day: what's working, what's coming, what's changed in the business, and where technology should go next — including how the Microsoft environment should evolve as new capabilities, from automation to Copilot, become relevant. These conversations are where small problems get caught before they grow.

Month to month, a client can expect technology that simply works, problems resolved quickly when they do arise, costs and licensing kept sensible, security kept current, and a partner paying attention to the whole picture — not waiting for the next thing to break. The relationship is proactive by design. That is what partnership means to us.

NEXT STEPS

Let's start with a conversation.

If anything in this guide resonates with where your business is, the next step is simple. No commitment, no pressure — just an honest conversation about what you need and whether we're the right partner to help.

We'll start by understanding your business and the technology behind it. If we can help, we'll tell you how. If we're not the right fit, we'll tell you that too.

THE GROUP

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FOUR PRACTICES, ONE PARTNER

 **InnovaSystems**
Secure. Stable. Supported.

 **InnovaWorks**
Building What's Next.

 **InnovaCloud**
Cloud Without Complexity.

 **InnovaSecure**
Protect What Matters.

Technology That Works. Innovation That Lasts.