

## Retail Data Systems (RDS) Case Study

Netsurion Partner

### About the Partner

Retail Data Systems (RDS) is the largest provider of Point-of-Sale (POS) system hardware and software in North America. Founded in 1950, RDS now operates over 30 offices serving customers across the nation, providing complete POS technology. A team of over 500 professionals assures customers of the best 24/7/365 service available.

RDS combines the right talent and technology to solve business challenges by developing a customized solution. Providing a one-source solution for their customers has contributed to their high degree of success.



BranchSDO CXD 2800



BranchSDO CXD Orchestrator

### Why Netsurion

Before selecting the BranchSDO platform, RDS was already partnering with Netsurion for many years, offering managed firewall services and leveraging Netsurion's Network Operations Center (NOC). As General Manager of RDS Hospitality, Chris Medeiros understood that in order to serve multi-unit restaurants and specialty retailers better, RDS needed more than a best-in-class network security platform they also needed a best-fit solution that reduced cost and complexity. "Many of our customers are franchisors and franchisees with small footprint POS locations," said Chris. "Bolted-on single-point solutions such as firewalls, Wi-Fi routers, and LTE modems not only were not enough for their needs but in many cases, the platforms of choice made new deployments lengthy and network management expensive."

*"With Netsurion's BranchSDO CXD all-in-one platform, we found an ideal fit by combining routing, firewall, cellular failover, and Wi-Fi into a single edge device remotely managed via a cloud-based orchestrator. On top of those capabilities, Netsurion could provide PCI DSS compliance tools and support, completing a mix of managed services ideal for retail and hospitality businesses. By selecting Netsurion, we made our price point more competitive and improved customer support."*

*-Chris Medeiros, General Manager of RDS Hospitality*

The RDS team evaluated Cybera and SonicWall solutions comparing platform capabilities, partner support, and add-on services. They looked into the markets served and their ability to support their customers.

In the end, the deciding factor in favor of Netsurion came down to three key advantages:

- Working with people that get it
- Having experienced minimum issues over many years of partnership
- A solution priced correctly

"The decision was a no brainer," said Chris. "Plus, we could start offering existing customers a more centralized and cost-effective solution."

### Security. Resilience. Agility. Compliance.

Netsurion develops the BranchSDO platform as an alternative to more expensive and complex platforms that are not ideal for most franchised businesses with hundreds or thousands of locations. As a top 20 Managed Security Services Provider (MSSP Alert), Netsurion understands that the right combination of technology, people, and process is critical. There is a gap between what best-in-

class platforms can offer and the more cost-effective needs of restaurateurs and retailers. Netsurion understands the need for these businesses to simplify IT operations, reduce costs, and outsource threat detection and response.

*“By developing and managing our own proprietary technology to fill this gap, to meet the very specific needs of these business types, we enable RDS to deliver enterprise-grade solutions at a small business price point.”*

*– Jason Graf, VP BranchSDO Product Management.*

For RDS, Netsurion BranchSDO delivers the right-fit secure edge networking solution for multi-unit retail and restaurants. It gives the peace-of-mind of partnering with a cybersecurity vendor that supports third-party platforms while also offering proprietary technology when it is the best fit.

The four IT pillars of a POS are transaction and data security, network performance and reliability, fast service provisioning and support, and PCI DSS compliance. Not all edge network connectivity and security solutions are fully capable of delivering these four vital elements with centralized support. For RDS, being capable of deploying new locations fast and providing centralized support was also a critical factor when choosing Netsurion to meet the needs of highly distributed businesses.

*“We have been using Netsurion firewalls for over five years and have the process down to a simple task. In 2019, we deployed and installed 130 firewalls for a customer within 30 days without a hitch. That’s impressive by any standard and another important factor that helped us decide to choose Netsurion and its BranchSDO platform.”*

*– Chris Medeiros, General Manager, RDS Hospitality*

### What is BranchSDO Secure Edge Networking?

BranchSDO, Netsurion’s flagship edge networking platform, enables multi-location enterprises to maintain a strong security posture, resilient connectivity, command and control of all locations, and the flexibility to adapt to rapidly changing technology needs. BranchSDO combines a multi-function edge device, cloud orchestration, and a 24/7 NOC to deliver

security, cellular failover, Wi-Fi, and PCI DSS compliance support to all branch locations.

By offering BranchSDO, RDS can help customers reduce IT cost and complexity by consolidating branch technology, streamlining PCI DSS compliance, and improving management efficiency. It also enables increasing security and scalability by offering better network visibility, improving threat detection and prevention, and reducing deployment times to new sites.

Highly distributed businesses require an agile and efficient edge networking solution. Multiple point solutions lead to security gaps and costly inefficiencies. BranchSDO encompasses the core network security and performance capabilities that customers need.

### Resources

- Learn more about Retail Data Systems at [www.rdspos.com](http://www.rdspos.com).
- Learn more about the Netsurion BranchSDO solution at [www.netsurion.com/secure-edge-networking](http://www.netsurion.com/secure-edge-networking)
- Learn more about the Netsurion Partner Program at [www.netsurion.com/partners](http://www.netsurion.com/partners)
- Watch the replay of a Netsurion webcast featuring Chris Medeiros, General Manager of RDS Hospitality: [www.netsurion.com/videos/unexpected-secret-sauce-for-increasing-profit-margin](http://www.netsurion.com/videos/unexpected-secret-sauce-for-increasing-profit-margin)