

About the Partner:

Staley Technologies is an NCR partner offering the full suite of Aloha POS integrated solutions to customers nationwide. With almost 70 years in electrical and technology deployment, Staley's success derives from great service and solutions, as 90% of their business comes from existing clients or referrals.

Staley stands out among nationwide deployment/tech companies because they employ nearly 150 W2 techs whom they train and supervise directly. Their teams of technicians and project managers carry out deployments nationally for all-size retailers and hospitality companies, including some of the biggest in the world.

"Already we can see that customers who have Netsurion installed have had fewer network-related calls than our customers that do not have this product deployed."

- Phil Pickett, VP of Engineering Services, Staley Technologies

Why Netsurion

Leadership at Staley wanted to find a security solution that could provide a recurring revenue model with point-of-sale (POS), especially for small-to-medium-size businesses (SMBs).

Phil Pickett, Staley's VP of Engineering Services, leads the team who develops new service offerings and prepares them for national deployment. He began by looking for a solution that would fit the growth strategy quickly.

"We knew we were already providing world-class protection for some of the world's largest retailers in the world, so we wanted to figure out how to do this for our SMB customers, who need the same protection scaled down to fit their needs," said Phil. A breach for these SMBs would not only close the store but could also potentially drain the owner's life savings as well. The large brands tend to survive, but an SMB may not survive a breach.

"Our team's testing resulted in Netsurion's BranchSDO solution being right-sized and right-priced for the SMB POS market," said Phil. "Plus, a branch could be set up in minutes with a pre-configured device (CXD) that could be re-configured remotely via the cloud."

- Phil Pickett, VP of Engineering Services, Staley Technologies

Netsurion's experience in the retail and hospitality markets, as well as its reputation for bringing a stable product to its customers, was the deciding factor in choosing Netsurion as a partner.

"We chose Netsurion because of their experience in the SMB arena and for the management software's ease-of-use and feature set," said Phil. "Also, Netsurion's low-entry cost enables standardizing network security technology while simplifying PCI compliance."

The team evaluated Cisco Meraki, Datto, and Ubiquiti by analyzing the markets these companies were in and their ability to support their products. Feature to feature, Phil found that each have their strengths.

The comfort they felt in dealing with Netsurion's VP of Sales and VP of Product made the decision to partner with Netsurion easy. They quickly became trusted advisors for the Staley team by their demonstration of agile, flexible leadership and support teams to be transparent and follow through quickly. "With Cisco, you are a small fish in the ocean – same with some other companies," said Phil.

Phil went on to say, "Any time something comes up, Netsurion's support staff takes care of it quickly. To the point in which my two engineers freely offer ideas regarding new features and Netsurion adds them to upcoming releases."

Onboarding and Quick Wins

Staley deployed their first Netsurion BranchSDO CXD within a third-party social security administration consulting company that evaluates medical cases. They needed to provide wireless internet access for employees and guests that was separate from their HIPAA-compliant secure network.

Today, Staley is marketing Netsurion and the managed services suite to multi-location SMBs that have very small IT teams or no IT department.

"These SMBs may also not have a managed firewall or PCI compliance support," says Phil. "In addition to retail and hospitality, we are now working with doctor's offices that need HIPAA due to how secure and resilient the BranchSDO product has been."

Multi-site companies are already deploying several per week. One customer has large nightclubs/restaurants that do \$2 million per week in credit card sales. They had deployed another company's managed firewall but weren't happy with it, so Staley came in to rip and replace with Netsurion's BranchSDO and CXDs. Staley also now manages their network for them with Netsurion's cloud orchestrator.

A True Partnership

"Our partnership with Netsurion has allowed Staley to bring to market the tools our SMB customers have needed to help them toward the goal of PCI compliance," said Phil. "It also gives them peace-of-mind that their network is being protected by leading-edge technology at an affordable price."

What is SD-Branch?

Software-Defined Branch Networking (SD-Branch) is an extension of SD-WAN technology to more holistically meet the needs of environments such as retail stores, restaurants, hotels, and branch locations where traditional SD-WAN solutions don't fit.

SD-Branch combines a 24/7 Network Operations Center (NOC) with firewall, router, security, Wi-Fi, and 4G LTE cellular failover.

Looking at cars as an analogy...buyers tend to want the same result – a safe vehicle that gets them from point A to point B, without sacrificing performance or safety. But not all buyers need or want to pay for the extras like premium audio, leather, and 360-degree cameras. They may also have different needs for their riders and not require a third-row like larger families might.

SMBs and even larger brands with small dispersed locations won't want to pay for the extras they simply don't need. These buyers require simplified installation, integrated security, and visibility to manage all locations easily in the cloud.

Simply put: SD-Branch gives SMB locations secure connectivity and cloud management without the SD-WAN price tag. For more information, visit www.netsurion.com.



Netsurion powers secure and agile networks for highly distributed and small-to-medium enterprises and the IT providers that serve them. In such environments, the convergence of threat protection and network management are driving the need for greater interoperability between the NOC (network operations center) and the SOC (security operations center) as well as solutions that fuse technology and service to achieve optimal results. Netsurion has converged purpose-built network hardware, innovative security software, and flexible managed services. The Netsurion Partner Program is designed specifically to empower VARs, Sales Agents, and MSP/MSSP organizations to meet the growing connectivity demands of customers while generating new revenue streams without the risk of additional overhead costs. The program offers a robust portfolio of solutions whether you are interested in our SD-WAN, firewall, or SIEM solutions, we're here to make it easy for you. www.netsurion.com/partners/become-a-partner

Netsurion™
Partner Program