



RETAIL

Bill Express Limited

The Organisation

Bill Express Limited
677 The Boulevard,
Melbourne, Australia

The Challenge

To create an extensive VPN that delivers secure, reliable and cost-effective connectivity for critical business transactions between over 3,000 retailers and a variety of service providers.

The SonicWALL Solution

Over 6,000 world class SonicWALL security appliances comprising SonicWALL SOHO TZWs, TELE3s and TZ 170 SP W are connected via encrypted VPN tunnels to two SonicWALL PRO 5060 firewalls. Connectivity is via ADSL or dial-up with automatic failover ensured.

The Results

- Secure connections over IP guaranteed for business-critical transactional data.
- Reliable connectivity, optimal up-time ensured thanks to redundant data centre environments that provide fail-proof back-up at all times.
- Significantly reduces system management costs by deploying SonicWALL GMS to centrally and remotely manage over 2,500 retail sites.
- Lays down an extensive, highly secure wireless and wired infrastructure for further development.
- Provides a competitive edge for retailers thanks to a potentially lucrative revenue stream.

Australian publicly listed company Bill Express Limited is growing its business in record time using SonicWALL to provide reliable, cost effective network security for its extensive online bill payment solution.

Introduction

Bill Express Limited is a true success story having achieved substantial growth since it launched on the Australian market in 2003 with its online bill payment system, *Bill EXPRESS*®.

Available in nearly 3,000 retail outlets throughout Australia, *Bill EXPRESS* enables customers to pay a variety of bills to utilities, service providers and local councils conveniently, quickly and securely via an Internet-based portal that is fully secured by SonicWALL®. Additionally they can purchase pre-paid mobile phone cards and re-charge these cards via this service. Customers can do this over-the-counter in more than 2,500 newsagents or via ATMs in over 450 Coles Supermarkets throughout Australia.

It doesn't just stop there, however, as *Bill EXPRESS* retailers can also connect to another innovative product, Point of Purchase Screens (PoPs), which enable them to display cost effective, fully targeted point-of-sale display advertising on LCD screens in-store. As the PoPs are managed centrally, advertisers can easily change their messaging to match customer demographics and drive buyer behaviour. Again the advertising material is transmitted securely and wirelessly thanks to the SonicWALL solution.

The Solution

In developing what has quickly become one of SonicWALL's largest Managed Security Service Provider (MSSP) program deployments globally, the goal has been to create a fully secure SonicWALL Virtual Private Network (VPN) that provides all of the retail outlets with continuous, reliable Internet connectivity.

The network comprises over 6,000 SonicWALL security appliances connected via encrypted VPN tunnels and each retail store is equipped with a wireless-capable SonicWALL firewall. These firewalls connect to SonicWALL PRO 5060 gigabit-class firewalls at head office. As the volume of traffic flowing through the VPN is significant, with thousands of transactions processed on a daily basis, redundant data environments have been established to ensure optimal uptime and provide a fail-proof back-up at all times.

Few security vendors today can enable central, remote management of such a substantial number of geographically dispersed appliances. However, SonicWALL's unique, market-leading platform – the SonicWALL Global Management System (GMS) – allows trouble-free, proactive management of thousands of appliances. Using GMS, Bill Express Ltd is able to control all its remote sites from a single, central location, ensuring each appliance has the latest firmware and signature files for gateway anti-virus, anti-spyware and intrusion prevention.

"SonicWALL's Global Management System is impressive given the vast number of geographically dispersed security nodes, tunnels and appliances that we manage for our retail customers. We simply couldn't have grown our business or network to the extent we have over the past two years and achieved the results we have if we hadn't partnered with SonicWALL," says Hal Christiansen, Managing Director of Bill Express Limited.



“A SonicWALL solution delivers much more than just network security per se. Rather it acts as a true business enabler, which is a crucial differentiation for SonicWALL.”

**– Hal Christiansen,
Managing Director
Bill Express Limited.**

Key Benefits

- Lower costs – leveraging a broadband-based business network Bill Express Ltd has dramatically reduced infrastructure costs while improving network management efficiencies.
- Scalable - provides a secure, highly scalable wired and wireless infrastructure that enables the business to grow rapidly and cost effectively.
- Performance – Broadband wireless connectivity enables seamless access to the network, improves network performance and critical business data exchange, ensuring maximum uptime and dramatically improving customer service levels and company financial reporting.
- VPN for secure remote access – SonicWALL's VPN-enabled wireless firewalls enable fast, secure, available remote business network access with wireless guest services (WGS).
- Money saved - reasonably priced equipment, modest ADSL charges, trouble-free.
- Operation and ease of management and support lessen the cost and provide rapid ROI.

Key Benefits

Bill Express Ltd is quick to enthuse about the merits of the SonicWALL solution as its sheer scalability and ease of deployment has allowed the company to build its customer base rapidly, adding additional retailers to the network with very little effort or resource requirement.

Using SonicWALL's simple provisioning and deployment process, Bill Express Ltd can rapidly deploy the SonicWALL security appliances while simultaneously provisioning the client site with ADSL. With a flick of a button the SonicWALL appliances come online and establish a link to the network.

From the retailers' point of view this solution provides them with lucrative revenue streams as they earn fees for each payment processed, fees for each mobile card sold or re-charged and they can charge fees to local businesses or suppliers who wish to advertise on the PoPs.

“Bill Express helps build retailers' businesses as it creates another reason for customers to visit the retail outlet, effectively increasing the foot traffic into these stores,” says Christiansen. “Better still by creating additional revenue streams for our clients' businesses we're helping retailers stay profitable in highly competitive environments.”

“This is an excellent example of the type of robust, easily managed, affordable and highly customized solution SonicWALL is able to provide the retail industry,” says Tim Dickinson Country Manager for SonicWALL, Australia, New Zealand and Oceania.

“As SonicWALL networks are extremely secure retailers have the peace of mind that their business networks are fully protected from all internal and external threats. Without a doubt a SonicWALL security solution helps to have a positive impact on customer satisfaction and profitability.”

The potential for retailers to create lucrative recurring revenue is evidenced by innovative *Bill EXPRESS* retailers who are offering payment processing services to local businesses.

For instance some newsagents are providing value added services to real estate agencies by processing all their quarterly rates notices and utility accounts for their managed properties. They scan the bills through the *Bill EXPRESS* system and then issue one receipt to the Real Estate agent, accepting a single cheque for full payment. Not only do these newsagents earn a recurring fee per transaction but they help cut down on the real estate agents' administration work – taking the pain out of this monthly task. It's a win:win situation for all involved.

Importantly SonicWALL's MSSP program is paying real dividends to the retailers. They benefit from having fully secure connectivity operating around-the-clock, plus access to engineering specialists who manage their solution on their behalf. (they could not afford to have such specialist resource inhouse).

The Results

Since entering the market two years ago Bill Express Limited has proved itself to be a solid and highly successful challenger brand in Australia's bill payments market.

And the momentum has only just begun thanks to Bill Express Limited's ambitious business plan to further expand its network within the retail environment while actively recruiting more merchants to service the increasing number of billers signed to the *Bill EXPRESS* program.

“As far as we're concerned, the sky is the limit for expansion and thanks to SonicWALL. Best still a SonicWALL solution delivers much more than just network security per se. Rather it acts as a true business enabler, which is a crucial differentiation for SonicWALL,” says Christiansen.

SonicWALL, Inc.

L21, Tower 2, Darling Park,
201 Sussex Street, Sydney

T + 61 2 9006 7912

E intl_sales_anz@sonicwall.com

www.sonicwall.com

