



The Organization

Secure Designs, Inc.
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The Challenge

Extend Secure Designs' proven managed security services offering to solution providers, allowing them to offer managed security services without upfront costs, under their own brand name.

The SonicWALL Solution

Global Management Software (GMS) enables Secure Designs to manage thousands of TZ Series, PRO Series and NSA Series network security appliances from a single operations center.

The Results

- GMS provides the management backbone for the entire logistical and operational hub of Secure Designs' managed security solution.
- SDI takes care of all logistics required to add security to a small business network, including pre-configuration of the SonicWALL TZ 180 and NSA 2400 network security appliances.
- The service is delivered to customers under each program member's corporate brand, allowing systems integrators to sell security as an extension of their own private-label offering.

Secure Designs – Managed Security Services

Secure Designs, Inc. (SDI) is one of the premier US providers of managed security services to small and mid-sized businesses, with more than 2,000 SonicWALL® network security appliances under management in 25 US states and five countries. During its five-year evolution as an MSSP, the company has developed many proprietary technologies and a large infrastructure to remain the low cost leader in their segment. The payback has been consistently high with year over year growth rates.

Now, SDI has created a program that allows more IT solutions providers to take part in the MSSP market by sharing in SDI's proven model. Designed by channel partners for channel partners, their new Private Label program requires no upfront investment or infrastructure changes. It allows systems integrators to protect and enhance their existing relationships with customers, and is designed to more than pay for itself each month.

An affordable, own-label managed security program – no upfront investment required

SDI's program removes the cost and infrastructure barriers to becoming an MSSP by providing a complete IT security support structure. No upfront investment is required. For low monthly fees, SDI works behind the scenes to handle all logistics associated with providing security services, from product procurement to 24x7 monitoring and management, while the solutions provider remains the sole point of contact with the customer.

Partners are able to leverage SDI's proprietary MSSP tools, substantial infrastructure and purchasing economies of scale as a SonicWALL Gold Partner and MSSP. For the program, SDI has standardized on SonicWALL's TZ 180 and NSA 2400 network security appliances, which are shipped pre-configured to deliver protection for customer networks including e-mail security, anti-spyware, intrusion prevention, content filtering, mobile and site-to-site VPN. SonicWALL Global Management System (GMS) allows SDI complete flexibility not only to monitor and manage each firewall, but even to provide reports directly to customers, under the VARs' own brand name.

SDI's program helps VARs achieve strong, ongoing net margins and allows them to offer their customers a comprehensive bundle of state-of-the-art services from firewalls to monitoring – all under their own brand name. The only requirements for joining the program are a strong organizational commitment to the service and agreement to meet highly achievable yearly volume targets.

Secure Designs

"We believe it's the highest-value MSSP bundle available, based on the best technology in the market. We identified all the obstacles that small partners face in delivering an MSSP private label program and countered them with with affordable, simple solutions that work for them. VAR partners can offer state of the art managed Internet security to their small business customers, affordably, simply, and without disrupting their existing relationships."

*—Ron Culler
Vice President, CIO/COO
Secure Designs, Inc.*

SDI Vice President, CIO and COO Ron Culler said, "SonicWALL technology is the perfect platform for our Private Label managed security program. The TZ 180 is an ideal solution for smaller businesses, while the NSA 2400 firewalls are ideal solutions for smaller businesses provides powerful protection combined with application-level security features and is a great fit for larger offices or distributed networks. The Global Management System forms the backbone of the entire program. It's an invaluable management information tool that gives us the ability to provide strategic and usable reports on all aspects of IT security."

"We believe it's the highest-value MSSP bundle available based on the best technology in the market," added Culler. "We identified all the obstacles that small partners face in delivering an MSSP private label program and countered them with solutions that we feel demonstrate our key advantages and our willingness to use our investments to help our partners' businesses grow. Now any small business can have state of the art managed Internet security without moving away from their trusted VAR partner. The customer need never know that Secure Designs is there."

SDI's technology, services and support are designed to take the worry and expense out of Internet security for organizations with limited IT resources. Small companies using the Internet to connect headquarters to home or branch offices represent a substantial area of growth. SDI is one of an elite group of MSSPs delivering turnkey private label security firewall and VPN services for cable companies. Their large client list covers a broad spectrum of industries, from professional services and banks to construction and retail. The company's flagship offering is a bundled security solution, a comprehensive package covering everything from ordering, configuring and shipment of firewalls to ongoing management, monitoring, reporting and support.

SonicWALL Solutions

- The SonicWALL TZ 180 Series is a complete Unified Threat Management (UTM) capable platform delivering multi-threat protection to wired or wireless home, small, remote or branch office networks in an easy-to-use, low cost solution.
- The SonicWALL Network Security Appliance (NSA) 2400 incorporates powerful UTM and high-speed VPN technology, ideal for central sites and distributed networks.
- Central management and monitoring with Global Management System (GMS) Software including ViewPoint graphical reporting, enables SDI to manage an unlimited number of firewalls from their operations center.

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