



**The Organization**

Cerdant, Inc.  
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**The Challenge**

Provide small and medium businesses with comprehensive, affordable layered security solutions, empowering users to focus on growth and profitability.

**The SonicWALL Solution**

A managed services solution tailored to each customer's unique set of requirements using SonicWALL's multi-use firewall and virtual private network security appliances.

**The Results**

- **Productivity and Cost Savings** – Increase in business productivity by proactively monitoring network traffic to prevent downtime, reducing internal staffing costs and freeing existing staff to focus on key activities
- **Worry-free Protection** – A managed services solution provides enterprise-class protection for a fraction of the cost of setting up equivalent internal systems
- **24x7 Rapid Response** – Detailed reporting and follow-up features ensure a timely response to alerts and rapid resolution of security issues

**Cerdant Managed Services Provide Cost-Effective Layered Security Protection for Small Businesses**

The nature of security threats grows more sophisticated every day, with new forms of malicious codes, such as viruses, worms, Trojans and spyware propagating through the Internet at an alarming pace. Threats don't just affect large enterprises; small- and medium-sized companies are equally vulnerable to today's attacks, but often lack the staff, the expertise or the budget to respond appropriately even though their needs are the same as larger organizations.

Cerdant, Inc., a provider of outsourced managed security solutions, has a steadily growing customer base among small and medium businesses who rely on their expertise. Targeting businesses with 20 to 500 employees, Cerdant offers a suite of highly proactive services that enable them to keep their customers' networks virus-free.

**The SonicWALL Layered Security Platform**

Cerdant's technology platform is tailored around a combination of Cerdant's own monitoring tools and SonicWALL security appliances and services. "We looked at Cisco, NetScreen and WatchGuard and found that SonicWALL products are significantly easier to configure and support, plus affordably priced for the market we serve," observes Mike Johnson, Cerdant's President and Chief Executive Officer. "For example, the SonicWALL PRO 4060 hits the sweet spot at the higher end, and it holds up very well against the competition at a fraction of the price. It is also easy to integrate new capabilities or services such as Intrusion Prevention, Anti-Virus and Content Filtering into the existing architecture."

**The Outsource Advantage**

Johnson acknowledges that it's a challenge to sell managed services to small companies. "Most have never had such services before, so they don't know that they need them," he explains. "Any company can buy a firewall but the difference is the attention you give it thereafter. Most companies neglect to monitor and provide the necessary updates to their firewalls. In fact, too often companies don't correctly set up their firewall to maximize security."

Maintaining an up-to-date security strategy can be complex, costly and resource intensive. For many companies, a policy quickly becomes merely a guideline, due to lack of attention or insufficient staff to respond to ever-changing threats. "The key is to be vigilant all the time. Security is an ongoing process, not an event," Johnson says.



# Cerdant

*“Working with Cerdant has allowed my team to stay focused on their core responsibilities and expertise. Cerdant’s responsiveness and proactive monitoring of our network traffic has allowed us to identify and resolve threats to our network before they became an issue. I feel like I have added a security team to my staff.”*

*–Ken Cherrington  
Systems Manager,  
Office of the President  
Ohio State University*

## SonicWALL Benefits

ICSA-certified for reliable protection, SonicWALL’s deep packet inspection firewalls deliver superior performance.

SonicWALL’s IPSec-compliant VPN-enabled firewalls deliver fast, secure remote access to network resources.

SonicWALL appliances offer 3DES/AES encryption for secure data transmissions over a VPN tunnel.

SonicWALL GMS provides central management and monitoring and includes ViewPoint graphical reporting to turn log files into meaningful reports.

Improved availability with SonicWALL’s TZ 170 SP firewall/VPN appliances with designed with integrated and automated failover and failback capabilities to support both broadband and dial-up connectivity.

## SonicWALL Contact

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While a company’s internal staff may not be able to detect a virus, Cerdant personnel are notified by automatic threat detection systems. A Cerdant security analyst identifies the affected device and notifies the customer within minutes, which reduces or eliminates potential damage or loss of data.

In short, an outsourced security management featuring a comprehensive SonicWALL solution allows small business owners to deploy multi-layered protection and administer the network efficiently and effectively, at an affordable price.

## The Cerdant Business Model

Cerdant employs strategies and practices that have achieved industry-leading customer satisfaction levels and retention rates. Their business model includes network security monitoring, VPN management and information security consulting and a commitment to superior price/performance by continuing to manage costs and adding valuable services.

“We’ve been in business for nearly three years now and have built up a solid customer base,” Johnson explains. “That in itself is proof that companies today are willing to embrace managed services. Our retention rate is also exceptional. Customers just don’t leave us because once they sign on, they quickly realize that the service is worth every penny.”

Over the past few years, Cerdant has observed a ten-fold increase in attempted attacks from viruses, worms and other malicious threats, more than half of which contain highly destructive backdoor programs. Johnson believes that the growth in managed services usage is due in part to heightened public awareness of security risks and of the far-reaching business consequences of serious system downtime.

## Future Expansion with SonicWALL

Cerdant has spent the last several years developing and refining their managed services solution leveraging SonicWALL technology. Now, with all the key pieces in place, Johnson expects the company will grow significantly over the next few years, primarily through referrals from resellers, including SonicWALL certified channel partners. “For example, we’ll provide the back-office network security for cable providers,” he explains.

The Cerdant solution scales easily so Johnson expects to start attracting enterprise customers in addition to the smaller organizations. “We apply standardized ‘cookie cutter’ methodology and then scale it to whatever level is needed,” he says. “SonicWALL’s PRO Series security gateways deliver the enterprise-class capabilities that we need. The SonicWALL PRO 4060 hits the sweet spot at the higher end, and it holds up very well against the competition at a fraction of the price.”

## Customer Comments

“During last summer’s outbreak of viruses, our treasurer asked why we had not been negatively impacted similarly to most other school districts. I explained that it was because of our managed security and strong enforcement policy. I am very satisfied with Cerdant’s responsiveness. I have been able to recommend Cerdant several times because they’re reliably good. They are the vendor I use to measure my other vendors by.”

*–BJ Thamen  
Director of IT  
Fairbanks Local School District*

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