

# Telebrands

## Introduction

This case study of Telebrands is based on a July 2020 survey of SonicWall customers by TechValidate, a 3rd-party research service.

“SonicWave wireless access points have great speeds and low maintenance. It’s a solid product that is easy to configure, implement and maintain.”

—Anthony Sperrazza, Senior IT Director, Telebrands

## Challenges

The small retail business had tried Checkpoint wireless access points before selecting SonicWall.

The need for a reliable operation was the challenge that most influenced the company’s decision to deploy SonicWave access points.

## Use Case

The key features and functionalities that the surveyed company found important in selecting SonicWave access points included:

- Powerful wireless network security
- Seamless integration with SonicWall firewalls

## Results

Sperrazza is very satisfied with the SonicWave solution. He reports it is meeting or exceeding the company’s performance and security expectations. He adds that it provides a secure, flexible, easy-to use and easy-to-manage way to connect and secure employees, while allowing them to maintain social distancing.

The retail company gained the following operational benefits upon the deployment of their SonicWave solution:

- Noticeably improved productivity for their wireless network users
- Simplified wireless security management
- Improved protection of critical information

### Company Profile

Company:  
**Telebrands**

Company Size:  
**Small Business**

Industry:  
**Retail**

### About SonicWall

SonicWall delivers Boundless Cybersecurity for the hyper-distributed era in a work reality where everyone is remote, mobile and unsecure. SonicWall safeguards organizations mobilizing for their new business normal with seamless protection that stops the most evasive cyberattacks across boundless exposure points and increasingly remote, mobile and cloud-enabled workforces. By knowing the unknown, providing real-time visibility and enabling breakthrough economics, SonicWall closes the cybersecurity business gap for enterprises, governments and SMBs worldwide. For more information, visit [www.sonicwall.com](http://www.sonicwall.com) or follow us on Twitter, LinkedIn, Facebook and Instagram.

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