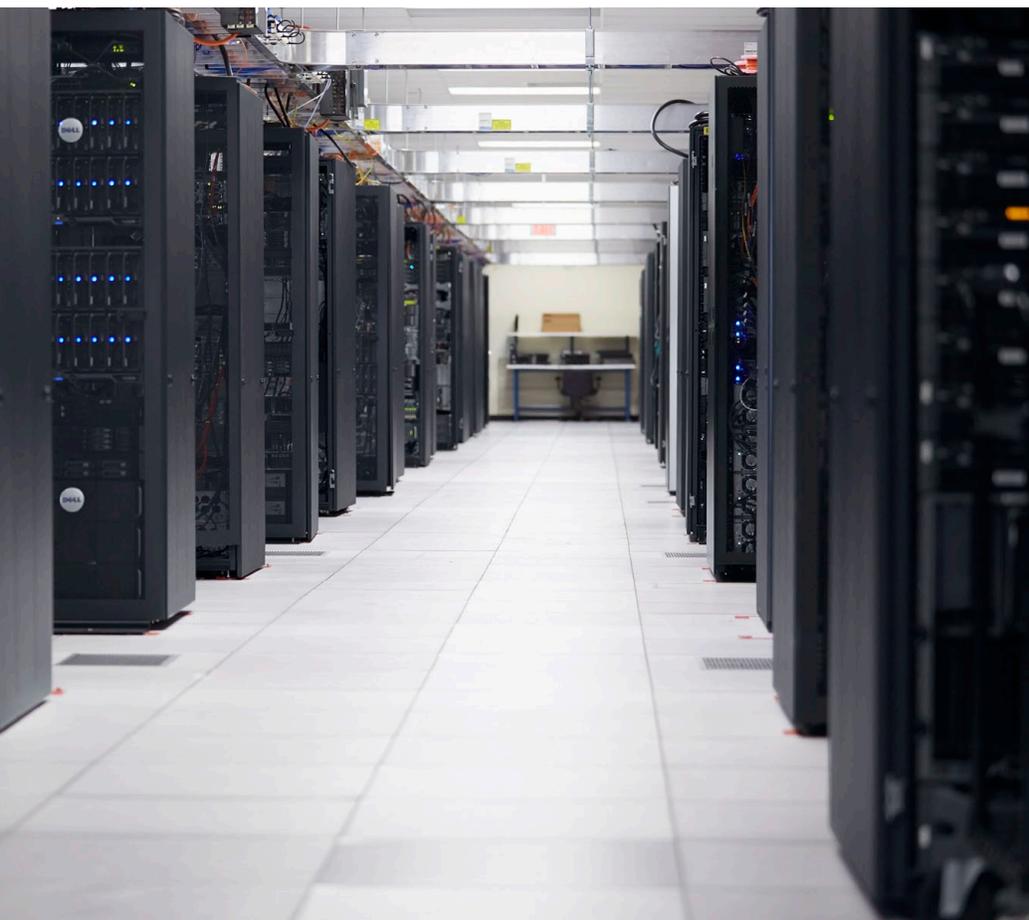# Technology company offers firewall as a service

Speros delivers Dell firewalls and management software as a service, enabling its customers to get the protection they need with no up-front capital expenditures.

Business need

The capital costs of purchasing a firewall were a roadblock to some of Speros's customers, especially those who knew their security needs would change over time.

Solution

By offering Dell next-generation firewall solutions as a service, Speros provides its customers with comprehensive, up-to-date network security with no up-front costs — and ensures a solid recurring revenue stream for itself.

Benefits

- Replaces the up-front capital expense of purchasing a firewall with a monthly fee
- Ensures customers have the performance and capacity they need by allowing them to upgrade their firewalls annually
- Delivers better security by enabling customers to use higher performing firewalls than they might be able to purchase outright
- Enables MSPs to provide a comprehensive security offering

Solutions at a glance

- Firewall as a Service

"Providing the Dell firewall as a service is truly a game-changer for MSPs: we can provide a complete package — services, management, monitoring, everything — to our customers."

Keith Fletcher, Chief Operating Officer, Speros

Speros, the largest technology company in Savannah, Georgia, is dedicated to making technology work for its customers. The company delivers business telephone systems, IT services, cloud systems, surveillance systems and custom website design, and has the only hosting data center in Savannah. A key component of many of its solutions is firewall as a service (FWaaS), and Speros relies on Dell next-generation firewalls and firewall management software.

> "Dell next-generation firewalls are our go-to product, absolutely. Unless a customer absolutely demands a different product, we choose Dell next-gen firewalls."
>
> *Keith Fletcher*
> *Chief Operating Officer*
> *Speros*

Everyone needs a firewall, but not everyone needs to buy a firewall

As a managed service provider (MSP), Speros understands that security is critical to the success of any organization. An effective firewall will filter web traffic and eliminate viruses and spyware to keep systems safe and performing well. "Plus," notes Keith Fletcher, chief operating officer (COO) at Speros, "by blocking time-wasting sites, a firewall improves employee productivity, and by blocking inappropriate sites, it reduces the risk of hostile work environment issues."

However, not all organizations have the capital budget to purchase a quality firewall, or the expertise to manage and maintain it properly. That's why Speros offers firewall as a service. Customers get the security they need for a monthly fee, and as their needs change or firewall technologies evolve, they can upgrade to another model annually, so they always have current, correctly sized equipment to ensure proper protection.

"Firewall as a service makes enormous sense for our customers," explains Fletcher. "They never have to worry about maintenance; they don't have worry about it breaking; they don't have to worry about anything. And if it gets old, they just get another one."

Delivering a complete solution at an affordable price

Speros's firewall solution of choice — in fact, the only solution it actively sells — is Dell SonicWALL next-generation firewalls and management software. Dell SonicWALL firewalls are a comprehensive and powerful all-in-one security solution, delivering intrusion prevention, gateway anti-virus, anti-spyware, application blocking, bandwidth management, IPSec VPN, SSL VPN, content filtering, and more. With a multi-core architecture and proprietary Reassembly-Free Deep Packet Inspection (RFDPI) technology, Dell firewalls offer extremely high scalability and performance suitable for even the most demanding environments. And the Dell SonicWALL Comprehensive Gateway Security Suite and Dell SonicWALL Global Management System (GMS) solutions make it easy to set up and fine-tune network policies, application rules, VPN connections and more.

"Dell next-generation firewalls are our go-to product, absolutely," says Fletcher. "Unless a customer absolutely demands a different product, we choose Dell

Products & Services

Hardware

Dell SonicWALL NSA Series firewalls

Software

Dell SonicWALL Comprehensive Gateway Security Suite

Dell SonicWALL Global Management System (GMS)

DELL

next-gen firewalls. We do not actively sell anything else."

For instance, Speros is one of Toshiba's top hosted phone system resellers in the country, installing large numbers of Toshiba's cloud-based business telephone solution, VIPedge. "We needed a firewall that could handle all of the service prioritization — which the Dell firewall does quite well," notes Fletcher. "So we include the Dell firewall right in the bid; it is a no-brainer. And the customers are very happy with it."

A world-class firewall solution with no capital expense

Delivering Dell firewalls as a service enables Speros to get customers into a higher quality firewall than they might otherwise have purchased. "Firewall as a service enables us to deliver a better solution to our customers at a much lower upfront cost," explains Fletcher. "For example, one of our customers, a local city, needed to replace its existing firewalls, and they simply could not have gotten it in their budget to buy them when they needed them. But by leveraging the Firewall as a Service program, they can free up funding for growing their business as well as profits. So we were able to give the customer the protection they needed at a reasonable cost."

In fact, Speros rents the Dell next-generation firewalls at a monthly cost that, over three years, is almost exactly the total cost as purchasing the firewall and management software with maintenance for three years — when the customer would likely want to replace the firewall anyway.

A win-win for MSPs and customers alike

Naturally, the offering is already proving popular — Speros has more than 30 customers for its service already, and aims to onboard 10 or more new customers every month. "We are insisting on a Dell firewall with every hosted telephone system that we're installing," says Fletcher. "Economically, it simply makes sense for every customer we've had. No one has questioned it based on cost."

But customers are not the only winners; in fact, Speros considers the new service model to be an extraordinary opportunity for managed service providers. "Providing the Dell firewall as a service is truly a game-changer for MSPs: we can provide a complete package — services, management, monitoring, everything — to our customers," Fletcher say. "As soon as Dell presented it, I ran the numbers and it makes phenomenal sense. We can be more profitable leveraging the FWaaS model versus just selling hardware because of the monthly recurring revenue. This guarantees us long-term revenue."

Moreover, Speros has found the Dell team easy to work with to bring the offering to market. "Dell has helped us all the way through the process of delivering the firewall as a service," says Fletcher. "The team is a great group of people who have consistently brought new ideas and new methods to improve the offering."

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