



The Organization

Western NRG, Inc.
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The Challenge

Matching superior products with a superior commitment to the channel

The SonicWALL Solution

SonicWALL® Medallion Partner Program

SonicWALL support, services and products, including:

- SonicWALL E-Class NSA, PRO, and TZ Network Security Appliances
- SonicWALL Secure Remote Access
- SonicWALL Email Security
- SonicWALL Continuous Data Protection
- SonicWALL Global Management System

The Results

- Immediate capability to meet client security needs
- Over 90% attach rate services with hundreds of SonicWALL appliance deployments
- Expanded cross-sell opportunities

Western NRG® offers a unique understanding of the networking and application requirements for both the heavy duty industry (e.g., manufacturers such as Kenworth® and Peterbilt®) and the credit union industry. Leveraging this knowledge over several hundred clients, Western NRG is able to specialize in both of these niche markets to provide a host of comprehensive IT services and solutions. Established in 1989, Western NRG has partnered with SonicWALL® for nearly five years, and is currently a SonicWALL Gold Partner.

The challenge: matching superior products with a superior commitment to channel

Prior to partnering with SonicWALL, Western NRG was challenged by a particular heavy duty industry client who needed absolute assurance of continuous Internet connection reliability between multiple office sites. The client wished to run multiple connections through independent ISPs at each location and tie them together through a common appliance that would automatically load-balance and fail-over in the event of an Internet circuit failure. The client’s needs forced Western NRG to reevaluate the capability of their security hardware offering.

“Our previous hardware vendor couldn’t meet our needs,” said Timothy A. Martinez, President of Western NRG, “and that led us on our search for the most capable hardware that we could find.”

In evaluating these new hardware solutions, Western NRG looked at a half dozen different security companies providing firewalls and content control services.

“In the end, we chose SonicWALL hands-down because of their superior approach to security and their superior commitment to their channel partners,” said Martinez.

The solution: outstanding SonicWALL products, services and support

Western NRG now provides its clients with SonicWALL® NSA, and TZ line Network Security solutions, as well as SonicWALL Secure Remote Access, Continuous Data Protection, and Email Security solutions, accommodating any sized network or budget. Additionally, SonicWALL Global Management System enables administrative services for up to thousands of SonicWALL appliance deployments from one central location.

Besides providing exceptional technology, SonicWALL also equips Western NRG with sales tools and collateral, training, account management support, co-branding, and joint programs. SonicWALL’s sales and engineering staff work shoulder-to-shoulder with Western NRG technicians to continually educate them in selling, configuring and deploying effective security solutions.



Western NRG Case Study

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– Timothy A. Martinez
President
Western NRG

SonicWALL Benefits

- Industry-leading product line with offerings across all market tiers and budgets
- Dedication to continual product enhancement and innovation
- Exceptional training and partner support
- Solid, accessible relationship between partners and SonicWALL staff

The results: exceptional sales opportunities and exceptional support

Western NRG now sells over 90% attach rate services with all SonicWALL appliances, which makes up its core business. The company had deployed over 300 SonicWALL solutions for the heavy duty industry alone.

Martinez is especially impressed with SonicWALL and their leadership in security innovation. "SonicWALL offers highly-intelligent capabilities like Unified Threat Management, dual-WAN capacity and highly-frequent dynamic updates that you might not even find on more expensive competitive products."

As a managed service provider, Western NRG takes pride in its commitment to their customers' overall networking needs. SonicWALL is continually expanding the line of innovative products and services which provide Western NRG with new client solutions and new cross-sell opportunities.

"With SonicWALL, we don't just sell our customers an appliance," said Martinez. "SonicWALL enables us to take care of anything that might happen with that component on their network, no matter what."

SonicWALL staff has joined Martinez on client-site presentations and industry trade shows. Western NRG has also used SonicWALL MDS funding for marketing collateral and promotional merchandise like branded apparel.

"Unlike Cisco®, SonicWALL really demonstrates its respect for my business relationship," said Martinez. "With SonicWALL, I know I have an inside track to someone who can help me in any situation."

The future: focused services to help clients meet regulatory compliance

Recent upheavals in financial markets have resulted in calls for tighter oversight scrutiny, and subsequently, greater demand for assistance in meeting compliance with industry and government regulatory procedures. Because Western NRG provides managed services to the credit union industry, providing regulatory compliance services is crucial to a core element of its customer base, and will continue to expand.

"SonicWALL not only helps our customers meet compliance concerns over security with features like deep packet inspection, automated back-ups and SSL VPN encryption," said Martinez, "but also provides the management, auditing, and reporting functionality to back it all up."

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