Managed Service Providers Use SD-WAN in Enhancing Reliability, Accessibility and Security of Customers' Internet Connections

"We were able to implement each piece of equipment at each store and quickly create a network which worked no matter what internet connection they had."

**- Gavin Rewell,
Not Just Networks**

The Challenge

Trapped in a deal with a major telco, where they were handed unreliable and limited 4G connection for a customer, an international retail company, who required a viable connectivity solution and static IP for each of its stores, Not Just Networks then approached Hosted Network for a quick resolution.

Having a connection with static IP is critical to their business as this is a requirement for theItalian IT support staff, to be able to maintain and manage their store's software.

"Our challenge was to not only convert that 4G stick into a working viable Internet connection for each of the stores, but it was also to bring on board the ideas that they had in Italy for how they wanted each store to be set up and convert that into reality.

Being in a smaller market space, big telcos didn't treat Not Just Network's as priority so it was a challenge to manage the scoping and implementation of a solution in a short time frame.

"If any of the MSP have dealt with [the bigger providers], when you're in the smaller market space, you're just dirt on the shoe, you can't sign any comprehensive deals or anything. So for us it was a real challenge. We were set a very difficult scope of work and we had a very short time frame to deal with it".

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The Benefits of SD-WAN

Quick Implementation

With the SD-WAN appliance provided by Hosted Network, Not Just Networks were able to connect any internet connection that could be used reliably at each of their retail stores in a short span of time.

Managed Service Provider:

NOT JUST **NETWORKS**

For over 25 years, Not Just Networks has been operating as a Managed Services Provider supporting small to medium sized businesses. They pride themselves with extensive experience and expertise in efficiently providing their customers' IT needs. As an MSP, they practice a long-term approach to their client relationships, ensuring to deliver advice and services that will help them grow and become more successful.

MSP Business Challenges

- Delivering a large-scale SD-WAN failover solution and data deployment on a tight deadline

- Overlooked by Major Telcos due to being a smaller MSP

End-user Business Challenges

- Stuck with an unusable solution from a major telco that didn't meet their business needs

Smooth shift to nbn

In 2020, when nbn became available to the areas where some of their stores were located, they were able to efficiently implement their original plan to create a fixed line and 4G connection with static IP for each of their stores, simply through plugging the new connection in their SD-WAN node. The process was so seamless, causing no downtime for their customer at all.

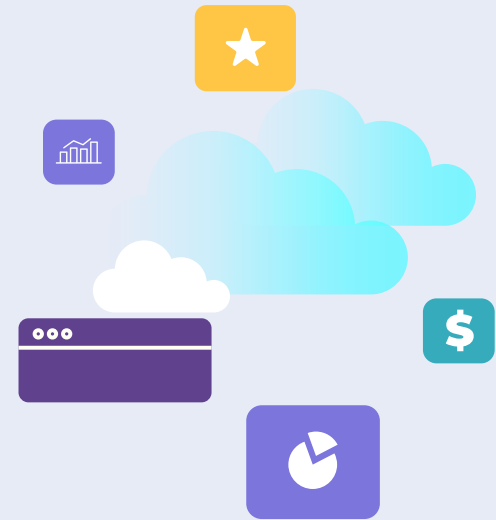## SD-WAN, Diminishing the Limitations of Dynamic IPs

Operating on an Apple platform, their Italian support staff needed SSL access and port forwarding so they could have remote access to the store's software. Unfortunately you couldn't do that with dynamic IPs that were set on the Incumbent's 4G connections, which were restricted and firewalled off, as a public solution. With Hosted Network and leveraging the SD-WAN technology, they were able to provide a list of static IP addresses the Italian support staff could use which enabled them to do their maintenance work after the store's operating hours.

- Maintaining the Software Image on the Point of Sale (POS) Systems at each of their Australian stores which was managed entirely by their Italian Head Office

- Unreliable internet connectivity in the stores which were predominantly in Shopping Centres with varying 4G Signal and nbn availability

End Results

MSP	End Users
• Solution engineering assistance from Hosted Network to quickly deliver a large-scale SD-WAN	• Improved reliability and stability of connections which underpinned the PoS Systems at each store
• Assistance with smart hands for the electrical work required for the nbn connections in Westfield Shopping Centre's across the country	• Ability of their Italian Head Office to access store's software remotely with a static IP connection in place
	• Zero downtime when switching connections from 4G to NBN with SD-WAN Solution

Book a Call with an Expert

Got a Question?
We are Here to Help

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