Tekmark Global Solutions

Tekmark Offers Cloud-Managed Outsourced Wi-Fi Services with Aerohive's AdvantageMSP Program

Challenges	Results
• Provide a robust, secure and reliable wireless infrastructure solution to its clients	• Seamless and efficient deployments, with cloud-managed network management for multiple client environments
• Allow rapid deployments for customers with multiple branch environments	• Ability to offer additional client managed services, such as customer analytics
• Centralize management and control across all its clients	• Secure and reliable Wi-Fi infrastructure benefits hospitality and retail clients to ensure PCI compliancy
• Work with innovative partner in order to offer value-added services and create additional revenue streams	• Aerohive features and tools create efficiency and cost reduction for network planning, design and implementation

About Tekmark Global Solutions

Tekmark Global Solutions, headquartered in Edison, New Jersey and founded in 1979, is one of the largest privately-held managed service and solutions providers (MSP) in the United States. With 15 national and international locations, over 1,000 employees, and a vast number of clients, Tekmark delivers solutions with annual revenue of over $120M.

The company provides services to a broad range of industries, including telecommunications, financial services, technology, insurance, health care, pharmaceutical, Internet product and services, as well as state and city government agencies. Tekmark offers a variety of managed services through its Cybersecurity and Managed IT practices, including Managed Enterprise and Guest Wi-Fi Services, Analytics, Managed PCI and Managed Firewall.

The Challenges

Approximately four years ago, Tekmark saw a great need and a market opportunity to offer managed Wi-Fi services to its clients. Like other utilities, Wi-Fi is expected to be up and running when you walk in a building. In this environment, the IT buyer is evolving, and more and more organizations are looking to outsource their WLAN architecture and leverage cloud applications. With greater adoption of cloud networking, many service providers like Tekmark can now deliver new, compelling, fully-managed Wi-Fi services for their customers.

Tekmark has a large number of clients in the retail and hospitality space, and manages the complete wireless infrastructure, from site planning and design to managing POS solutions and ensuring PCI compliancy. As more and more deployments were in place, Tekmark was experiencing critical issues with reliability and performance from the current wireless solution partners it had in place. Tekmark needed to find a partner that could not only deliver rock solid solutions, but could also meet the shifting demand and expectation to deliver Wi-Fi

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> **—Lou Matino,**
> Director of Operations, Managed Services,
> Tekmark Global Solutions

solutions with business value, including additional service offerings and opportunity for innovative revenue streams.

The Solution

After being introduced to Aerohive, Tekmark quickly realized the partnership would be ideal, enabling Tekmark to offer reliable and robust WLAN solutions, as well as opening many doors for creating customized services and applications for its customers.

As an established managed services provider, Tekmark can expand and grow its client offerings to enable increased operational efficiency and flexibility, leveraging Aerohive's solutions to enable new client services. Tekmark works with leading banks, retailers, restaurants and hospitality organizations that rely on Tekmark's PCI expertise and its services as an Approved Scanning Vendor, positioning the company to expand into other verticals, as well as customize its services for existing clients.

A large majority of Tekmark's customers have branch office requirements, often opening new offices frequently, or transitioning other sites as needed. Tekmark relies on Aerohive's distributed architecture and cloud networking, which allows the services provider to provide a turnkey solution quickly.

"The overall architecture of Aerohive enables Tekmark to efficiently and rapidly deploy and manage a client network, with fewer moving parts, greatly reducing any number of things that can go wrong," explains Jeff Cortley, VP Engineering Services & Solutions at Tekmark. "For many of our customers who rely on Wi-Fi for transaction processing, we are not only able to get them up and running quickly, but can offer a greater array of analytics and services to meet their business needs."

Results

"There are no better results from our partnership with Aerohive than satisfied customers," states Lou Matino, Director of Operations for Managed Services at Tekmark. "In addition, another compelling reason to work with Aerohive is to elevate visibility in the marketplace for Tekmark. We look forward to generating more leads into vertical markets to enable our business to further diversify."

Some customer examples of recent Aerohive deployments for Tekmark include retailers and banks. A national bank with over 1,200 branch locations recently turned to Tekmark to deploy Aerohive to architect a guest Wi-Fi solution. The bank relies on data analytics to better understand customer behavior and to maximize customer satisfaction. Adjustments across branches are made based on metrics, and help the bank understand storefront potential among its branches. With the success of the wireless deployment, it has opened the doors for Tekmark to provide and integrate additional managed services.

An international Italian restaurant chain came to Tekmark to solve issues with PCI compliancy. The restaurants were set to upgrade to new wireless POS terminals, but mandated a wireless infrastructure to support the new solution. In addition to the wireless network, Tekmark provides Managed PCI Services, offering external and internal scanning services and assisting with patch management and content filtering.

"This client has been extremely satisfied with the services from Tekmark. Aerohive's distributed control architecture has allowed us to deploy solutions rapidly and manage their restaurants efficiently," explains Matino. "The customer realizes increased ROI, not only from minimal maintenance, but Aerohive's HiveManager also creates incredible efficiency for us to manage multiple clients from a single pane of glass. Working with Aerohive will be a tremendous advantage for our retail customers as we deliver proactive monitoring and reporting services, and opens the door to bundle value-added services, such as customer analytics and loyalty programs."

Streamlined Operations and Business Focus

Tekmark has managed thousands of devices as part of its Wi-Fi Solutions. The managed services provider understands the market requirements of its customers, and knows how important a reliable wireless infrastructure is for ensuring success. Working with Aerohive, Tekmark is able to centralize management and support as more and more businesses turn to MSPs for outsourced WLAN.