

# SABMD – Medium-enterprise retail company

## Introduction

This case study of SABMD is based on a September 2020 survey of SonicWall SD-Branch customers by TechValidate, a 3rd-party research service.

“My experience with the SonicWall switches was excellent. We’ve used SonicWall since the year 2000.”  
- Wasiq Rahu, IT Director, SAMBD

## Challenges

Rahu had previously tried or evaluated 4G Cradle Point before choosing SonicWall SD-Branch.

The business challenges that led the medium enterprise retail company to evaluate and ultimately select SonicWall SD-Branch include:

- Managing remote branch offices
- Deploying networking and security at scale

## Use Case

The company deployed SonicWall SD-Branch in order to provide secure managed connectivity between HQ and remote office or branches.

They have SonicWall TZ entry-level firewalls and NS\_a\_ midrange firewalls deployed in their SD-Branch environment.

## Results

Rahu recommends the SonicWall SD-Branch solution. He rates the SonicWall SD-Branch solution 5 of 5 stars because of how easy it was to deploy and manage.

The company received the following operational benefits after deploying SonicWall SD-Branch:

- Achieved Zero-Touch deployment
- Lowered connectivity costs with distributed branches
- Increased performance over distributed network

Rahu found the most important benefits to be:

- Zero-touch deployment
- Switches and access point integration
- Centralized device and security management

He agrees that SonicWall SD-Branch helps the company keep pace with the changing network and security landscape, and provides unparalleled performance, security, and manageability.

### Company Profile

Company:  
**SABMD**

Company Size:  
**Medium Enterprise**

Industry:  
**Retail**

### About SonicWall SD-Branch

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 countless 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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