



RIATA Technologies Partners With Symantec And Ingram Micro To Create Security Business Practice

Today's internet has changed the way we do business — providing an always open, easy access environment for consumers and businesses alike. However, as the convenience of doing business increases on the web, so too does the constant threat of security breaches. While the secure content management industry is still in an emerging growth stage, a rise in highly publicized and potentially devastating viruses has caused

Because so many businesses and IT departments face these critical issues, RIATA Technologies, a solution provider in Austin, Texas, decided to create a security and managed services practice. Tommy Wald, president and CEO, turned to security software leader, Symantec, and premier technology distributor Ingram Micro to help him acquire the expertise and resources necessary to establish this new business opportunity quickly and effectively.

Business Challenge: Help businesses protect their data by creating security solutions that protect against viruses and hacker attacks.

Approach: Establish a network security practice by leveraging partnerships with leading technology companies — Symantec and Ingram Micro — to gain expertise and resources for new growth area.

Solution: As a certified Symantec Enterprise Solutions Partner and a member of Ingram Micro's VentureTech Network, RIATA Technologies creates a security practice and quickly establishes new revenues. In the past three years, RIATA Technologies has grown its security consulting business by approximately 30 to 60 percent.

research firm IDC to expect that secure content management will reach \$6.4 billion sales by 2007.¹ Attacks to systems by computer hackers are also at an all-time high, and the financial damage can be devastating to any company whose network has been targeted.

Partnerships Provide Right Tools To Establish Security Practice

Founded in 1993, RIATA Technologies caters to SMB customers, with specialties in vertical industries such as medical, financial, professional services and distribution/retail. Originally, the company focused on network infrastructure, and the business quickly grew to include IT support, web development and hosting, IT cabling, remote management and other services.

In 1997, Wald set out to create a network security practice to meet the growing need for data and network protection. Tapping into Symantec's extensive security software line gave Wald immediate access to the tools he needed to develop a deep level of secure content management expertise. Ingram Micro's technical support specialists offered invaluable assistance, responding to technical questions throughout the process.



Symantec offers client, gateway and server security solutions for virus protection, firewalls, virtual private networks, vulnerability management, intrusion detection, internet content, e-mail filtering and remote management technologies. The company also provides a broad range of content and network security software and appliance solutions to enterprises, individuals and service providers around the world, and the company's channel partner program focuses on providing enterprise partners with the expertise and resources necessary to plan, implement and manage complex security architectures for its customers.

Wald began working with Symantec's firewall software and soon migrated to other appliances and their solutions business expanded. He incorporated Symantec's NetRecon software as a non-intrusive tool to test clients' network infrastructure and to develop recommendations. "Most customers are generally surprised at their risk level once we've completed the analysis," Wald says. "Symantec offers solid products and programs that are well supported — all of which has enabled us to increase our business in the security arena."

Certification Establishes Credibility, Ensures Quality Service

Also contributing to RIATA's growth in the security arena is its reputation for quality, based on its extensive training. With more than 80 certificates, Wald believes that certification establishes immediate credibility with clients, assuring them of quality service and products.

"The competition in today's market is fierce," he adds. "There are many qualified partners, but there are also a lot of trunk slammers and kitchen-top operators. It's important to look at the backing that a reseller has from both vendors and distributors since this can affect the level of service customers receive, as well as overall product quality and availability."

As a Symantec Certified Enterprise Solutions Partner, RIATA taps into the company's vast sales and marketing resources to create new revenue opportunities while meeting the growing security needs of its clients. Additional benefits include free web-based sales training, technical support, business development support and access to Symantec's extranet for marketing materials, images and information.

Ingram Micro's VentureTech Network Offers Ideas And Programs To Develop New Practice Areas

In addition to identifying a security software partner, Wald leveraged the resources of Ingram Micro's VentureTech Network (VTN), the company's premiere SMB solution provider organization, functioning as a national network of IT consultants, servicing customers nationally, regionally and locally throughout North America. Members have extensive experience in delivering technology and e-business solutions.

While VTN provides a forum for information exchange and networking, it also supplies the necessary tools including training, marketing support, and technical assistance to help solution providers grow their business. Through VTN, Wald was able to easily develop blueprints for the new security practice area. This support enabled Wald and his team to realize growth rates of 30 to 60 percent for the past three years in its security consulting practice.

Conclusion

In today's market, solution providers are looking to grow their business and to differentiate themselves by partnering with recognized technology leaders. Relationships with companies like Symantec and Ingram Micro make a significant impact on the bottom line and help solution providers create new revenue opportunities in a tough business climate.

¹ IDC report, "Worldwide Secure Content Management Forecast Update and Competitive Vendor Shares, 2002-2007," July 2003.

² Ibid.

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