

Customer: EV-charging/gas station

Solution: Verkada

Challenge: Network design, security, access control

Business Won: \$1M + \$20K MRR

The Challenge

A fast-growing startup initially requested a massive 10-gig circuit to support a gas station with EV charging. This request sparked an architectural deep dive exploring critical needs around resiliency, network design, security, access control, and site deployment timelines—and opening a much broader project.

The Discovery Process

The technology advisor (TA) and Brinton Gundersen, Telarus Senior Solution Engineer, discovered that the startup lacked hands-on experience connecting core infrastructure components, creating an opportunity to provide design and integration guidance. Through subsequent calls, they earned the customer's trust.

The Solution

By listening and educating the customer, Brinton and the TA unlocked several ways to strengthen and enhance their network. They introduced resilient connectivity and microwave internet to support infrastructure and accelerate deployments, and added physical security components. **So far, the projects have generated more than \$1 million in one-time infrastructure costs, along with approximately \$20,000 in MRR.**

Key Takeaways

- **Collaborate with Experts:** Lean on Telarus to address complex challenges and craft tailored solutions.
- **Be the Glue:** Ensure seamless communication across the organization to build trust.
- **Communicate with Stakeholders:** This helps to align efforts and drive project success

***Did You Know?** Technology advisors have a 33% higher win rate when Telarus Sales Engineering is at their side.*

Contact your Telarus Partner Development Manager for a consultation.

[Check out the full interview here.](#)