Circuit Renewal Leads to $17K MRR

Inside the Win

CUSTOMER
Financial Services

CHALLENGE:
Network Modernization

SOLUTION:
Fortinet

TA BUSINESS WON:
$17K
MRR

The Challenge

A technology advisor (TA) was brought in to help with a circuit renewal for a financial customer. However, the customer was already working with a small, one-person MSP—leading an initial power struggle that threatened the project. The MSP needed to deliver network improvements but lacked the resources to do it on his own.

The Discovery Process

Through a series of leading questions, the TA uncovered critical gaps in the MSP's technical and operational capabilities and gradually earned his trust. They ultimately partnered, preserving the client relationship while extending the MSP's capabilities. The conversation revealed a much broader set of complex and interconnected requirements around resiliency, uptime, network performance, and security.

The Solution

With the help of Telarus, the team deployed dual circuits across seven locations along with managed SD-WAN and next-gen firewalls from Fortinet. The customer gained a simpler, more secure, and more cost-effective environment. What started as a $2,000 MRR deal grew into $17,000 MRR with more projects on the horizon.

KEY TAKEAWAYS

Partner Together
Third-party MSPs can create opportunities for partnerships and mutual growth.

Think Big Picture
Network, security, cloud, and communications decisions are interconnected; explore the bigger picture.

Show, Don't Just Tell
Customers need more than a product—they need confidence that their environment is secure, resilient, and managed,

Contact your Telarus Partner Development Manager for a consultation.

CHECK OUT THE FULL INTERVIEW HERE.

TELARUS