CUSTOMER CASE STUDY

Cywest Communications

Always-On Excellence: How Cywest Delivers 24/7 Proactive Network Management

AT A GLANCE

INDUSTRY
Managed Service Provider (MSP)

Challenges

- **Sudden Loss of Critical Vendor Support:** Lack of vendor responsiveness and assistance
- **Hardware-Dependent Solutions Driving Up Costs:** Expensive proprietary hardware requirements

Results

- **70% Cost Reduction:** Back-end costs cut by 70% through a virtual appliance approach
- **Enhanced Service Delivery with Proactive Automation:** 98% of issues flagged to clients are already being fixed; resolution in seconds instead of minutes
- **Stable Partnership Enabling Future Growth:** Direct access to Versa decision-makers, responsive support, future opportunities

When the Broadcom acquisition of VMware left Cywest and its clients in a vulnerable position, the managed service provider needed to find an SD-WAN partner that could deliver not just technology but flexibility, responsiveness, and a genuine partnership. Cywest found that partner in Versa Networks, enabling it to create innovative secure networking environments for clients in highly regulated industries like legal and healthcare, all while maintaining the premium, white-glove service that sets them apart in a crowded marketplace.

The Challenge: Finding Stability After Industry Disruption

Cywest, that has specialized in communications and cloud services since 1998, faced an unexpected crisis when Broadcom acquired VMware in late 2023. As Cyrus Nooriala, founder of Cywest, explains, “We fell victim as one of the partners of VMware during the Broadcom acquisition. Part of the services we were purchasing from VMware were the VeloCloud SD-WAN services. What transpired from there was essentially Broadcom canceling partnership agreements, taking down their reporting mechanisms for VeloCloud, and canceling all orders. We found ourselves in a position where nobody from the VeloCloud side of the house would even respond to our emails.”

The situation was critical. Cywest’s customers, primarily law firms, manufacturing companies, and medical practices with multiple offices, depended on reliable network connectivity. Without responsive support from VeloCloud, both Cywest and its clients were in vulnerable positions. The company needed to find an alternative SD-WAN platform quickly, but the search revealed significant challenges in the marketplace.

Many vendors required service providers to pay upfront and depended on costly proprietary hardware, and many had been acquired by larger corporations, raising concerns about future stability and support. Cywest needed a partner that offered both technical excellence and business flexibility.



The Solution: A Partnership Built on Flexibility and Innovation

After extensive research, Cywest selected Versa Networks for several key reasons. Versa stood out as one of only two vendors in the marketplace that hadn't been acquired, offering stability and independence. More importantly, Versa demonstrated a willingness to work collaboratively with Cywest on its unique implementation needs.

"Versa was and remains extremely motivated to work with us," Nooriala notes. "We could get to high-level people within Versa easily. They were willing to share their email addresses and communicate with us proactively. We discussed business support such as marketing initiatives, both in terms of selling and on the technical side. The willingness to collaborate set the foundation for a strong partnership."

Innovative Virtual Implementation

Rather than following the standard hardware-based deployment model, Cywest implemented Versa in an unconventional way that better served its clients and business model. The company created an on-premises solution using virtual Versa appliances running on two-host systems with live redundancy.

This approach delivered significant benefits through innovative engineering. "The implementation presented technical challenges that required creative problem-solving," Nooriala explains, "but the outcome justified the effort—we reduced back-end costs by 70%. That magnitude of cost savings, combined with improved efficiency, demonstrates the value of investing in custom solutions."

The virtual implementation not only reduced costs dramatically but also aligned with Cywest's philosophy of software-defined networking. Cywest's innovative approach also helped push Versa's virtual deployment capabilities forward.

The Cywest Difference: Premium Service Through Automation

What truly sets Cywest apart in the marketplace isn't just its technical implementation but its patented automated monitoring and response system that provides clients with an unparalleled level of proactive service.



Patented Self-Healing Technology

Since the company's inception in 1998, Cywest has developed a sophisticated monitoring system that has evolved into a self-healing platform. The system features a parsing engine that analyzes network information in real time and matches events with automated tasks that can be executed with or without approval, depending on the situation.

"Our system employs a sophisticated parsing engine that analyzes network data across communications and cloud infrastructure in real time," Nooriala describes. "The engine identifies issues and matches them with automated remediation tasks, which can execute either with approval or autonomously depending on the scenario. This automation has transformed our service delivery—where our SLAs previously guaranteed response times measured in minutes, we now achieve resolution in seconds."

The system, which earned a patent in 2022, is being enhanced with machine learning capabilities to enable heuristic decision-making based on past events. This evolution represents the culmination of technology development that began with two-way pagers in 1998 and has grown into a fully automated, AI-enhanced platform.

Real-Time Transparency for Clients

Cywest provides customers with a mobile app that offers real time visibility into their network status. The app displays a geographic map showing where events are happening and provides a direct connection to Cywest engineers when tickets need discussion. This transparency, combined with proactive problem resolution, creates a unique client experience.

"We're incredibly proactive with our clients to the point that often we're fixing problems before our clients even know that they occurred," Nooriala explains. "Ninety-eight percent of the time, we're alerting the customer of a problem, and by the time we're telling them that there's an issue, we're already working on the fix."

Serving Highly Regulated Industries

Cywest's client base consists primarily of organizations in highly regulated industries with complex compliance requirements:

- **Law Firms:** Multi-office practices requiring secure document management and communication
- **Healthcare Organizations:** Medical practices needing HIPAA compliance and reliable connectivity
- **Manufacturers:** Companies with PCI, SOC 1, and SOC 2 compliance requirements
- **Department of Defense Contractors:** Organizations requiring ITAR compliance

These clients typically have IT teams that focus on core business applications and day-to-day operations, while partnering with specialists like Cywest for advanced network infrastructure and security expertise. With limited IT budgets and multiple vendor relationships to coordinate, these organizations benefit from a unified partner who can manage the complexity and free their internal teams to focus on strategic initiatives. Cywest steps in to provide comprehensive, proactive management that relieves internal IT staff from constant firefighting.

"Their implementation of their environment can be a mix of multiple vendors that they're trying to bring together in one cohesive solution. Internal IT teams are often stretched thin managing relationships across multiple technology vendors, spending their days coordinating support calls and tracking down solutions," Nooriala notes. "This vendor management overhead—constantly pursuing responses and troubleshooting support issues—prevents them from focusing on technical projects that advance business objectives. Cywest addresses this by consolidating vendor management and delivering proactive, responsive support. Our clients' IT teams can redirect their expertise toward innovation and strategic initiatives rather than chasing down infrastructure problems."

Client Impact: The "Sleep at Night" Factor

Cywest's service delivery model creates a fundamental shift in how clients experience network management. Rather than spending time coordinating vendors and responding to issues, IT leaders gain the confidence to focus on strategic initiatives, knowing their infrastructure is continuously monitored and proactively maintained. One client captured this transformation succinctly: "I didn't go to sleep at night until Cywest became our vendor. I finally felt like I could go to bed and know that if anything happened while I was asleep, Cywest is ready and already taking care of it."

This level of satisfaction drives powerful word-of-mouth advocacy, with clients frequently referring peer organizations that have struggled with traditional vendor relationships. Many of these referral-based partnerships have lasted over 15 years, demonstrating the lasting value clients find in Cywest's proactive, responsive approach.

The Partnership Advantage: Versa and Cywest

The relationship between Cywest and Versa Networks has evolved into a true partnership that benefits both parties and, ultimately, their shared customers.

Responsive Support

Versa's support structure provides Cywest with round-the-clock responsiveness that aligns with its own service philosophy.

Future Growth

Cywest is expanding into Versa's SASE capabilities for future client implementations. As clients increasingly adopt cloud-based applications and hybrid environments spanning multiple locations—including international offices with GDPR requirements—the need for comprehensive secure networking solutions continues to grow.

The company is also pursuing government contracts that would leverage their patented automation platform. "Each client engagement drives innovation that elevates our service capabilities for everyone," Nooriala explains. "When we develop solutions for demanding environments—from government contracts to complex multi-site deployments—we integrate those learnings and refinements into our platform, ensuring our entire client base benefits from continuous advancement in both technology and service delivery."

Conclusion

The partnership between Cywest and Versa Networks demonstrates how the right technology platform, combined with innovative implementation and premium service delivery, can transform network infrastructure from a source of constant concern into a competitive advantage.

For organizations in regulated industries struggling with network reliability, support responsiveness, or the complexity of managing multiple vendors, the Cywest approach offers a compelling alternative. By combining Versa's flexible SD-WAN platform with patented automation technology and white-glove service, Cywest delivers the kind of experience that allows clients to focus on their core business rather than infrastructure problems.



When asked to describe the partnership with Versa in one word, Nooriala chose “accommodating.” It’s a fitting description for a relationship that has enabled both companies to push boundaries, serve clients better, and build something greater than either could achieve alone.

As Cywest continues to expand its service offerings and explore new markets—from secure SD-WAN to potential government contracts—the foundation built with Versa Networks positions them to deliver increasingly sophisticated solutions while maintaining the responsive, proactive service that has defined its success for more than 25 years.

“What excites me about our partnership with Versa is the platform’s ability to evolve with our clients’ needs,” Nooriala says. “Whether they’re expanding to international locations, adopting cloud applications, or pursuing new compliance requirements, Versa’s unified SASE platform gives us the flexibility to engineer solutions that support business growth. We’re not just solving today’s challenges—we’re building infrastructure that enables tomorrow’s opportunities.”

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About Versa

Versa, the global leader in unified networking and security, enables organizations to create self-protecting networks that radically simplify and automate their network and security infrastructure. Powered by AI, the VersaONE Universal SASE Platform delivers converged SSE, SD-WAN, and SD-LAN solutions that protect data and defend against cyberthreats while providing a superior digital experience. Thousands of customers globally, with hundreds of thousands of sites and millions of users, trust Versa with their mission-critical networks and security. Versa is privately held and funded by investors such as Sequoia Capital, Mayfield, and BlackRock. For more information, visit https://www.versa-networks.com and follow Versa on LinkedIn and X (Twitter) @versanetworks.

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