

Case Study

VP of Technology and Security Saves Valuable Time Sourcing Solutions that Meet IT Needs

90%

reduction in solution
research time

3

security solutions
purchased in two years

\$100K/year

investment is largest
purchase so far

Through his membership in the ViB Community, a VP of Technology and Security at a leading U.S. hotel and resort has purchased three security products in two years to strengthen its cybersecurity posture.

Overview

This large hotel and resort includes multiple restaurants, retail shops, two golf courses, a spa, an array of programs, and a large meeting and event space.

The Vice President of Technology and Security is responsible for the facility's power plants and technology, audio-visual equipment, and communications systems. As he says, "If it plugs in and lights up, I have to fix it."

He is also responsible for purchasing the products and services he needs to run the facilities' IT operations. He first learned about the ViB Community in 2021 through a direct email invitation from ViB.

"The biggest benefit I gain is time savings. This means I have more time for the many other tasks I need to accomplish every day. I can cut my solution research time by as much as 90% thanks to the ViB Community."

**Active ViB Community member
since 2021**

VP of Technology and Security

Challenges faced

One of the top goals of the facility is keeping its systems and data secure. He says the company is very security forward in its approach, especially around its customers' personal data. So, he's always looking for security services that can strengthen the facility's cybersecurity posture.

Top challenges faced include:

- High priority on securing systems and customer data
- Staffing limitations prevent 24/7 security coverage
- Challenge to find suitable security solutions quickly

"Our goal is to be more secure every day. But, with a limited staff, I can't provide 24/7/365 support for security. So, for as much visibility as we need and as large as our environment is, I need the right security products to help us keep our systems safe."

But, he says, finding the right security solutions is not always easy. To that end, the ViB Community has been a significant help. "ViB introduces me to new and fresh ideas on the best solutions in today's marketplace."

VP of Technology and Security

How the ViB Community helped

According to the VP, "ViB sends me emails once or twice a week with opportunities for potential solutions or discussions. I decide what sounds like a good fit for me. If it's something I'm interested in, I sign up right away."

"I find it convenient if something pops up in my inbox from ViB, on a topic that I'm not considering today but might need in the future. It allows me to schedule something with just a click of the button. It's easy and that way, I don't forget about it and allow it to fall off my radar, even if I get busy with other initiatives."

VP of Technology and Security

"What's more, when I've needed a specific solution, ViB has never pitched me anything that's been a waste of my time."

Solutions discovered through the ViB Community

1 - Red Canary

The first security solution purchased through the ViB Community was the Red Canary® managed detection and response (MDR) service. The timeline from the first meeting to launch was just four months.

“At the time, we were looking for a 24/7 security operations center to monitor our environment and alert us about any anomalies detected. Red Canary was a very seamless integration to our environment and a very effective partner.”

VP of Technology and Security

2 - Cloudflare

The next security solution purchased through the ViB Community was Cloudflare®, a product he bought in 2023 to gain the power of zero-trust network access. He needed a more secure way to transmit data. One of Cloudflare's firewall and DNS features added a layer of security that the facility was lacking.

“We were able to augment what we already had in our security stack with minimum impact. We didn't have to do a 'rip and replace' of technologies already in place.”

VP of Technology and Security

3 - Zero Networks

The most recent security solution he purchased through the ViB Community was Zero Networks in March 2024 for a zero-trust micro-segmentation Windows® firewall function.

The ViB Community first introduced him to the Zero Networks back in 2022. Through that initial connection, he stayed in contact with the company, and eventually purchased the product two years later in 2024.

“Two years ago, the product intrigued me, because the company does something that no one else does. But at that time it wasn't mature enough to meet our needs,” he explained.

“I stayed in touch with the company's president. And last year the product development was exactly where I needed it to be. We ran a proof of concept in early 2024 and made the purchase at \$100,000 per year in late March. It's not a small investment, but the solution is worth it.”

Benefits gained by joining the ViB Community

“The ViB Community has been a great asset for me,” he said. “Foremost, it gives me the opportunity to discover different vendors and solutions out in the marketplace that I probably would not have found on my own — so I can solve problems I have today or problems I don’t know I will have in the future.

“It gives me an easy way to connect to vendors I may be interested in so that I can explore the solution without the pressure of any type of sales pitch.

If I approach a vendor on my own, I know I’ll get a pitch and a hard sell at the end. They often get frustrated if I’m not a hot lead.

In the ViB Community, they are accepting that this is just an inquiry and may be in our multi-year plan. But now they have a warm contact in the future if I go down that road.

VP of Technology and Security

“More than once, ViB has paired me with vendors who they thought were a good fit for us. Three times their actions resulted in a purchase that may not have happened otherwise, because I probably would not have found the vendors without them.”

How the VP of Technology and Security benefited from the ViB Community:

- Access to a wide range of vendors and solutions
- No-pressure exploration of vendor solutions
- Inquiries viewed as part of long-term planning
- Effective pairing with suitable vendors, leading to successful purchases

About the ViB Community

The ViB Community is an active professional network comprised of millions of technology decision-makers and influencers from a wide range of industries, including software, cybersecurity, cloud computing, and more. ViB curates programs based on community member preferences and each member is matched with solution providers that fit their interests and needs. If you play a role in evaluating technology and services for your organization, and find it tough to stay up to date with emerging technologies, join the ViB Community today at: <https://vib.community/>