

Providing Ultra-Secure Networks and Systems for Home and Small Business Customers with the Fortinet Security Fabric and Distribution Services from Exclusive Networks



Introduction

As the CEO of WhyReboot in Miami, Florida, Bjørn Jensen loves to network. He's not only created a vast group of satisfied customers, but he's also considered a leading expert for creating commercial-grade secure networks. Well beyond the typical home setup, systems designed and supported by Bjørn's team address the unique demands required for advanced control and automation technologies in connected residential, commercial, and luxury marine environments.

"Exclusive Networks helps us focus more on customers instead of the frustrating problems we might encounter with other distributors."

BJØRN JENSEN
CEO OF WHYREBOOT

"We design custom plug-and-play network systems tailored specifically for each project and customer," says Bjørn. "We also offer advanced support that ensures our discerning clients receive end-to-end, white-glove service that includes configuration changes and updates for a full year after installation."

As the name implies, WhyReboot stands for eliminating the need to reboot or restart systems by ensuring they work flawlessly with 24/7/365 uptime. WhyReboot's end goal for every job is to find the most effective way to deliver a complete system that surpasses customer expectations at a low total cost of ownership (TCO). Given escalations in cybersecurity attacks, including ransomware and other malicious exploits, Bjørn views bullet-proof network security as a critical requirement.

"Our systems are not inexpensive, but that's because they're comprised of some of the best gear in the industry," says Bjørn. "Each component of our network has been hand-picked for reliability, security, and performance. We were using alternative

solutions, but they did not meet the security and reliability demands of our more discerning clients.”

WhyReboot’s customers include business executives, contractors, and business owners who often work from home, and small businesses that require enterprise-grade secure networks. With ransomware attacks now occurring every eleven seconds, and the average ransom exceeding \$300,000¹, organizations and high-net worth individuals cannot afford a security breach. Brute force attacks on remote desktop protocol—often used by remote workers—is a primary way attackers perpetrate ransomware attacks. Low grade and inferior networks and home automation systems are especially vulnerable to cyber threats. The global pandemic has spurred a dramatic increase in remote or hybrid work-from-home scenarios. Also, an uptick in contract workers or independent contractors in home offices that may have access into highly secure business networks. To protect sensitive information, these individuals require commercial-grade security, networks, and systems.

“Our customers demand the best and most secure systems,” Bjørn says. “When working from home or small offices, they don’t have the control over devices, policies, and settings they might have in a large organization. They’re also more susceptible to malicious attacks. That’s why we migrated away from less reliable and secure solutions and selected Fortinet as our security vendor of choice. They offer superior virtual private networks (VPNs), gateways, cloud, and network solutions, as well as software-defined wide area networks (SD-WANs). Exclusive Networks is one of Fortinet’s largest and best distributors, and they help us ensure fast and reliable delivery, support, and training for Fortinet products.”

Bjørn discovered that the Fortinet Security Fabric offers an integrated suite of network and security solutions that are ideal for WhyReboot’s customers. FortiGuard Labs provides actionable intelligence to ensure a rich set of capabilities for content, web, device, and user security solutions. The FortiGate Next Generation Firewall (NGFW) helps safeguard networks from attacks, and FortiCloud allows for

convenient and secure cloud management. FortiVPN, FortiEDR, and other Fortinet Security Fabric solutions help reduce malware and ransomware threats and ensure that home and small-business networks and endpoints are protected. Remote access and management are key requirements for WhyReboot, and the Fortinet Security Fabric does this with ease.

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“Exclusive Networks makes working with Fortinet much faster and easier,” says Bjørn. “They provide pre-sale expertise and design assistance. They’re highly responsive and easily handle last-minute changes, and provide fast drop shipments to customers. They offer outstanding product training and remove our product and delivery worries. Exclusive Networks helps us focus more on customers instead of the frustrating problems we might encounter with other distributors.”

Today, by leveraging its partnership with Exclusive Networks, WhyReboot can offer customers best-in-class Fortinet solutions, responsive support, and best-in-class services. Working with Exclusive Networks has helped Bjørn Jensen and WhyReboot service more clients while ensuring current customers are satisfied and protected.

1: [Average ransomware payouts shoot up 171% to over \\$300,000 \(tripwire.com\)](https://www.tripwire.com)