

# How SCALTEL Grew Its Business with Palo Alto Networks

## And Became a Diamond Innovator Partner

### IN SUMMARY

- Started a Palo Alto Networks partnership in the 'classic' way with NGFWs
- Partnered with Exclusive Networks to support a growth mindset
- Expanded business across Cortex platform and Cortex XDR
- Evolved to MSP and adopted Cortex XSOAR for their own SOC automation
- Achieved Diamond Innovator Partner status mid-2022
- Further growth planned through Palo Alto Networks platform

# About SCATEL

**SCATEL GmbH & Co. KG is a Managed Service Provider specialising in IT Infrastructure and Security, Digital Workplace, and Cloud. Through its 24x7 SOC and NOC services and support, customers receive a 5-star experience. Established in Allgäu in 1992, the company is a leading medium-sized business in Germany.**

## IN THE BEGINNING – SCATEL'S PALO ALTO NETWORKS JOURNEY

The team at SCATEL began their partnership with Palo Alto Networks in 2014. They started in the 'classic' way with the Next-Generation Firewall (NGFW) as their business evolved from networking partner to security partner, and so their portfolio grew.

At the outset, SCATEL was supported by an alternative distribution partner in Germany, but quickly transferred its

business to Exclusive Networks with a support and services mindset, and ambition to work more intensively on technical certification and new customer acquisition.

The Next-Generation Firewall soon became strategic to the business. Identifying an opportunity for further growth, SCATEL targeted the next level of Palo Alto Networks partner status.

# PALO ALTO NETWORKS PLATFORM EXPANSION

As it transitioned from traditional business to managed services, SCALTEL expanded its capabilities to Cortex, Palo Alto Networks' Security Operations platform that fully integrates data, analytics, and automation for the modern SOC.

This includes Cortex XDR for extended detection and response, which runs on fully integrated endpoint, network and cloud data, and Cortex XSOAR for security orchestration, automation, and response.

The SCALTEL team viewed Cortex XDR as an instant growth platform for their business. It was a logical addition for networking customers looking for endpoint protection, and it presented a fast return on investment.

The solution itself has a big advantage in the way it delivers intelligent and fast analysis, and overcomes the problem of traditional SIEM solutions, which alert to a problem but don't determine where that problem arose.

The team found it especially easy to run a proof of concept (POC). Today they show added value by running pen tests to demonstrate how the solution reacts. The findings are always very transparent; the solution does as it should. As a result, the number of Cortex XDR projects has increased, and customer feedback has been very positive.

When SCALTEL implemented Cortex XSOAR for its first SOC automation in 2022, the team realised that this could accelerate future business growth from the time saved in analysing what needs attention. Automation has been a game-changing experience.

The SCALTEL team has further developments planned for their SOC, both technical & organisational. With a 24x7 operation, the Cortex platform and level of automation it provides is key to them improving response times.

*"It's very cool that our SOC has the Cortex solution running in the background and can show exactly what's being blocked. It has so many advantages, enabling full automation and helping us to grow further and faster, adding more and more customers each week."*

**Michael Schrem, Team Leader for Design & Implementation  
at SCALTEL GmbH & Co. KG**

# PARTNERSHIP VALUE

SCATEL recognised early on that Palo Alto Networks' products function very well and the platform offers greater benefits to its customers, but those weren't the only important factors in the decision to invest in this partnership.

The SCATEL team also has tight collaboration with the Palo Alto Networks and Exclusive Networks teams. The key to success is alignment and focus on goals, and open and strong communication.

Technical and service feedback are differentiating points for them. This is especially important as SCATEL is an MSP and needs to work with a responsive team that understands their nature of business and can help to resolve customer issues. They also appreciate the support they receive for their own SOC operation.

## REACHING DIAMOND INNOVATOR PARTNER STATUS

Right at the start of their Palo Alto Networks partnership, it wasn't clear where they were aiming. But with Exclusive Networks, the SCATEL team found a new direction and have successfully grown their business.

In mid-2022, SCATEL reached Diamond Innovator Partner status with Palo Alto Networks, the highest partner status available. Today the SCATEL team demonstrates leading expertise across consulting, design, implementation, and managed services.

*"It was only possible to become a Palo Alto Networks Diamond Innovator partner with the support of Exclusive Networks. Exclusive has supported us through our entire journey, they massively helped our staff to achieve the necessary certifications. They're overall a great team who have always been on our side."*

**Robert Ihler, Managing Director at SCATEL GmbH & Co. KG**



# What's Next

SCATEL has an exciting roadmap ahead with Palo Alto Networks and Exclusive Networks. The SCATEL team recognises that the Palo Alto Networks platform offers a complete portfolio, with strong capabilities that enable customers to consolidate vendors and IT security infrastructure.

They are especially interested in the Prisma Cloud platform and look forward to supporting their customers through many more major projects.

## Ready to Grow Too?

**Discover the Exclusive Networks Palo Alto Networks Global Centre of Excellence and connect with our Palo Alto Networks specialists to start a conversation today.**

CONTACT