



A Brain in a Box

WiredIQ's high IQ edge device

Smart edge devices are increasingly important to increasingly complex enterprise LANs and WANs, and one would be hard pressed to find a smarter edge appliance (or a cooler-looking box) than the new Brain Box by WiredIQ.

Led by CEO Joe Rhem, who founded unified communications company Star2Star in the early 2000s after years working as a principal architect of wireless technologies at Computer Associates, WiredIQ provides an impressive array of managed IT and communications services all controlled from a single intelligent edge appliance, dubbed the Brain Box, which connects the customer premises to the cloud via multiple broadband points.

Presenting at the recent CVx and IT EXPO event in Fort Lauderdale, Fla., Rhem's demo of the Brain Box started with the all-important discussion of security issues.

During his years at CA and Star2Star, Rhem noted how SMBs and distributed enterprises that lacked large IT departments struggled with ever-evolving network security threats,

including compliance of PCI and HIPAA. The recent changes brought by PCI 3.0, for instance, require all types of monitoring, testing and audits that,

WiredIQ Monthly Recurring Estimates, 20-Person Office

Voice	\$200
Bandwidth	\$150
SD-WAN router, firewall, SDN	\$200
Surveillance	\$50
Burglar alarm	\$35
Light & building control	\$50
Device IT management (Apple, PC)	\$1,000
Back-up/Recovery	\$300

Source: WiredIQ

quite frankly, put lots of organizations out of compliance or at risk of being liable. The Brain Box offers a hybrid approach to managed network secu-

urity, combining the functionality of an edge device and the power of cloud. The result is template-driven security that can be managed across multiple sites, including designating authority and keeping an audit trail across distributed location – new requirements under PCI 3.0.

“Security as a service also gives you the benefit of a turnkey solution that's been pre-configured for your type of industry,” said Rhem.

From one big buzz segment to the next, the Brain Box takes the same hybrid approach to providing software-defined networking. It supports three different WAN connections – one of which can be cellular for a back-up broadband connection – allows for public, private or split tunnel VPNs and the prioritizing of traffic, while any WAN connection can be designated as a passive or active automatic failover for any other WAN connection.

Then there's telecom edge management. In addition to communications services offered by WiredIQ, such as SIP trunking and UCaaS (powered by Star2Star), the Brain Box can monitor existing phone systems. What's more, the Brain Box allows a local phone system repair company to essentially access a customer's phone system from their own facility to execute MACDs without rolling a truck, saving the end user money.

But wait, there's more. Within the appliance are also several types of backup, along with automatic failover, for a complete business continuity solution. WiredIQ's appliance also handles IP-based premises security, to deal with those alarms that used to run on the POTS line; video surveillance, so all security, across numerous locations, can be managed on one interface; and device management, for the sprawling bits of hardware. The Brain Box solution can even control lights and AC across disparate locations.

WiredIQ works exclusively through the channel, offering resellers and white labelers with a healthy pie of recurring revenue services (about \$2,300 per 20-person office) on top of device sales. Sounds pretty smart. □