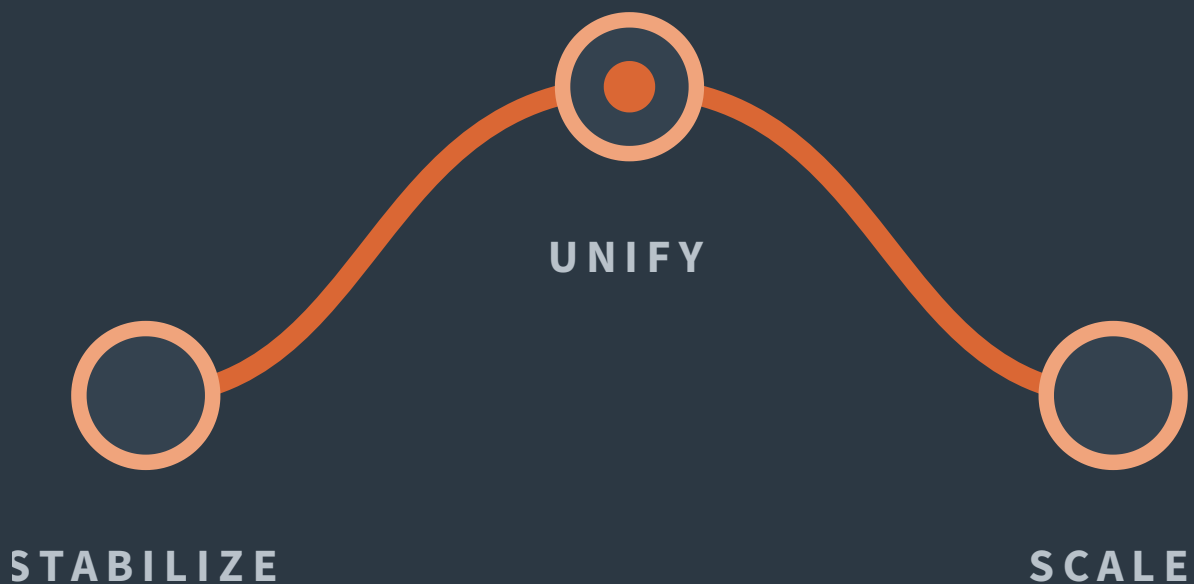


Rewire

Modernize your network without
betting the business.



For owners and operators · IT leads · CFOs · COOs

The network holding your business together was never designed for how you work now.

The WAN links, VPNs and branch connections most organizations rely on were built one site and one emergency at a time. They still work, until the day they don't. When they fail, the damage lands on revenue, customers and people in the field.

Rewire is a field guide for the leaders who have to fix that without a rip-and-replace budget or a year of downtime risk. It covers the five signals that usually show up before a costly outage, and a staged way to modernize where each step is small enough to fund on its own and pays for the next.

5

warning signals

3

stages: Stabilize, Unify,
Scale

5

industry views

\$0

rip-and-replace
required

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How to use it. Read the five signals with your team and mark which ones you recognize. Two or more is a reason to start Stage 1 this quarter.

Five signals your network is due for a rewire.

These are the connectivity patterns MALA's advisors see most often in the months before a costly outage: quiet at first, then suddenly not.

-
- 01



Branch and remote sites run on consumer-grade connections

Field offices, warehouses and remote sites get patched together with consumer broadband and personal hotspots because the "real" network never reached them.

Ask: which of our locations would lose the ability to transact if their internet link dropped today?

 - 02



One person understands how the network actually holds together

The WAN, VPN tunnels and firewall rules only make sense to the one person who configured them years ago: undocumented, and one resignation away from a crisis.

Ask: if that person were unavailable for a month, could anyone else change a firewall rule safely?

 - 03



Bandwidth is rationed, not planned

Video calls drop, backups run overnight and cloud apps lag because capacity was never sized for how the business actually uses the network today.

Ask: when did we last measure peak utilization at each site against what our cloud applications need?

 - 04



Outages are discovered by the field, not by IT

Connectivity problems get reported by frustrated employees or customers long before any monitoring system flags them.

Ask: how did we learn about our last three outages, and how long did it take?

 - 05



Every new location is a bespoke networking project

Opening a new site, store or plant means reinventing connectivity from scratch instead of following a repeatable, secure pattern.

Ask: do we have a standard design a new site can be dropped into in weeks, not months?
-

A sequencing model, not a rebuild.

Rewire lays out a staged approach to network modernization. Each step is small enough to fund on its own and pays for the step that follows it.



STEP 01

Stabilize

Shore up the most fragile link first: the WAN circuit or VPN tunnel closest to causing a costly outage this quarter.

- Inventory every circuit, tunnel and device by site
- Rank sites by business impact of an outage
- Add failover to the top one or two
- Document what exists, even roughly

STEP 02

Unify

Bring branch and remote connectivity onto one managed, monitored architecture instead of a patchwork of point solutions.

- Choose one architecture for every site
- Centralize monitoring and alerting
- Segment OT, guest and payment traffic
- Standardize a repeatable site design

STEP 03

Scale

Use the visibility and headroom that frees up to fund the next site or the next bandwidth upgrade, with no single massive capital project.

- Right-size bandwidth against measured use
- Retire overlapping circuits and contracts
- Roll the standard design to new sites
- Reinvest savings in the next stage

How the signals show up in your industry.

Manufacturing & Industrial

On the plant floor, the signal usually shows up first as OT and IT sharing one flat, unmanaged network, and a single WAN link to headquarters with no failover if it drops.

Financial & Professional Services

Branch offices connect over consumer-grade VPN clients, and traffic between locations is neither encrypted nor monitored, which becomes a compliance question.

Healthcare & Allied Health

Clinics and practices often depend on a single internet circuit for scheduling, billing and telehealth, with no redundancy if that circuit goes down.

Energy, Agriculture & Remote Operations

Field sites and remote facilities typically run on cellular or satellite links with no centralized visibility into uptime or performance.

Retail & Hospitality

Stores and venues frequently run point-of-sale and guest Wi-Fi on the same flat network, with connection quality that varies widely from location to location.

WRITTEN FOR THE WHOLE ROOM

Whoever is closest to the decision.

Owner / CEO

The business case for modernizing network connectivity without disrupting the locations you already operate.

IT Lead / Head of Technology

A framework for prioritizing which link or site to fix first, and defending that choice to the rest of the leadership team.

Finance Leader / CFO

How to fund network modernization in stages instead of asking for one large, hard-to-approve capital number.

Operations / COO

What changes day to day once every location has reliable, monitored connectivity instead of one fragile link.

Three questions for your next leadership meeting.

1

Which link would hurt most if it failed this quarter?

That's your Stage 1. Fix it before anything else.

2

Who else understands how the network holds together?

If the answer is nobody, documentation is part of Stage 1 too.

3

What would a standard design for every site look like?

That's the blueprint for Stage 2, and what makes Stage 3 affordable.

Want an outside read on your network?

Bring us one site, one renewal or one fragile link. Thirty minutes, no cost. You'll get an independent read on it and an honest answer about whether we're the right fit.

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