

## CentraComm: Securing the Present and Embracing the Future - Combining VAR and MSP IT Security Services (in the Emerging World of Cloud, SD-WAN, Big Data Analytics, and Automation)



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**CEOCFO: Ms. Child, would you tell us the idea behind CentraComm?**

**Ms. Child:** In 2001, CentraComm started as a solution to a problem; the lack of high-speed internet in northwestern Ohio. As ISPs became commoditized, the focus shifted to provide networking and IT security solutions to clients who span the globe. Today, our core focus is managing and securing high-performance networks, encompassing traditional IT/Security solutions as well as the emerging technologies of Cloud, SD-WAN, Big Data Analytics, and Automation.

**“Securing the present and embracing the future of IT security is a continuing theme that penetrates the air that we breathe at CentraComm.”- Lynn R. Child**

**CEOCFO: I see on your website that the most important service you offer is trust. Would you explain that?**

**Ms. Child:** When one thinks about our world today and the accelerating technological and security landscape, there are many challenges that affect both our professional and personal lives. The need for companies to be “cyber safe” requires the support of a trusted IT partner to help protect them from the evil doers in our society. For CentraComm to develop the reputation of a “trusted IT partner”, it requires us to protect our clients, while educating them on security events and attack avenues we’ve secured. Hackers never settle for failure, and neither does CentraComm. The dedicated team at CentraComm calls this “trust-as-a-service”, and our clients call it “good business”.

**CEOCFO: How do you determine what is most important for any given client?**

**Ms. Child:** One of the most important tools we utilize as a company is a blank sheet of paper and a listening ear. To provide exactly what our clients need, we must listen, assess their expectations, and then provide a deliverable that combines their needs with the IT security and compliance requirements of their industry. CentraComm’s vision is to “secure the future”. We encourage this through developing products and services that satisfy the current and evolving needs of our networking and security markets supported by continuing acquisition of industry certifications and continuing education opportunities for our entire team. Being a Midwestern company with a global reach is a source of pride, and our current clients value our homegrown talent and scope of experience. All of our products and services are tailored towards the needs of our clients. We determine exactly what they need by listening, understanding, and providing industry leading guidance from the inception of the relationship. Again, trust-as-a-service permeates our business philosophy and culture.

**CEO CFO: Are you offering a suite of services or what is your core offering and maybe some ancillary offerings as well?**

**Ms. Child:** CentraComm is a value-added reseller (VAR) and a managed service provider (MSP) for the IT security markets. We focus heavily on the MSP aspect of our company, supporting our trust-as-a-service corporate philosophy. By listening to our clients, partners, distributors, and the industry, the CentraComm team is constantly adding new solutions that are vital to meeting the IT security needs of our clients. Our services encompass what one would consider the traditional IT and security offerings while incorporating many of the components of current emerging technologies such as Cloud, SD-WAN, Big Data Analytics, and Automation. These services complement our ability to resell a variety of hardware, and we manage nearly all security and networking appliances within an organization: on-site, globally, and in the cloud. We also assist other VARs as they extend their security reach by augmenting their security portfolio. Having a VARs VAR service offering is a built-in testimonial to the level of expertise and high-quality security solutions that we provide. Our peers value our expertise.

**CEO CFO: How does a company know that you have a large offering and commitment?**

**Ms. Child:** In business, what others say about you matters more to your future client than what you say about yourself. I've found that as our business steadily grows, we also grow the number of CentraComm evangelists out in the tech community. Additionally, we have a strong voice through our multiple marketing programs, industry event participation, and notoriety as a certified women-owned business through WBENC. This certification allows some of the largest organizations with diversity programs to meet their internal diversity goals by doing business with us. CentraComm has earned recognition nine times as a CRN Fast Growth Company, and I was honored to be recognized as a one of the "Women of the Channel." CentraComm has been listed on the Inc5000, and we continue to be recognized in various ways by our peers. All in all, the heavens have blessed us due to the relationships that we have formed with our clients, partners, and distributors.

**CEO CFO: What is your geographic reach today?**

**Ms. Child:** We are headquartered in Findlay with a satellite office located in Columbus, Ohio. We share with clients that we have a sales and engineering footprint that covers most of the Big 10 states. The clients we serve are global; which creates a global footprint across five continents, over forty countries, and nearly all fifty states. This international capability is a deciding factor for many of our relationships as we provide international logistics and customs assistance as a value-add. We also help our clients maintain their licensing and subscriptions through a proprietary database that we created in order to track and alert our clients when expiration dates are pending. CentraComm's customers depend upon us with the largest clients being Fortune 50 entities to the businesses in the SMB market as well.

**CEO CFO: What has changed in your approach over time?**

**Ms. Child:** We have learned that IT, especially now, seems to always be evolving, growing, and going through change. Now more than ever, this seems to be a revolutionary time versus an evolutionary time. We are finding that many of our clients are making large strategic shifts by moving into the Cloud, considering replacing or augmenting MPLS with SD-WAN, harnessing Business Intelligence Data, or implementing Automation for their network and security ecosystems. Our role at CentraComm is to understand where the IT market is headed and help discern if these technologies are best suited to meet the needs of our clients. In addition, the IT security industry is also moving towards subscription-based and licensing-based services instead of large capital expenditures. The move from Cap X to Op X is one that is gaining momentum. Because of these many emerging technologies, totally new business models for VARs and MSPs are emerging. CentraComm has positioned itself to serve these newly emerging markets while continuing to be that valued IT security partner that our clients have come to trust.

**CEO CFO: How do you stay on top of the ratings of your partner companies?**

**Ms. Child:** Our relationships with partners are vital to the success of CentraComm. Staying on top of partner ratings requires us to have a laser focus upon being certified at the highest levels. IT manufacturers are vying for our commitment to their products and services, but we, as a company, know that we cannot be everything to everyone and still be successful. So, we choose our partners prudently based upon our client's needs and based upon robust industry standards. You won't find a more committed, dedicated, and educated engineering and sales organization than the one at CentraComm. As you can see, I am very proud of each and everyone one of them!

**CEO CFO: Giving back is important to your company. Why and what are areas of focus?**

**Ms. Child:** Giving back is probably one of our most valued philosophical and cultural beliefs. As President, I firmly believe the more you give back, the more you get in return that is not necessarily monetarily but in a sense of purpose and belief in our fellow human beings. Our company supports multiple non-profits such as The Findlay Hope House, Habitat for Humanity, and the United Way. We are constantly looking at ways that we, as an organization and as individuals, can give

back to the communities in which we live. This giving back helps us develop stronger bonds as a team and as active members of the community. We make a difference every day in our work and in our personal lives. It is in the air that we breathe.

**CEOCFO: Your enthusiasm for life and CentraComm comes through. Why do you enjoy it so much and find it exciting?**

**Ms. Child:** Simply put, our CentraComm team is the reason. Our company is composed of the most passionate and dedicated individuals that value our reputation as a trusted IT security partner. They are hard-working, diligent, and passionate about our calling to help our clients remain safe in the challenging world of cyberattacks. They want to protect our clients, their businesses, their digital assets and their livelihoods. Securing the present and embracing the future of IT security is a continuing theme that penetrates the air that we breathe at CentraComm. One is hard pressed to find this level of energy, empathy, and dedication everywhere. Visit us at CentraComm and you will feel the difference that deep dedication and commitment creates. In sum, why do I find going to work each and every day so invigorating? Because we have great clients, partners, and distributors. We grasp the need to be ever-changing, ever-learning, and ever-securing and that is, indeed, invigorating. As you can sense by reading this, I am very passionate about what we are doing as a company and truly believe that our CentraComm team is helping to securely protect our clients. So, onward...securing the present and embracing the future!

