

A Multi-Layered Approach

Layered Tech's scalable compliance services allow the company to serve enterprises big and small

By Bryan Ochalla

While Plano, Texas-based Layered Tech is a provider of compliance-based managed services, managed dedicated server hosting, and on-demand virtualization/cloud hosting services, it didn't start out in the compliance space.

Just five years ago, the company focused on offering its managed hosting solutions to small- to medium-sized enterprises, according to President Brad Hokamp.

Layered Tech "was more focused on selling those solutions to what I would classify as high-tech type companies and software-as-a-service (SaaS) type companies.

"We've had a lot of success in that area," he adds, "but we were starting to hear, even from SaaS companies, that they wanted and needed compliant solutions that [would] help them protect their data."

Broader Scope

In 2007, Layered Tech transitioned from selling its managed hosting solutions down-market to selling those same solutions, as well as compliance-based and cloud-based solutions, to medium- and larger-sized enterprises. The company also acquired Kansas

City, Missouri-based GSI at that time—a move that smoothed the transition.

"It was a very strategic move on our part," Hokamp says. Bringing GSI and its experience with PCI compliance into the fold "gave us the foundation we needed to start targeting more of the compliant hosting requirements that are out there."

Today, Layered Tech offers an array of products to those in the health-care industry, by way of its HIPAA Compliant Hosting solution. For the payments space, it offers its PCI Compliant Hosting solution.

"The payment card industry is kind of the linchpin,

or one of the foundation market segments, when it comes to compliant hosting," Hokamp points out.

The company's payments customers include financial institutions, fraud-protection companies, gateway and payment processors, and merchants, says Nate Brancato, senior vice president of sales for the western region. "Our value proposition is that we bring to the table not only the infrastructure and the physical security elements to enable PCI compliance, but also a complete managed solution [that covers] scans, remediation of logs and alerts, documentation of this information to enable support for the audit, and more."

The company also offers scalable compliant hosting solutions. Its website, for instance, assures that its "approach to managed services allows us to build upon our base-level monitoring capabilities with increasing 'layers' of system management depending on the degree of complexity associated with a client's IT environment."

Layered Tech also assists clients based on their size and needs.

"So much of [reviewing, addressing, and documenting logs and alerts] is beyond what some of our small- to medium-sized clients can or want to do on their own," says Brancato. And when it comes to our larger clients, many of them are looking at speed to market—that's why they come to us and why they want us to handle these things for them."

Total Package

When asked what differentiates Layered Tech and its solutions from those offered by its main competitors, Hokamp answers, "We can basically manage your compliant environment—the whole process, including the IT infrastructure elements as well as the security elements—for you."

A lot of the company's competitors "enable their clients to be compliant, but we manage the entire compliance process for them, so they don't have to do it themselves," Brancato says.

"It lets our clients focus on executing their strategies, growing their companies, and, in general, doing what they do best." **TT**

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