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John Ciarlone, Co-founder

**Company:**  
Hummingbird Networks

**Industry:**  
IT

**Website:**  
hummingbirdnetworks.com

**Location:**  
California, USA

## Hummingbird Networks' recipe for success

### SUMMARY

California-based Hummingbird Networks has a winning recipe for its business: give customers a broad choice of high-quality products that they can trust and are competitively priced, then add in a focus on creating great, long-term customer relationships. NETGEAR works closely with premium partner Hummingbird, sharing those same values: it is a win-win-win situation for Hummingbird, NETGEAR and – most importantly – end users.

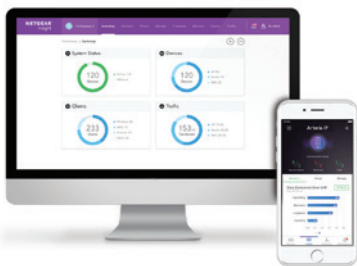
### BACKGROUND

Headquartered in Simi Valley, California, Hummingbird Networks was started by John and Jeanine Ciarlone back in 2004, selling central office equipment to telecom operators from the couple's garage. The company has developed and grown steadily since then, and today, a team of 20 offers a comprehensive portfolio of technology products, including network security, computers, printers, and network equipment. The majority of Hummingbird's customers are businesses, ranging from micro-organizations to Fortune 500 companies.

The company has a straightforward and highly successful approach: give customers the right products at the right price and fast, be easy to deal with, and be very responsive. Says John Ciarlone, "I grew up in the retail world, so I know how quickly dissatisfied customers can become and with good reason. Service matters."

### MEETING THE MARKET CHALLENGE

Hummingbird's focus on service excellence hits a sweet spot in the market. John Ciarlone continues, "People want their products and help fast, but we were hearing how so many businesses were having a hard time getting suppliers to respond to them. If there was a problem, they could not find someone to talk to them either. A lot of customers want or need some help and like the idea that they can talk to a human being, and quickly."





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Each Hummingbird customer has an account manager, and in addition, the company has put a lot of effort into making sure that the website is full of other information, such as a blog, videos, and a robust information center.

Customers also want reliable, high-performing, and feature-rich products designed for their needs and at an affordable price point. This is where the relationship with NETGEAR comes into play, as John Ciarlone explains: "Customers like that with NETGEAR they get a lot for their money, plus a great warranty and support. It's just incredible value for customers."

### SOMETHING FOR EVERYONE

"There are also a lot of choices. For instance, there is a network switch and access point for everyone. The NETGEAR portfolio also spans all kinds of customers, from a single user to an enterprise with thousands of employees, from office to home-workers, and consumers."

"One of the things we like about NETGEAR is that they are at the forefront of new products, especially in WiFi, switches, AV, and cloud services. For example, customers really like the new WiFi 6 access points and the Insight cloud portal, which makes it easy for them to manage their network equipment, even remotely."

John Ciarlone also points out that NETGEAR is a brand that customers trust. "They know the name, often because they have NETGEAR consumer products at home, and so they know that it is going to work for the business too."

### RELATIONSHIPS MATTER

John Ciarlone also calls out the relationship with NETGEAR, helping Hummingbird focus on delivering what customers need fast and effectively. "We work with 50 brands and NETGEAR stands out. They invest and believe in us, and we invest and believe in them. There's a great camaraderie between the NETGEAR team and us. We can trust NETGEAR to give us what we need when we need it, and with the right information. Customers appreciate having access to those sorts of resources through us, and it means they are more likely to stay with Hummingbird."

### FACING THE FUTURE

So, where does Hummingbird Networks see the market evolving next? Back to John Ciarlone: "Hybrid working is expected to be widely adopted, with some people returning to the workplace but with many still home-based. Security and LAN connectivity are high on the agenda. 10Gbit and multi-gig switching are two big trends we are seeing, and NETGEAR is definitely one of the highest value manufacturers out there."

As the future of the workplace continues to evolve, Hummingbird Networks is in a solid position to continue giving local businesses what they want: a tailored, fast service combined with high-performing affordable products that enable them to carry on whatever the circumstances.