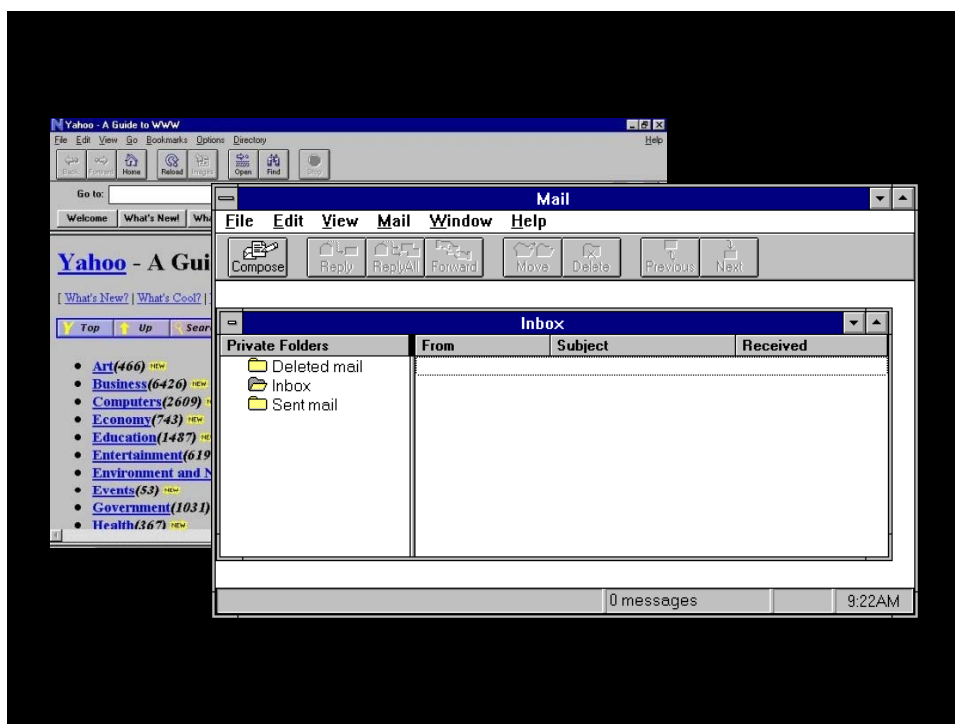


The Next-Generation Firewall

Rick Ferguson
Regional Director ANZ



1995





2011





the age of **app** and **user** enlightenment

Employees' use of
browser-based file sharing

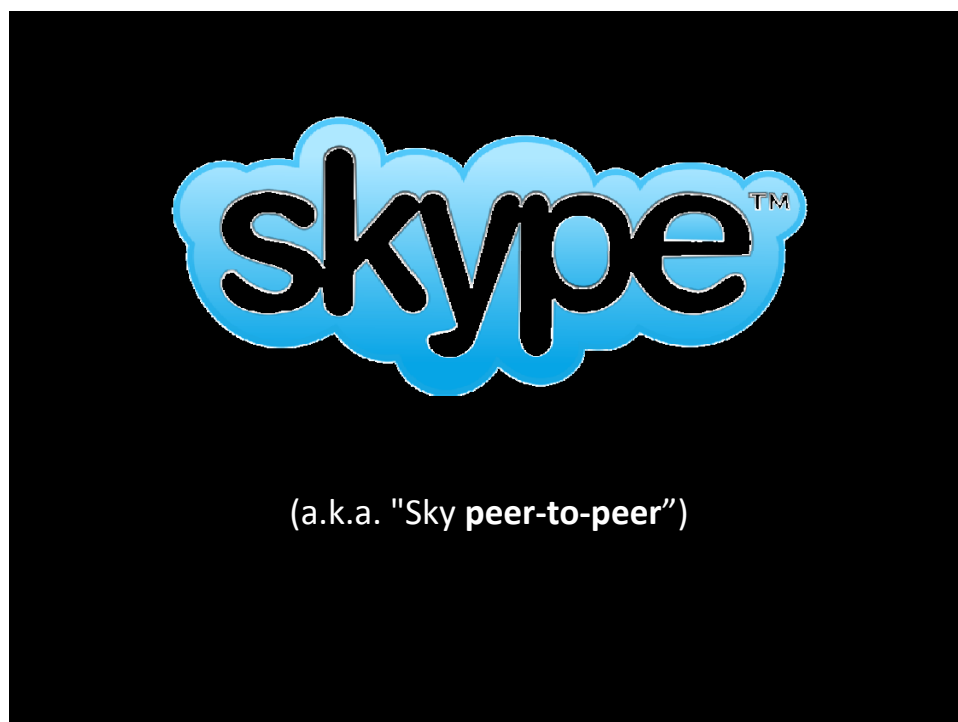
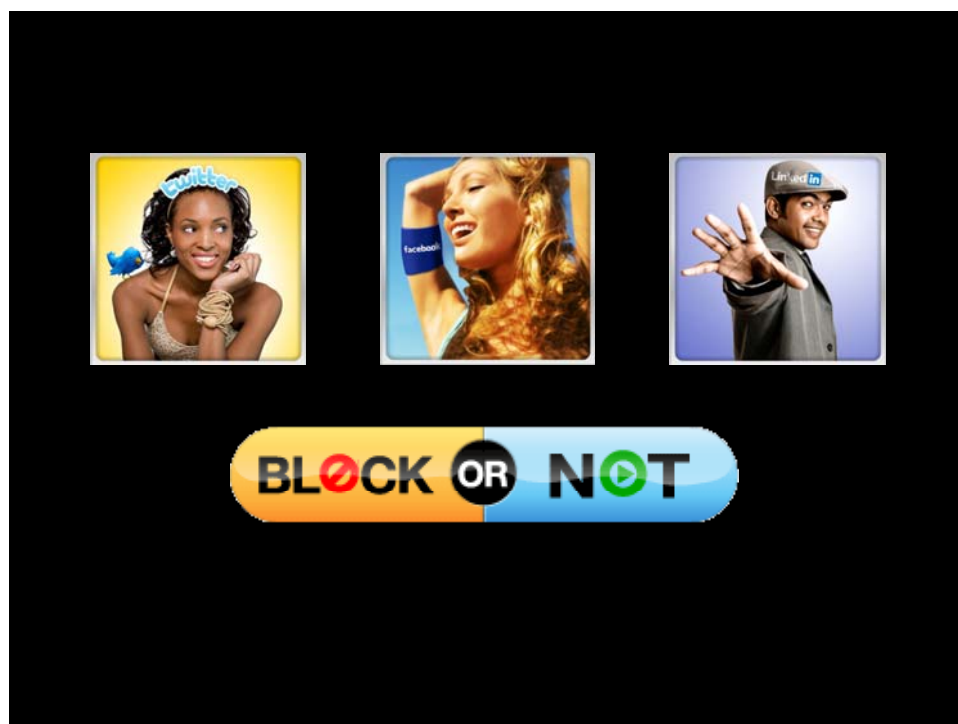
28%
2008

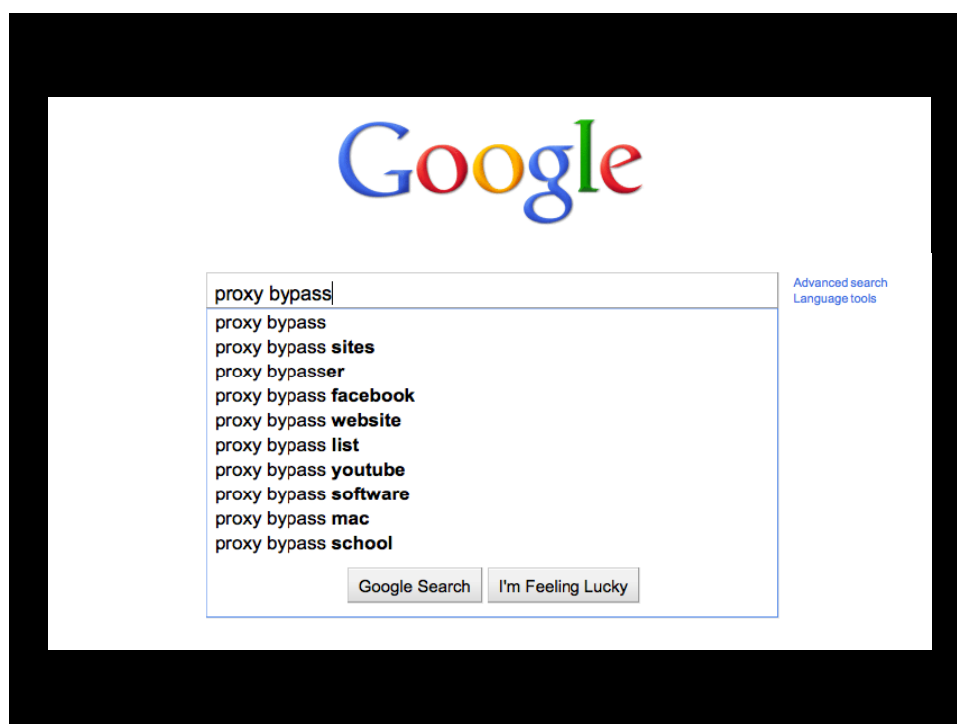
75%
2009

96%
2010



96% of businesses





15% too much



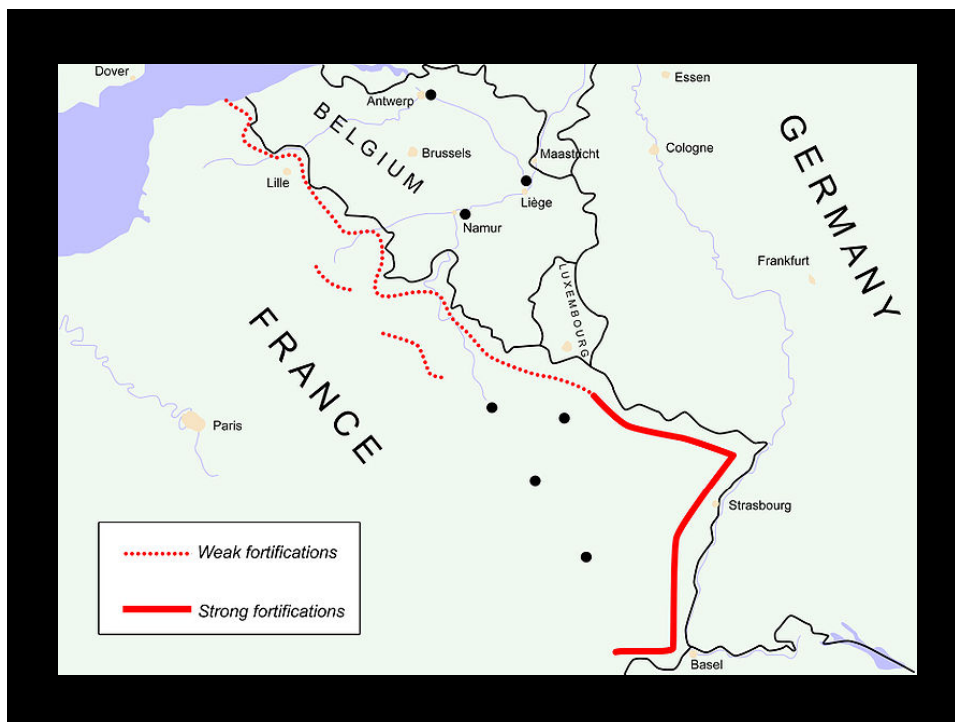
LogMeIn

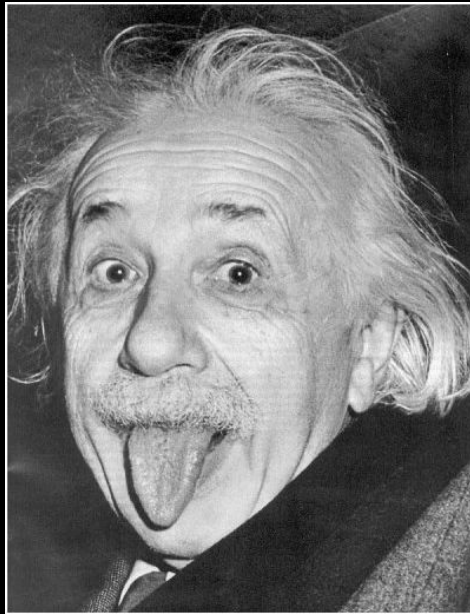
Hamachi²

the **conventional** approach

secure only web and email traffic







INSANITY
doing the same thing
over and over again and
expecting different results

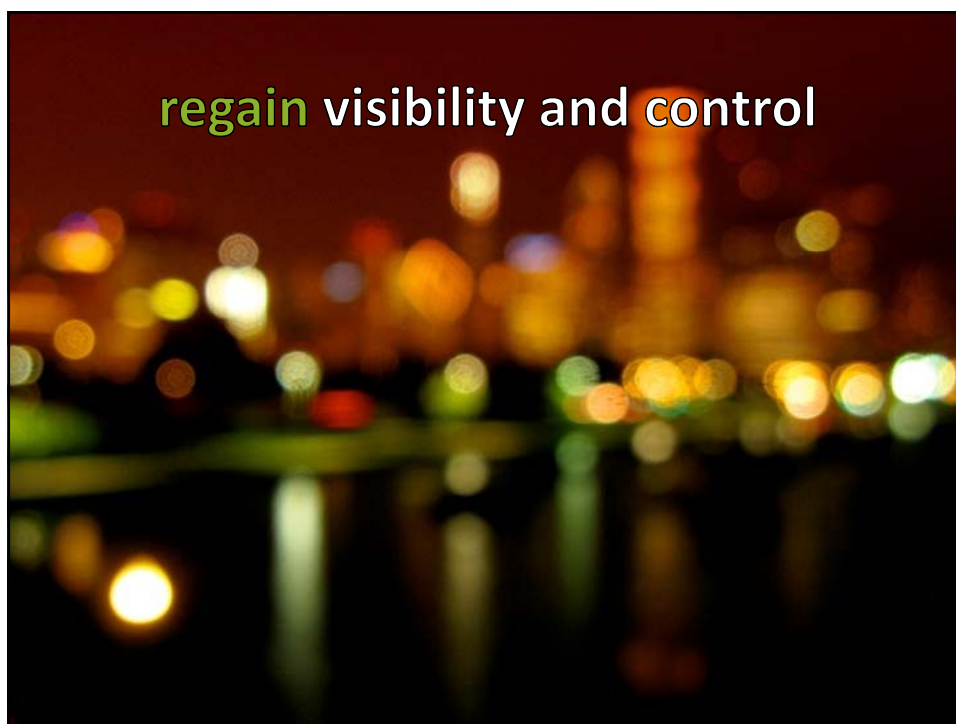
the **incumbent** response



the innovative approach



extend security to all network traffic





the next-generation firewall

A next-generation firewall extends
network security from web browsing
and email to **all** applications

NGFW != **UTM**

John Pescatore and Greg Young, Gartner



App and User ID are at the NGFW's **core**

Not on a **Blade**

NGFWs have a **single** access-control policy

Not one port-based and **another** application-based

NGFWs control **unknown** applications

A **blade** just lets them through

NGFWs control **functions** within
applications

Not just blindly allow or **block**

NGFWs scan for **ALL** threats in a single engine

No separate IPS, Anti-Malware, and DLP **blades**

NGFWs **scan** for threats and data in IM, SharePoint, Google Docs, etc.

Blades do not

NGFWs inspect inside **outbound** SSL

If it doesn't, its a pile of **junk**

NGFWs scan all **ports** all the time

A **blade** only scans default ports

NGFWs **continuously** evaluate the
connection

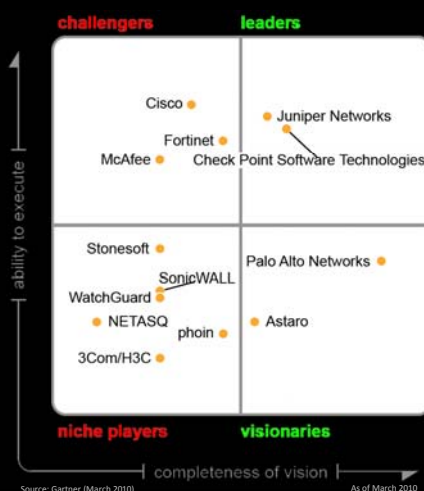
A **blade** classifies once and never again

NGFWs runs all **functions** without
slowing down

Each **blade** further reduces throughput

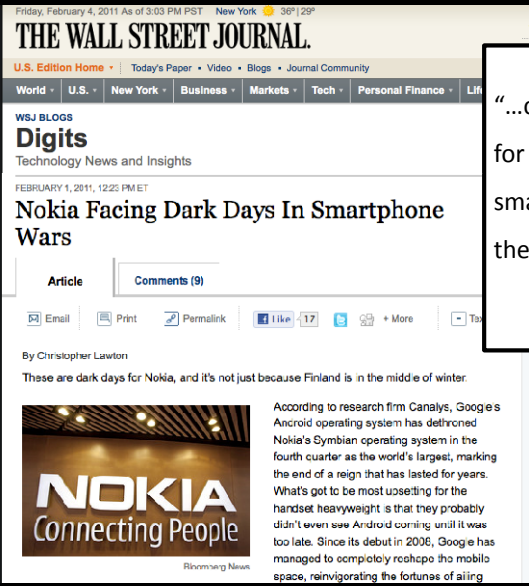
innovators vs. followers

Palo Alto Networks has the only shipping NGFW



All other vendors are confusing you with a **blade**

innovate or die



Friday, February 4, 2011 As of 3:03 PM PST New York 36° | 29°

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Nokia Facing Dark Days In Smartphone Wars

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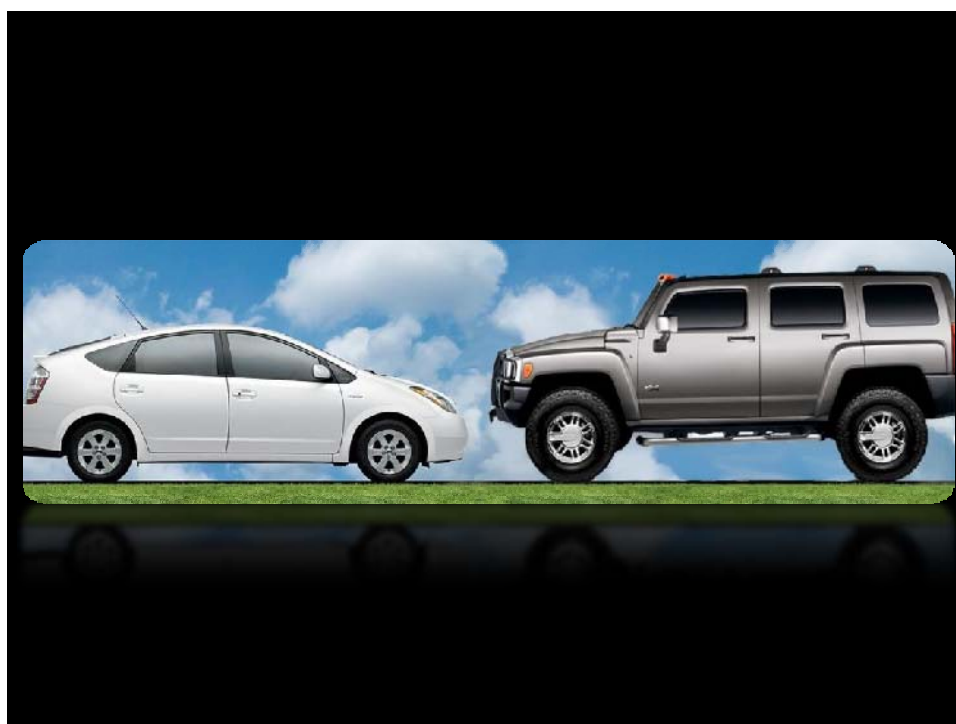
By Christopher Lawton

These are dark days for Nokia, and it's not just because Finland is in the middle of winter.

According to research firm Canalsys, Google's Android operating system has dethroned Nokia's Symbian operating system in the fourth quarter as the world's largest, marking the end of a reign that has lasted for years. What's got to be most unsettling for the handset heavyweight is that they probably didn't even see Android coming until it was too late. Since its debut in 2006, Google has managed to completely reshape the mobile space, reinvigorating the fortunes of ailing

“...consumers aren’t standing in line for hours to pick up a Symbian smartphone... no matter how hard the company tries to spruce it up.”

- The Wall Street Journal, February 2011



About Palo Alto Networks

- Shipping product since 2007
- 3,500 enterprise customers
- 340 employees
 - All R&D, North America support, and manufacturing are in Silicon Valley
 - Presence in almost all countries in the world
- Announced in November of 2010:
 - \$100M run-rate
 - Cash-flow positive
 - Plans to double in the following year

Thank You

