

NEXT-GEN UNIFIED THREAT MANAGEMENT FIREWALLS  
**PARTNER PLAYBOOK**

# BUSINESS NETWORKS ARE ALWAYS BEING THREATENED

EVERY CONNECTION IS A NEW RISK



Whenever a packet moves into or out of a network, there's risk. Risk that it's more malicious than it seems at first glance. Risk that it contains confidential information you wouldn't want to transmit. Risk that the port itself could be potentially exploited by an attacker.

## Attack vectors never disappear

While application vulnerabilities steal the headlines, open ports and services remain a hard-to-detect, easy to exploit way for attackers to get into a network.

## Policies need enforcement

From how valuable resources are used to what's allowed into a network, businesses still need an automated, elegant way to enforce their policies

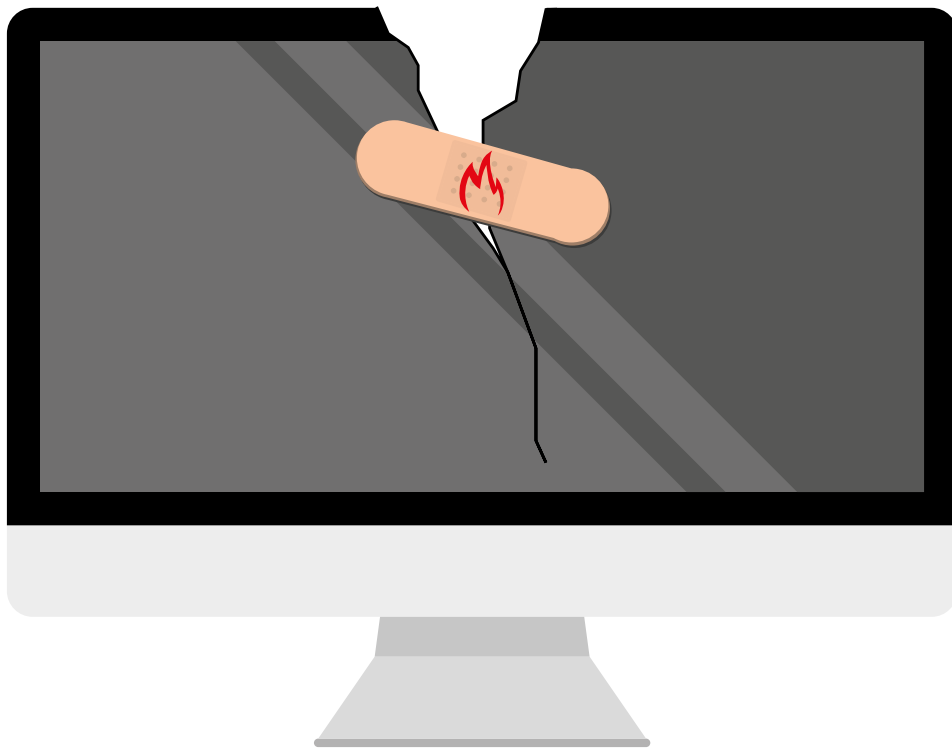
## Networks are bigger than ever

As networks become more sprawling, making cyber security manageable will always mean reducing the attack surface by restricting how ports are used.

**FIREWALLS REMAIN A KEY PILLAR OF  
GOOD CYBER SECURITY.  
BUT NOT ALL FIREWALLS ARE THE SAME.**

# CUSTOMER CHALLENGES

THE WORLD HAS CHANGED WHILE FIREWALLS HAVEN'T



## #1: TRAFFIC DEMANDS ARE INCREASING

From Software as a Service to BYOD, today's networks need to deliver more data at faster speeds. Dated firewalls just can't keep up with this increased demand, creating a new bottleneck that gets in the way of doing business. Worse, a firewall that's capable today isn't likely to be capable tomorrow.

## #2: WAYS OF WORKING HAVE CHANGED

Beyond BYOD and the influx of hard-to-govern smartphones and tablets, people are working in the cloud and using virtualised environments. A firewall needs to be tailored to these new ways of working, fitting effortlessly into the virtual world and not always being restricted to physical appliances.

## #3: ATTACKS ARE MORE SOPHISTICATED

Today's attackers don't just try to penetrate a network through an instantly suspicious port. They disguise their attacks through the ports a firewall may leave open for legitimate traffic. These can only be detected and stopped when a firewall goes further, intelligently analysing traffic to spot the signs of an attack in progress.

**67%** OF PEOPLE USE THEIR OWN DEVICES AT WORK (CBS INTERACTIVE INC.)

# WHAT YOUR CUSTOMERS WANT

AN EASY, AFFORDABLE WAY TO GET A FIREWALL THAT'S MORE EFFECTIVE



## #1: PROTECTION THAT CAN KEEP UP

Your customers don't want a firewall that lags behind the pace of change and the scale of today's network usage. They want the fastest throughput, the best performance, and a solution that can scale as their network grows over time. So however their businesses and the attacks they face may change, they can be sure their networks and data are safe.

## #2: COST-EFFECTIVE DEFENCE

Value is everything. Not just hardware costs and licensing fees, but day-to-day management and reporting. Your customers want to break free of expensive ties to their current firewall providers – but need to find a solution that guarantees real cost savings both now and in the future.

## #3: CHANGE MADE EASY

Even for customers using end of life products, the transition to a new firewall is a big decision – it's changing the most fundamental part of the security stack. So from simple implementation, configuration and monitoring to form-factor, your customers want a painless, frustration-free process.

# STORMSHIELD NETWORK SECURITY

## POWERFUL YET AFFORDABLE UNIFIED THREAT MANAGEMENT FIREWALLS

Stormshield Network Security is the next-generation of network security: not just a fast firewall with incredible throughput, but also sophisticated new features from web filtering to vulnerability management.



Crucially, there's no one-size-fits-all. Stormshield's extensive suite of modular appliances start from compact 400 Mbps throughput units and go all the way up to a blistering 130 Gbps. As a result, you can give your customers the ideal solution that strikes the balance between what their businesses need and the budgets they have available.

## STORMSHIELD NETWORK SECURITY IS

### High performance

From firewall throughput to IPS and web filtering, performance counts for everything in a world when attacks are bigger and badder than ever.

With Stormshield Network Security, your customers get the most technically capable firewalls on the market.

### Intelligent

Stormshield Network Security includes sophisticated systems for analysing traffic, filtering content, and keeping both users and data safe.

It's a way for your customers to get future-proofed defence for their networks on any scale.

### Compliant & trusted

Giving your customers independent assurance that Stormshield can perform, every Stormshield appliance OS is:

- EAL3+ certified
- EAL4+ certified
- NATO certified
- GDPR compliant

### Competitively priced

Stormshield Network Security offers the value of enterprise-grade technology at a price point that makes sense for small and medium businesses.

All supported by game-changing promotions and incentives that encourage customers to make the change.

# STORMSHIELD NETWORK SECURITY

COST-EFFECTIVE UNIFIED THREAT MANAGEMENT



Your customers need the best protection, at the best possible price, without the frustrations of a complex implementation and management. Stormshield delivers on all counts.



## #1: FIREWALL THROUGHPUT UP TO 130 GBPS

Stormshield Network Security can keep up with even the fastest, most powerful attacks on the most active, complicated networks. For enterprises, that means high-availability protection they can depend on to cope with huge demand. For everyone else, it means long-term room for growth and filtering that is always one-step-ahead of traffic.



## #2: LOW COST HARDWARE WITH LOW MANAGEMENT OVERHEADS

In many cases, switching to Stormshield is more affordable than paying to renew and licence existing hardware. Even better, Stormshield continues to create cost-savings over time with streamlined, simple management and GDPR-compliant reporting through the Stormshield Management Center.



## 3: INCENTIVES TO CHANGE

For customers that are switching to Stormshield for the first time, trading-in gives an instant discount on the cost of Stormshield's fast, effective protection. Then, the trade-up programme helps your customers constantly evolve their Stormshield solution as their businesses change and grow.

# STORMSHIELD PARTNER BENEFITS

## WHAT YOU GET BY BECOMING A STORMSHIELD PARTNER



For partners, Stormshield Network Protection is a channel that's ready to thrive – a huge opportunity to sell enterprise-grade firewalls at realistic prices in a space that's not yet saturated. To help you seize this opportunity and take Stormshield to your customers, we combine ongoing incentives with outstanding partner support.

Significant margins in an under-tapped channel	Partner incentives	Proactive support from Stormshield and Alpha Generation
<p>Stormshield is a compelling proposition for your customers – a way to maintain or even improve security while lowering costs.</p> <p>And, despite being competitively-priced, Stormshield gives you an impressive retained reseller margin when compares to competing solutions.</p>	<p>Stormshield and Alpha Generation will always be incredibly competitive against other solutions, in part through our ongoing incentives.</p> <p>You'll also be able to take advantage of attractive end-user promotions, including trade-ins, trade-ups and other time-limited promotions.</p>	<p>As a Stormshield partner with Alpha Generation, you'll get close support to grow your revenue and relationship with Stormshield, including:</p> <ul style="list-style-type: none"><li>• Channel expertise</li><li>• Deal protection</li><li>• Marketing campaigns</li><li>• Ongoing sales and technical support</li></ul>

The background is a solid green color with a pattern of semi-transparent circles of various shades of green and teal. A single, solid purple circle is positioned in the upper left quadrant.

Find out more at [www.alpha-gen.co.uk](http://www.alpha-gen.co.uk)  
or call Alpha Gen on **01777 852222**