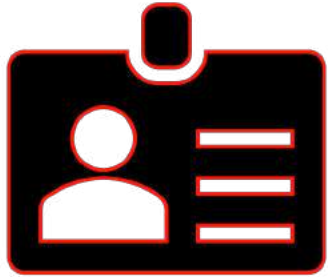


# Don't Hesitate, Automate: Streamlining Your Security with Automation

Michael Haas  
Area Sales Director  
WatchGuard Technologies



# Challenges IT Teams Face



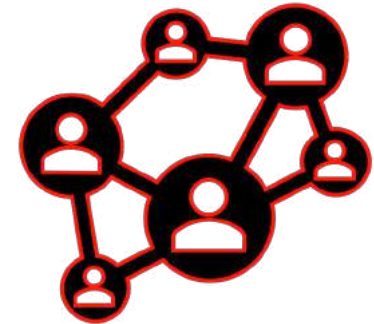
Lack of skilled security people



Inevitability of attack



Urgency to detect and respond



The new perimeter

The cyber security skills gap is here to stay...

According to the Center for Cyber Safety and Education, **unfilled cyber security jobs are expected to reach 1.8 million by 2022.**

It's not if, but when...



115,757,653

Malware Attack Frequency



Every Day

332,637



Every Hour

13,860



Every Minute

231



Every Second

4

Too slow to detect and respond...

**206 Days**

Avg. Time to Detect

**73 Days**

Avg. Time to  
remediate

Breaches that  
last under  
**200 days**  
are  
**37% less**  
**costly**

# The New Perimeter...

**92%**

of organizations  
allow remote  
workers

The average  
employee  
works

**2+ days**  
from home per  
week

**27%**

of network  
traffic will  
bypass the  
network  
perimeter by  
2021



Despite their confidence in protecting remote workers,  
**64% of IT administrators claim a remote worker  
has been the victim of a cyber attack.**



# Typical protection strategy for the midmarket

Network Firewall

Should the connection  
be allowed?

Endpoint Antivirus

Is this file safe?



## Firewalls in the new perimeter

Firewalls have been foundational to protecting endpoints and networks since the early days of the web.

- + No single security tool has more insight into and control over your security posture.
- + Modern firewalls combine many security layers onto a single device.

**As more business traffic occurs off-network, the role of the firewall must evolve to be part of a larger unified security platform.**



# The Need for a Unified Security Platform

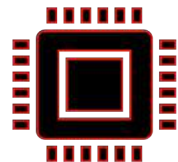
Built on a foundation of network security, a unified security platform allows for a greater degree of coordination across your people, processes, and technology, the benefit of which is stronger security and improved efficiency.



**People**

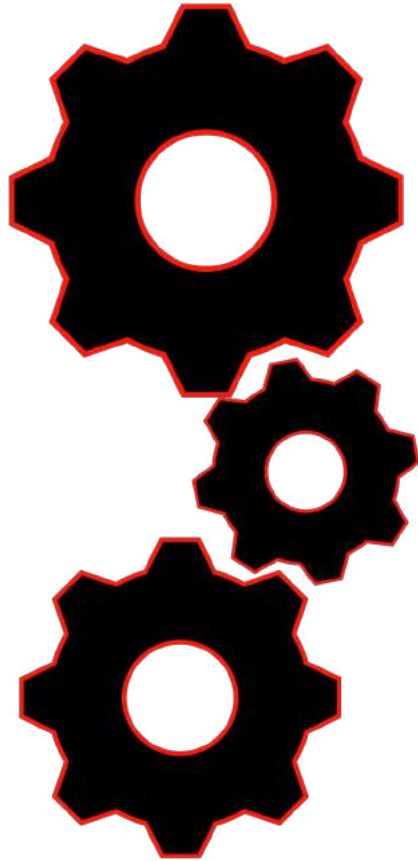


**Processes**



**Technology**

# Streamlining with Automation



Automation is key to delivering an effective unified security platform that empowers your team to do more.

Automation allows technology providers to:

- Deploy more sophisticated techniques that match up with today's sometimes complex network architectures
- Offer effective protection against the latest evasive threats
- Ease the burden on resource-strapped IT teams

**Not all automation is  
created equal...**

## Automation Levels – How can I...

“...minimize frequent, repetitive and error-prone manual tasks?”

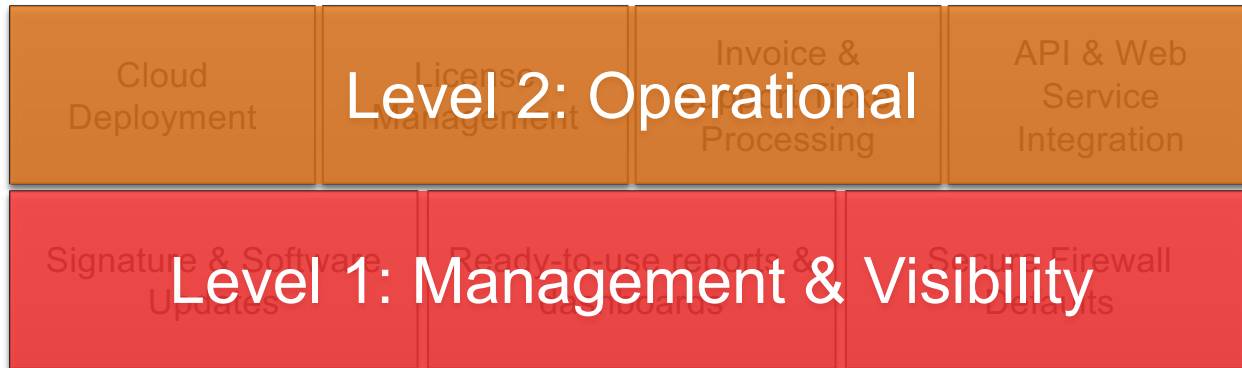
**99%**  
of network breaches  
occur because of a  
misconfigured  
firewall

Signature & Software Updates | Ready-to-use reports & dashboards | Secure Firewall Defaults

Level 1: Management & Visibility

# Automation Levels – How can I...

“...more efficiently deploy and support our security offering?”



Deployment costs  
businesses  
**thousands in  
manhours and  
travel costs every  
year**

# Automation Levels – How can I...

“...respond faster and stay up to date with the latest threat intelligence?”



Breaches that occurred on Dec 31, won't be discovered until late July, and fixed until October

<https://www.exabeam.com/wp-content/uploads/2019/07/Exabeam-SIEM-Productivity-Study.pdf>

## Automation Levels – How can I...

“...block advanced threats, without hiring a team of security experts?”



The average organization spends over **286 hours a week on false positives**

With automation businesses can  
**reduce staff hours**  
required for security management  
**by as much as 80%**  
when compared with traditional  
security solutions.



# The WatchGuard Unified Security Platform

Protect What Matters,  
Protect Your Business.



Protect your **network** from malware, malicious content, and phishing attacks.

- Firebox® UTM/firewall appliances
- Full portfolio of malware prevention security services
- ThreatSync® threat correlation and response engine
- Dimension™ centralized management and reporting



Protect your employees' **corporate identities** from theft and misuse.

- AuthPoint® Cloud-based MFA Platform
- AuthPoint mobile app (push, OTP, and QR codes)
- Mobile device DNA context based authentication
- WatchGuard Cloud® highly scalable mgmt. platform



Protect your **Wi-Fi** and the people on it from prying eyes, data theft, and malware.

- High performance in/outdoor access points
- Patented WIPS security
- Powerful customer engagement & analytics tools
- WG Wi-Fi Cloud® centralized mgmt. and reporting



Protect your **employees from malware and phishing attacks**, anywhere they go.

- DNSWatchGO DNS-level filtering
- Immediate security awareness training
- Detect and kill malware, automatically
- Isolate infected endpoints
- Sandbox suspicious files

# The WatchGuard Unified Security Platform

Protect What  
Matters,  
Protect Your  
Business.



Protect your **network** from malware, malicious content, and phishing attacks.

- Firebox® UTM/firewall appliances
- Full portfolio of malware prevention security services
- ThreatSync® threat correlation and response engine
- Dimension™ centralized management and reporting



Protect your employees' **corporate identities** from theft and misuse.

- AuthPoint® Cloud-based MFA Platform
- AuthPoint mobile app (push, OTP, and QR codes)
- Mobile device DNA context based authentication
- WatchGuard Cloud® highly scalable mgmt. platform



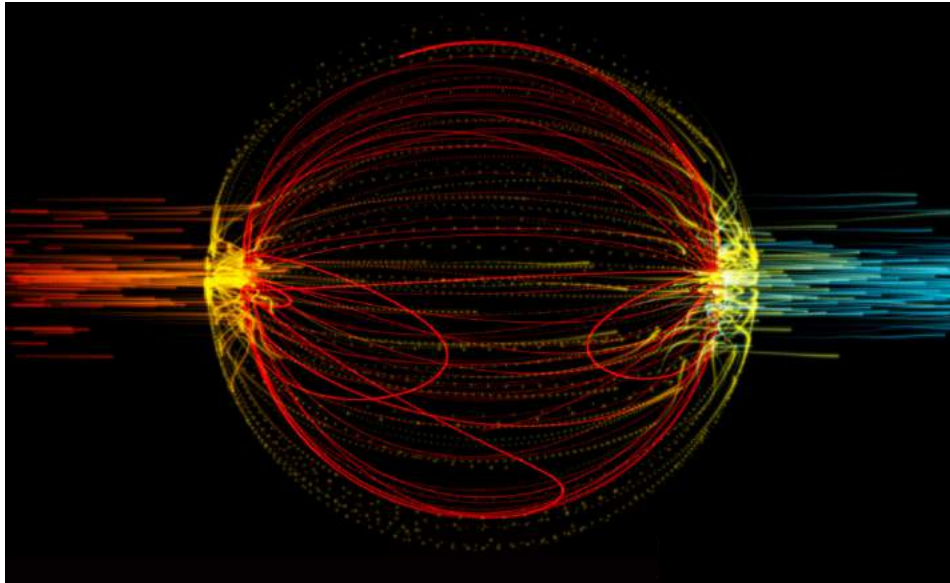
Protect your **employees from malware and phishing attacks**, anywhere they go.

Jetzt 60 Tage kostenlos verfügbar!

Email an [Michael.haas@watchguard.com](mailto:Michael.haas@watchguard.com) oder [germanysales@watchguard.com](mailto:germanysales@watchguard.com)



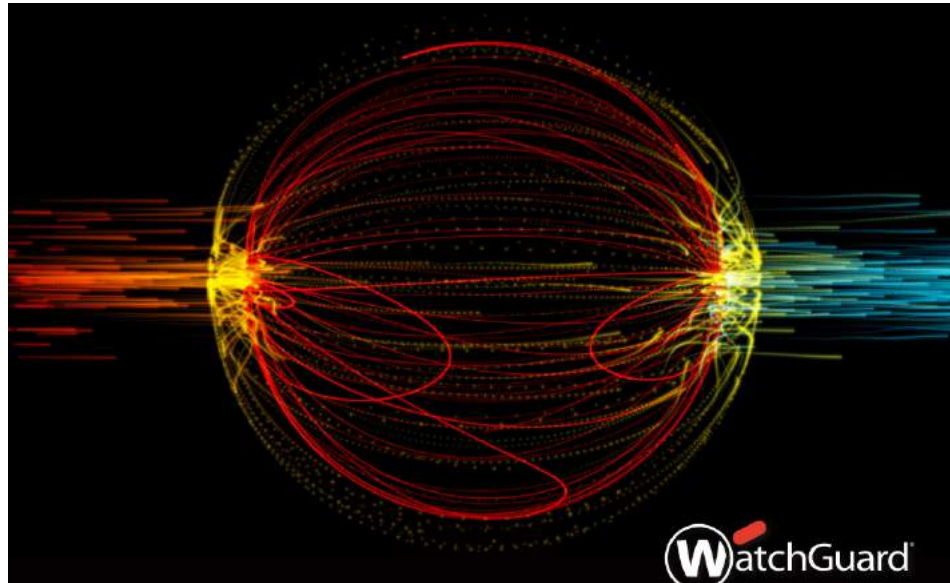
# WatchGuard Automation Core



Automation is at the heart of WatchGuard's unified security platform

The **WatchGuard Automation Core** enables significant advantages to IT teams

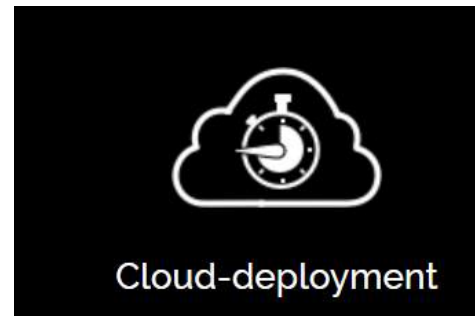
# WatchGuard Automation Core



WatchGuard Cloud



ThreatSync

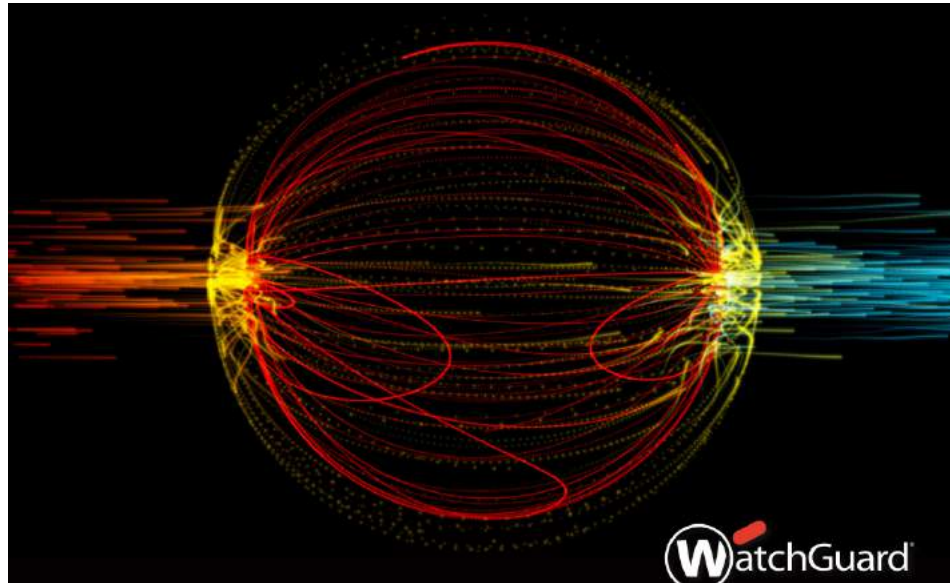


Cloud-deployment



IntelligentAV

# Benefits of the WatchGuard Automation Core



**Security efficacy**



**Extensibility**



**Higher IT staff utilization**



**Less time and money spent**



# Learn More...



eBook

WatchGuard Automation Core Savings Calculator

At the highest levels of automation, a unified security platform can operate in near-autonomy. Complete this calculator to see how much you could save!

**How much could you save with automation?**

Enter the Hourly Wage for Your IT Team: \$ 59. The average hourly wage for an IT Manager in the USA is \$59. Source: Indeed.com

**What if you could spend less time on compliance and reporting?**

How many hours a week does your IT team spend on compliance and reporting?  
Team total: 15

Time dedicated to compliance: 780 hours per year

Cost lost to compliance reporting: \$ 46,020 per year

Source: Finding the Missing Link in GDPR Compliance **FACT: The average company in Europe spends 8 hours a day on GDPR reporting alone.**

**What if you could deploy a device without ever leaving the office?**

How many firewalls do you typically deploy in a year? 100

Time lost on Deployment: 100 hours per year

How long does it take you to deploy one today? 60 min

Estimated cost of travel: \$ 26,800 per year

Cost wasted on deployment: \$ 32,700 per year

Is travel normally required?  Yes

How many devices do you deploy per location/trip? 5

**FACT: Cloud deployment saves WatchGuard customers thousands in staff hours and travel costs every year.**

Travel Cost Assumptions:

- \$400 per round-trip flight
- \$155 per night in hotel
- \$26.34 meal per item

ROI Calculator

Danke  
Und bleiben Sie gesund

Michael Haas  
+49 170 7727415  
michael.haas@watchguard.com

