What's new?

Palo Alto Networks have launched two brand new products, the PA5450 & PA400. The brand-new architectures allows partners to offer highly scalable, hi-performance Palo Alto Networks protection, at a great price point.

How do the new products work?

PA-400 Series

The PA-400 Series runs the same software as all Palo Alto Networks NGFWs. This means that we offer enterprise level security at a low price point.

The PA-400 series brings together the world's first ML-Powered Next Generation Firewall capabilities with, better performance, better scalability and simple deployment with optional Zero Touch Provisioning. Making this a fantastic option for smaller teams who need time back, from across distributed branch offices.

PA-5450 Series

The PA-5450 Series is a highly scalable architecture with a much more compact footprint. Palo Alto Networks have really listened to the customer requirements with this product, making it more flexible, scalable, and affordable than ever. It extends visibility and security to all devices, including unmanaged IoT devices, without the need to deploy additional security. This option is a very affordable option for hyperscale data centres, internet edge and campus segmentation deployments.

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Why is there a need for these new products?

- "Through 2023, 99% of firewall breaches will be caused by firewall misconfigurations, not firewall flaws." - Gartner, Technology Insight for Network Security Policy Management
- There is market opportunity size, in this MSB space, of $7bn Including $4bn of untapped market where there was no competitive offer.
- There is a $500m upsell opportunity in FY22
- By offering these new products in upsell and refresh opportunities we can expand the size of deals by up to 40%
- Opportunity to capture an approximate $1bn share of the Cisco and Checkpoint business.

Customer key questions conversation starters:

- What's the process to ensure all your security tools work together to stop threats and don't conflict?
- How's the management experience when securing cloud, branch and mobile workers? Is it seamless and with feature parity?
- There's a lot of talk about how attacks have become more sophisticated, how have you seen an impact on your team from this?
- Have you had to turn off security features (like decryption) to hit the performance your organization needs?
- Have you run into mail delivery issues from the firewall having to act as a mail gateway? Does your firewall team have the cycles to review these issues? Are you able to keep up with the customer browser extensions to monitor HTTP traffic?
- How are your security tools using automation to reduce manual and repetitive tasks?

Who are the ideal customers?

PA-400 – The ideal customers are those mid-market organisations who need enterprise security at a low price point, across multiple remote environments.

PA-5450 – This a fantastic product for those larger organisations who have large datacentres and large spread campus deployments. This option is great for net new logo and refresh opportunities.

Objection handling:

How are you different from what I'm already running?
How many different devices are you running on your network? What if you could reduce that number, the manual labour going between each system, and your attack surface?
We offer tightly integrated innovations and services on our next-generation firewall to replace disconnected tools and simplify security. Our rules are based on content, application, and user, not IPs and ports that enables you to more intuitively run and protect your business.

We really can't afford a Palo Alto Networks appliance. How do you calculate cost?
Are you just thinking about the cost of the box or do you also factor in long-term management, ease of use, and automation benefits?
Our machine learning and automated response integrated across our platform reduce so many headaches and manual tasks that most still chose us.

Next steps:

- Familiarise yourself with the KPI's on the PA-400 / PA-5450 campaign.
- Contact your resellers to get the messages out and start their promotion into their own customer base.
- or everything else relating to the PA-400 / PA-5450 campaign contact **sclark@exclusive-networks.com** or **lstewart@exclusive-networks.com**

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