

Overview

- » Most organizations realize that Internet facing applications, including email, are a significant risk for data breaches
- » PCI DSS compliance remains the largest driver, however most organizations are pursuing solutions to protect applications from threats
- » IT leaders are very aware of the need for Application Security
- » 38% of all 2014 data breaches directly tied to application vulnerabilities
- » Secure traffic growth is exploding in a rush to encrypt application data traversing Internet

Key Customer Challenges

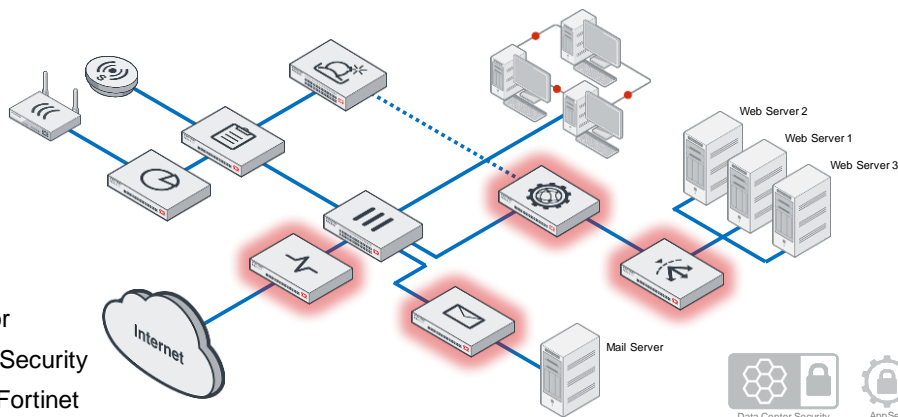
- » Protect mission-critical applications from code-based attacks
- » Protect users from email-based threats including spam, phishing and malware
- » Scale applications for capacity and expanded support of encrypted application traffic
- » Increase application reliability and performance
- » Prevent application layer DDoS service disruptions from disabling web applications

Solution Components/Features

- » **FortiMail Email Security:** FortiMail protects the network and users from spam, malware, and phishing attacks that enter through email attachments, or direct users to malicious websites.
- » **FortiWeb Web Application Firewall:** FortiWeb protects against attacks that target vulnerabilities in the web application code.
- » **FortiADC Application Delivery Controller:** FortiADC offers some application security elements such as basic WAF and IP Reputation, however it's primary role is provide high-capacity, secure traffic acceleration to protect application traffic over the Internet.
- » **FortiDDoS DDoS Attack Mitigation:** FortiDDoS sits at the front door of the data center blocking any type of DDoS threat that can bring down mission critical applications.
- » **FortiDB Database Security and Compliance:** FortiDB monitors and protects the databases behind the applications.
- » **FortiCache Web Content Caching:** Caching isn't directly related to application security, however when used with FortiGuard services, content is scanned for threats before it is sent to users.



FortiGuard



- One vendor
- Integrated Security
- Only from Fortinet

Target Opportunities/Customers

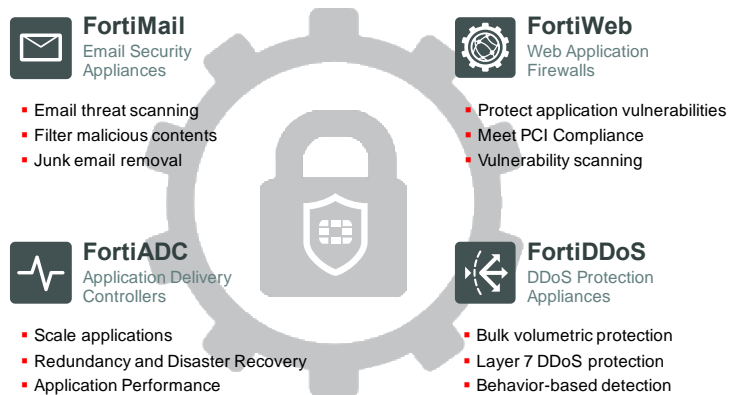
- » Mid-sized (mid-market), Enterprise, and MSPs/Carriers
- » Generally 200 or more employees (or 1,000+ "users")
- » Application user size is best barometer of need rather than number of employees; however it can be challenging to identify
- » **Verticals:** Finance, Healthcare, Education, Retail, Online Services

Decision Makers

- » Business: IT Directors+ (directors, CIOs)
- » Tech: Network Security Managers+ (managers, directors)
- » Tech: Application Architects



Application Security Products



Additional Products

FortiDB
Database security and compliance

FortiCache
Web application caching and security



Qualification Questions

- » How do you secure web-based applications?
- » How do you secure your email systems?
- » Which mission-critical applications aren't as secure as you need them to be?
- » What were the results from your last application security audit review?
- » Do you need to meet PCI DSS compliance standards?

Key Resources

- » AppSec Solution sales presentation
- » AppSec Solution scripted customer presentation
- » AppSec Solution customer video
- » AppSec Solution Guide
- » "WAF or IPS" Solution Brief
- » FortiADC solution briefs for FortiGate, FortiMail, FortiCache

Competitive Advantages

- » Only Fortinet offers a complete, end-to-end solution for application security
- » Fortinet delivers high-performance application security product across the board, with some of the fastest devices in the industry.
- » Only Fortinet is truly integrated. Our FortiGate and FortiSandbox platforms close the gaps and provide protection against advanced persistent threats.
- » Fortinet is validated by many third-party testing services, including NSS Labs.
- » Every element in Fortinet's application security solution delivers a low TOC with most products leading in value for their segments.

Competitive Comparison

COMPETITOR	SEGMENT	WAF	MAIL	ADC	DDOS	DB	INTEGRATION	
							NGFW	SBOX
Fortinet	SMB, Mid, Enterprise, Carrier	☐	☐	☐	☐	☐	☐	☐
F5	Mid, Enterprise, Carrier	☐		☐	☐	☐	☐	
A10	Mid, Enterprise, Carrier	☐		☐	☐			
Imperva	Mid, Enterprise, Carrier	☐				☐		
Arbor	Enterprise, Carrier, MSSP				☐			
Radware	Mid, Enterprise, Carrier	☐		☐	☐			
Barracuda	SMB, Mid	☐	☐	☐				
Kemp Technologies	SMB, Mid			☐				