

# **HOW-TO GUIDE FOR THE PALO ALTO NETWORKS PLATFORM**



**PROTECTION. DELIVERED.**

**Partner Marketing**  
from Palo Alto Networks

Last updated: May 2017

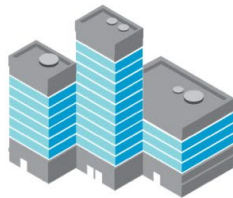
# WHAT'S THE PLATFORM OPPORTUNITY?

Security professionals have a lot on their minds.

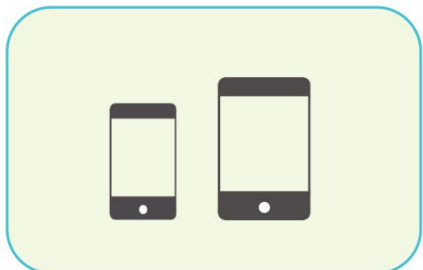
Attacks are becoming more sophisticated, automated, scalable and specialised. The attackers only have to breach the network once, and they have succeeded. Meanwhile, networks are full of point product solutions which aren't integrated, are disjointed and means the CISO can't get good visibility across the network. Patching up the network with new products is manual, complex and people intensive. For the CISO this means a lack of visibility across the network, disjointed point product solutions and people intensive, manual responses.



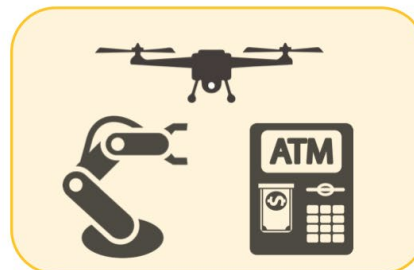
Cloud + virtualization



SaaS  
(Software as a Service)



Mobility + BYOD



Internet of Things (IoT)

## Prevention - and building immunity from attacks

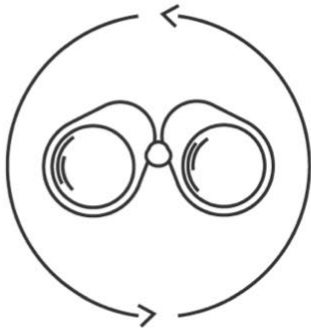
We're changing the conversation about cyber security. Now it's all about prevention.

The Palo Alto Networks Next-Generation security platform helps to protect our digital way of life with a prevention-first approach to cybersecurity. We help CISOs and their organisations reduce their exposure by using natively integrated technologies that work together across the network, cloud and end points.

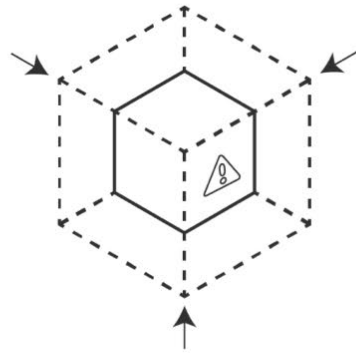
Our platform supports open communication, enables individuals to work more efficiently, shares threat intelligence and uses automation to enhance protection and provide a positive security posture.

# WHAT'S THE PLATFORM OPPORTUNITY?

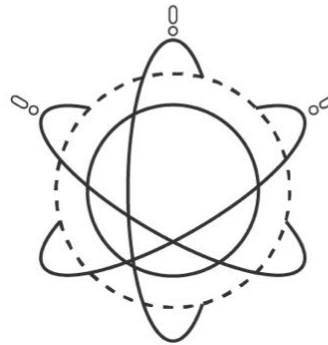
There are four key elements:



**COMPLETE  
VISIBILITY**



**REDUCE  
ATTACK  
SURFACE**

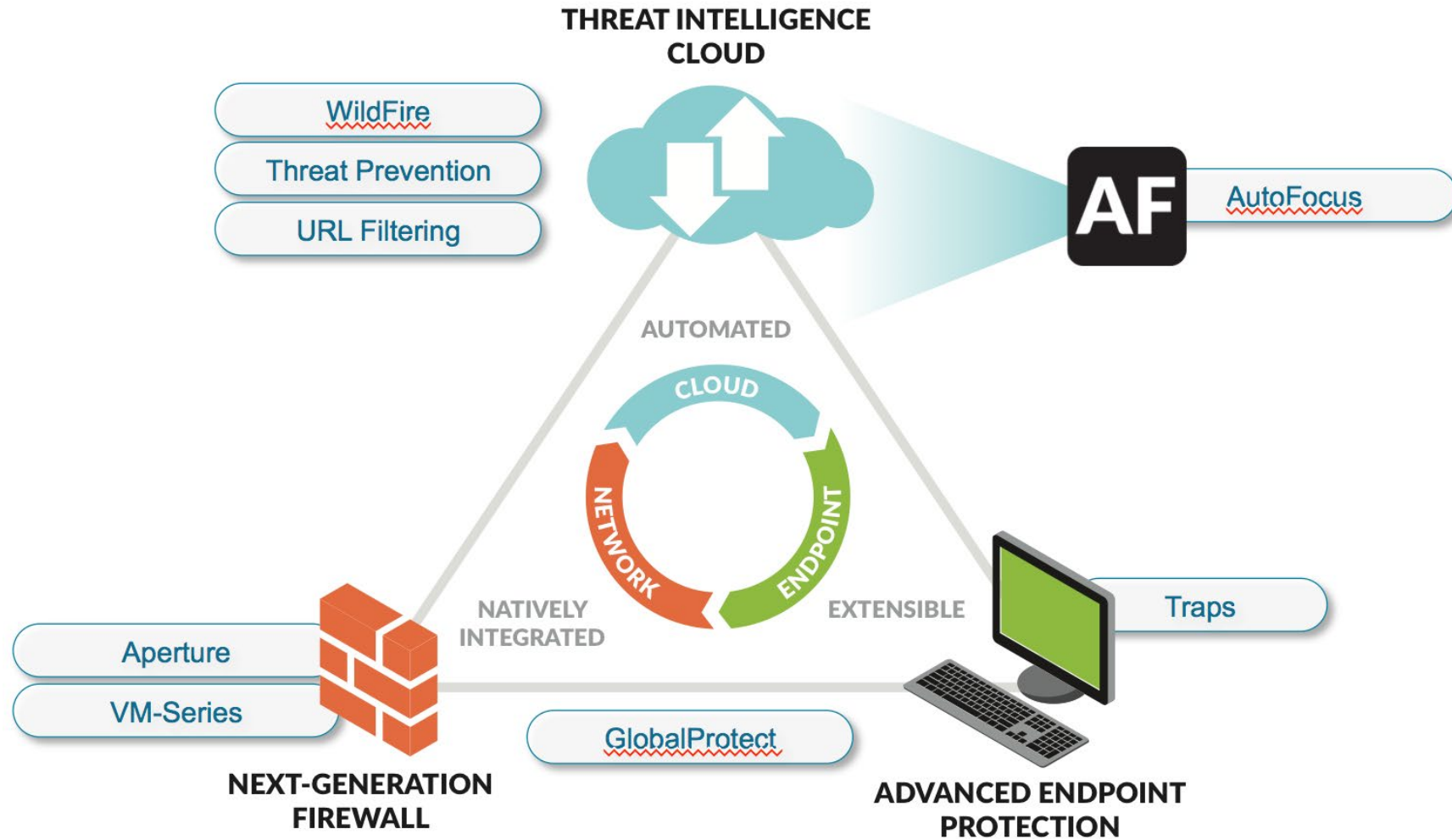


**PREVENT  
KNOWN  
THREATS**



**PREVENT  
UNKNOWN  
THREATS**

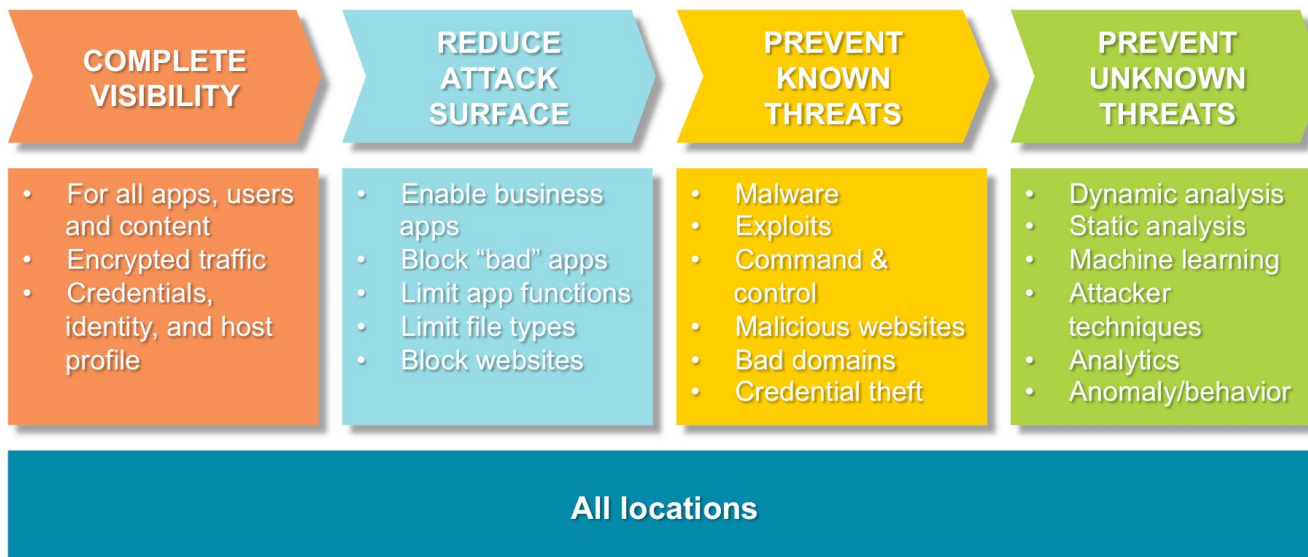
# THE PALO ALTO NETWORKS PLATFORM



# WHY SHOULD YOUR CUSTOMERS BUY THE PALO ALTO NETWORKS PLATFORM?

The Palo Alto Networks platform delivers to organisations significant new capabilities to prevent successful cyberattacks and secure high- performance network, endpoint and cloud environments. It:

- Enhances visibility, control and scale in all major clouds
- Stops evasive malware and automates protections
- Greatly increases Panorama performance and automates tasks
- Prevents automated credential theft and abuse
- Delivers high performance SSL decryption with new hardware



The end goal of security is to enable operations to flourish and keep organisations safe from cyber breaches, thereby reducing the likelihood of a successful attack. By focusing on prevention, the Palo Alto Networks Next-Generation Security Platform reduces cybersecurity risk, allowing organisations to understand their most serious threats and focus on business operations.

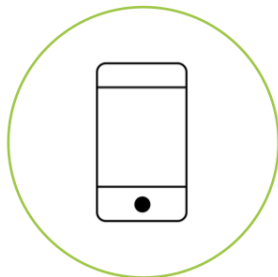
# HOW DOES THE PALO ALTO NETWORKS PLATFORM WORK FOR THE CISO?

Through our prevention-based approach, the Next-Generation security platform offers significant advantages to the alternatives on the market.

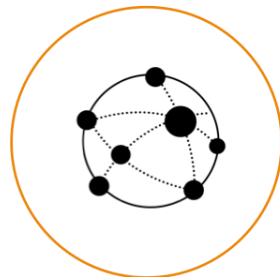
Specifically, many security teams use a collection of specialist point products. While useful to address the particular concern they were developed for, a collection of point products can dramatically increase risk by reducing visibility across the network and increasing workload and complexity through a lack of integration.

The advantages of the platform are that it is natively integrated, automated and holistic in approach. This means it provides better network visibility, saves time and reduces risk.

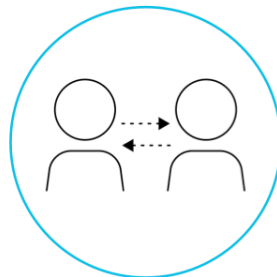
Detect and prevent threats at every point across the organization



On the mobile  
device



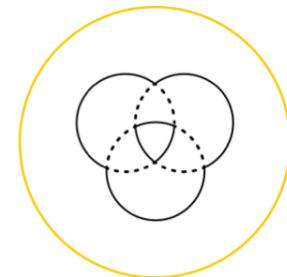
At the internet  
edge



Between employees  
and devices within  
the LAN



At the data  
center edge and  
between VMs



Within public/  
private clouds  
and SaaS

# HOW DO I RUN A CAMPAIGN ON THE PALO ALTO NETWORKS PLATFORM?

## Step 1

Check your customer database for customers that already have a Palo Alto Networks Next Generation firewall and see whether they are close to a hardware upgrade, or whether there are new elements of PAN OS 8.0 platform that you can upsell to them.

## Step 2

Using the campaign assets in this how to guide, create a campaign and run it into your database. Included in this guide are:

- copy blocks
- suggested social updates
- 2 x emails HTML available – to net new prospects and customers already with a Palo Alto Networks Next Generation Firewall
- call script
- cheat sheet
- objection handling guide
- links to many more helpful assets including updated datasheets

## Step 3

Follow up the campaign and help them to assess their current cybersecurity by running a Security Lifecycle Review (SLR).

You can find out more about running an SLR campaign here:

<https://www.paloaltonetworks.com/partners/nextwave-partner-portal/help-me-market/campaigns/campaigns/emea-security-lifecycle-review>

## Step 4

Offer solutions in partnership with Palo Alto Networks.

Speak to your Channel Business or Channel Marketing Manager if you need more help.

# DOWNLOAD YOUR CAMPAIGN ASSETS



**COPY BLOCKS**



**SUGGESTED SOCIAL  
UPDATES**



**2 X EMAIL TEMPLATES**



**CALL SCRIPT**



**CHEAT SHEET**



**PRESENTATION**

Need help?

If there's anything missing, or you need any help, please contact your local Palo Alto Networks Channel Marketing Manager, or email [nextwave@paloaltonetworks.com](mailto:nextwave@paloaltonetworks.com)



# MORE RESOURCES

Here are some links to other resources that you may find helpful:

- Download the platform guide here:  
[https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en\\_US/resources/datasheets/next-generation-security-platform](https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en_US/resources/datasheets/next-generation-security-platform)
- Download the platform datasheet here:  
[https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en\\_US/resources/datasheets/next-generation-security-platform](https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en_US/resources/datasheets/next-generation-security-platform)
- Download Greg Day's whitepaper on the value of the next generation security platform here:  
<https://www.paloaltonetworks.com/resources/techbriefs/value-of-next-generation-security-platform>
- Read the press release about the launch of PAN OS 8.0 in the EU here:  
<https://www.paloaltonetworks.com/company/press/2016/palo-alto-networks-unveils-new-wildfire-european-cloud-hosted-in-the-netherlands>  
<http://researchcenter.paloaltonetworks.com/2016/08/eu-cloud/>
- Find out more about our new hardware here:  
<https://www.paloaltonetworks.com/products/innovations/hardware>
- Palo Alto Networks branding guidelines -  
<https://www.paloaltonetworks.com/partners/nextwave-partner-portal/help-me-market>
- Everything you need to know as a partner is also available on the partner portal, here:  
<https://www.paloaltonetworks.com/partners/nextwave-partner-portal>

Need help?

Contact [nextwave@paloaltonetworks.com](mailto:nextwave@paloaltonetworks.com) or your local Channel Marketing Manager.