

Welcome on Stage!



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Channel Account
Executive



**Massimiliano
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Sales Engineer



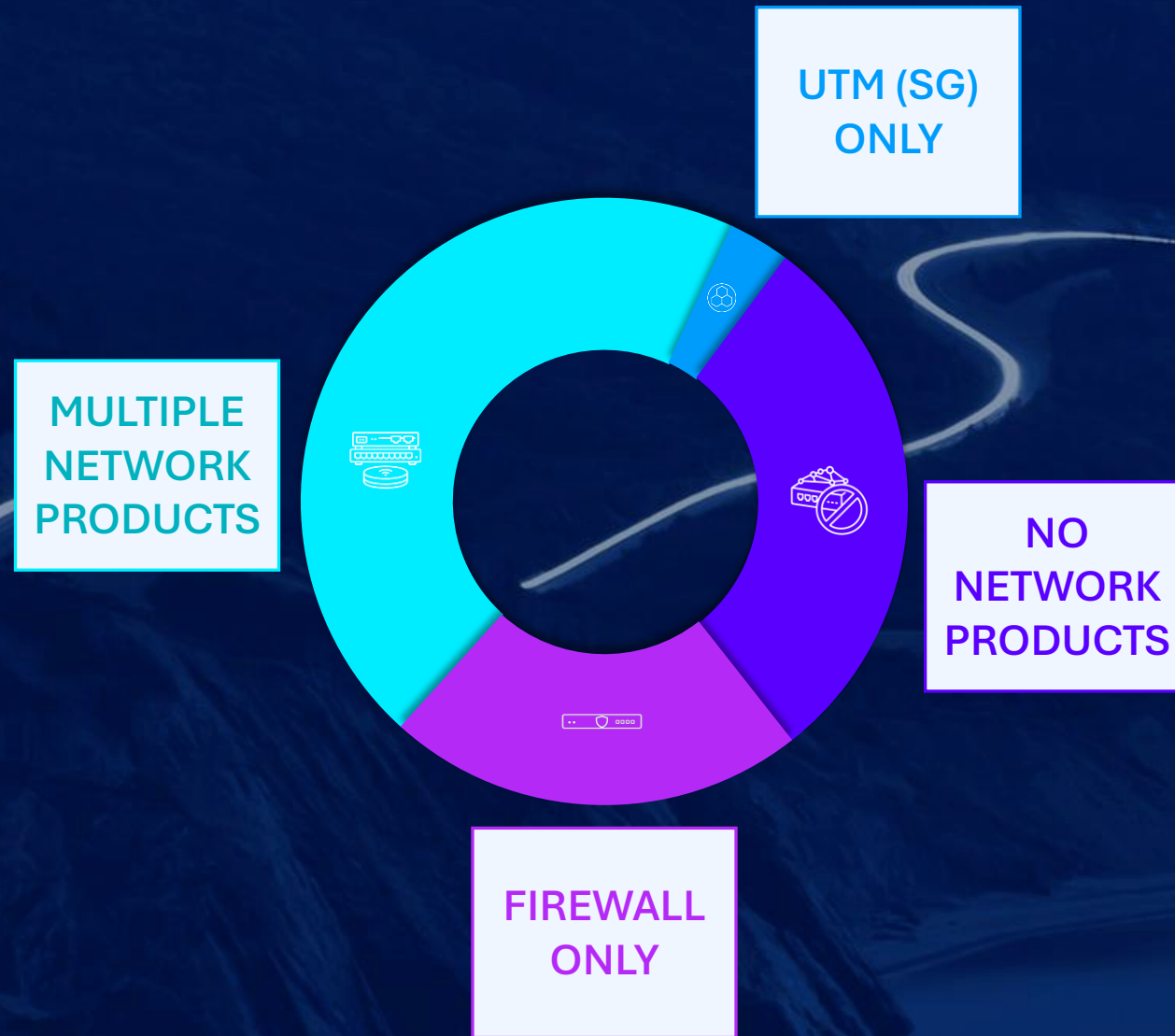
Secure by Design

The Next Generation of Firewall Protection

Milano

May 26th, 2026

Our Partners are at different places in their network journey...



But all face the same challenges...

Security

Frequent attacks on edge devices challenge your response capacity

The AI Conundrum

Visibility gaps slow AI adoption/benefits, while attackers profit

Response

Limited telemetry from point products slows mitigation

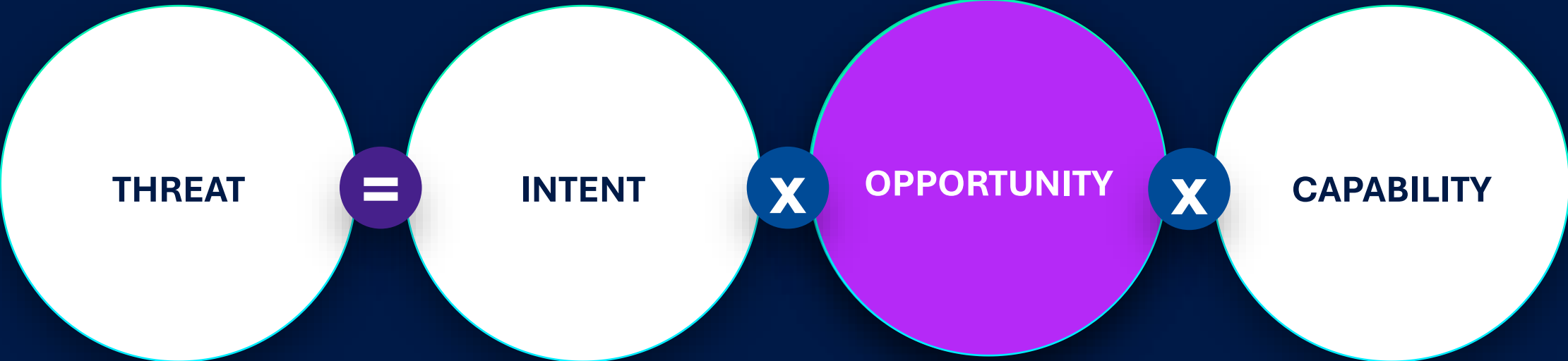
Complexity

Tool sprawl due to too many vendors, consoles, and agents

Human Intelligence is still on fire



Reduce Opportunities



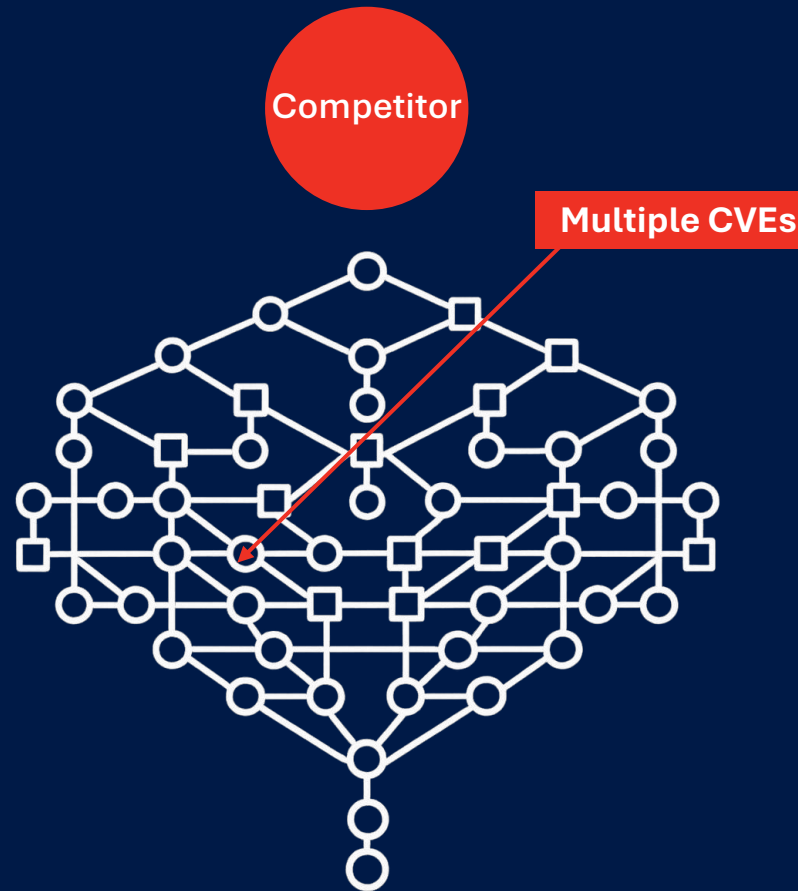
Opportunities build High Risk



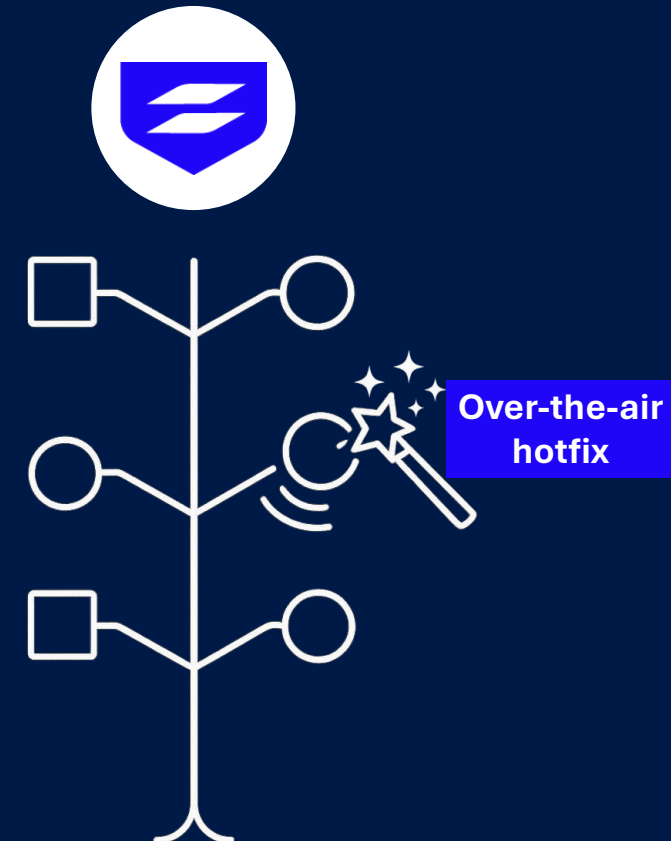
Attackers are using AI to rapidly discover vulnerabilities.

Which would you rather patch in an emergency?

Complex by Default

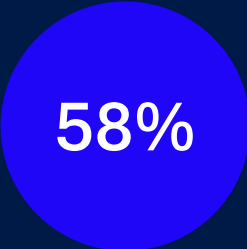


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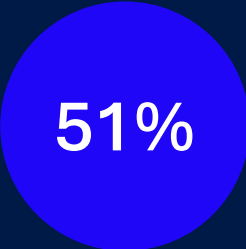


MSP Survey: Firewall Security Vulnerability - Impact on Partner

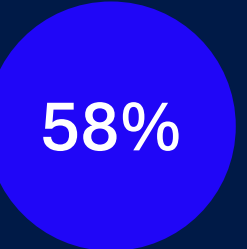
Direct
financial cost



Indirect
financial cost



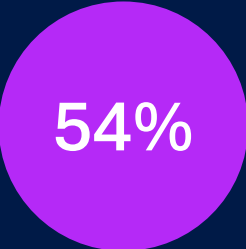
Operational
cost



Reputational
cost



Financial
benefit



Source: Sophos MSP Survey

Together, We Share the Responsibility



Secure by Design

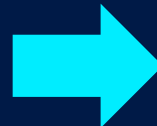
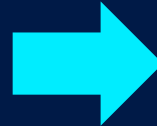
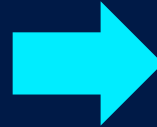
Over-the-air hotfixes, proactive monitoring, health check, securely encrypted backups and updates, etc.

Visibility and Control

Synchronized Security cross-product integration and automated response, visibility into AI usage, support for remote and hybrid working scenarios, network stack

Constantly Adding Value

Many new releases introduce new features and improved performance at no extra cost, e.g., NDR Essentials, DNS Protection, Active Threat Response



Your Benefits

Accelerated, proactive remediation with no additional overhead, monetizable health check, increased trust

Your Benefits

Cross-sell opportunities via ecosystem, chance to support customers' AI-adoption and zero-trust transitions, Workspace Protection greenfield

Your Benefits

Demonstrate customer ROI over the full lifecycle of the product, easier to position higher-value bundle and incentivize upgrades, helps with customer retention



Competitive Firewall Displacement

HW + LICENSES + SERVICES
AND REDUCE ADMIN OVERHEAD



Sell the Full Stack

INCL. WORKSPACE PROTECTION
MANAGED FROM A SINGLE CONSOLE



MDR Cross-sell

SELL MDR/EP TO FW CUSTOMERS
SELL FW TO MDR/EP CUSTOMERS

Thank You!