

# WatchGuard for Managed Service Providers

Our Security, Delivered Your Way™



# The Leading Cyber Security Platform for MSPs and Their Clients

Our mission at WatchGuard is to bring simplicity to cyber security, and that's not an easy journey when you are at the forefront of one of the most sophisticated and technologically advanced industries. It's about simplicity in how you purchase and sell our products. It's simplicity in how you deploy and manage our products. It's simplicity in how you leverage our products to build an entire MSP practice around them. Simplicity is the WatchGuard difference, and it's one of the reasons why more than 10,000 of the world's top IT solution providers choose WatchGuard.

# Where We Fit into Your Managed Services Portfolio

WatchGuard not only enables a comprehensive set of managed security services; our offerings empower your teams to do more with less. The WatchGuard Unified Security Platform consists of four product lines – each designed and developed with MSP enablement at the center of everything, while seamlessly integrating alongside your managed services stack.

## 1 Network Security

Award-winning, enterprise-grade protection for SMBs and distributed enterprises in one cost-effective, centrally managed solution.

## 2 Multi-Factor Authentication

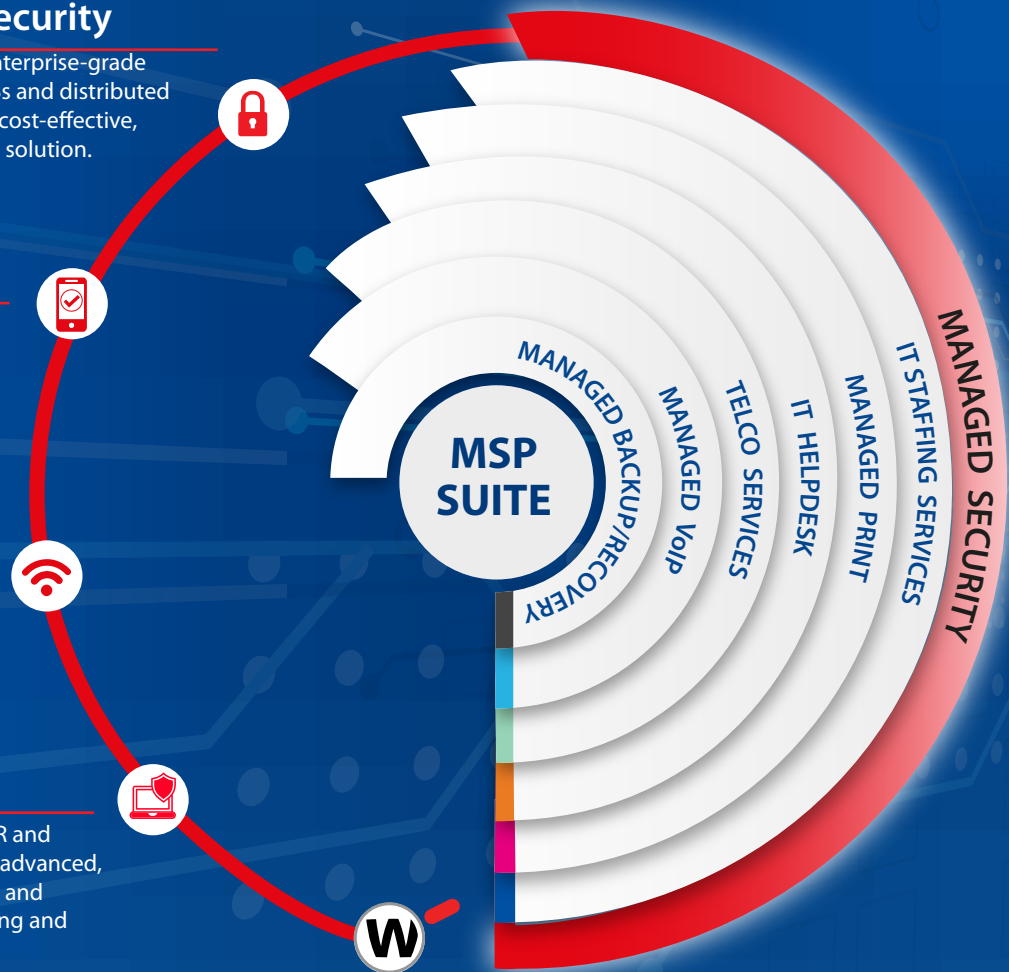
Keep imposters away from your networks and data with extended user verification that's easy to use and administer.

## 3 Secure Cloud Wi-Fi

WatchGuard's Wi-Fi solutions provide the strongest protection from malicious attacks and rogue APs using patented WIPS technology.

## 4 Endpoint Security

Advanced solutions integrating EPP, EDR and machine-learning technologies against advanced, zero day threats. Achieve full protection and control, by including encryption, patching and remote monitoring and management.





## Advanced Network Security with the Firebox

*14 unique security services in one appliance – no, that's not a typo*

We go well beyond what many would classify as Unified Threat Management (UTM) with a focus on technology that MSPs can monetize as recurring services. This includes a complete portfolio of prevention, detection, and response capabilities that extend outside the network perimeter with built-in centralized management, networking capabilities including dynamic path selection for SD-WAN implementations, risk correlation from the network to the endpoints, remote deployments, monitoring and reporting. The Firebox is an MSP's best friend, and the high value and low total cost of ownership is unlike any other offering on the market. Choose from tabletop, rackmount, and virtual appliances – whatever fits the needs of you and your clients.

## Multi-Factor Authentication with AuthPoint

*Protect your clients' identities – so easy it sells itself*

Now more than ever, employees are mobile, connecting to privileged information from various locations while using their personal devices. While good for productivity, this puts networks at greater risk of being breached. Fortunately, AuthPoint can help. Based on the trustworthiness of your clients' devices, provide anytime, anywhere access to enterprise applications with a solution that combines trusted security, a great user experience, and cost effectiveness. AuthPoint is easy to configure, uses phone-based authentication with a user-friendly application that is compatible with any iOS or Android device, and is centrally administered from WatchGuard Cloud. Quickly allocate licenses, scale as you need, and monitor and report on the health of all authentications per client and user.



## Secure Wi-Fi with Cloud-Managed APs

*Feature-rich with built-in security – go beyond what Wi-Fi can do*

Every business requires Wi-Fi, but it's about much more than just connectivity and performance in today's hyper-connected world – especially when it comes to delivering secure Wi-Fi as-a-service. Our portfolio of access points can be managed locally or through Wi-Fi Cloud for easy administration from anywhere. Our patented Wireless Intrusion Prevention System (WIPS) automatically detects threats over-the-air and shuts them down. Whether you are feeding traffic through the Firebox or not, you have rich data aggregated into visualizations to see who is connecting to your clients' Wi-Fi, the health of their devices and social and marketing analytics, in addition to pre-configured reports to demonstrate regulatory compliance.

## The WatchGuard Cloud Platform

*Configure, Manage, and Report from One Interface*

Managing security services can be complex, challenging, and at times expensive. From costly infrastructure set up for every new onboarding instance and unique policies and requirements for each customer, to maintaining compliance – delivering security services is tough. However, it doesn't have to be. With WatchGuard Cloud, you can manage, configure, and report on your security services from a single, unified interface – with no infrastructure requirements! The platform simplifies management with built-in roles, streamlined onboarding workflows, aggregated data and reports, and flexible management options. Ditch your infrastructure and move to WatchGuard Cloud to reduce costs, minimize the time you spend on operational tasks, and stand out from the competition.



## Advanced Endpoint Security

*The next generation of defense against increasingly dangerous threats*

To stay protected from cyber threats that are increasingly sophisticated and growing in number and avoid unpatched endpoints to be successfully compromised by them, devices need to be protected with a cutting-edge layered solution of endpoint protection (EPP) and endpoint detect and response (EDR) technology.

WatchGuard EPDR is an industry-leading capable of detecting known and unknown threats by monitoring and blocking any untrustable execution, thanks to its unique Zero-Trust Application Service. You also need a patch management solution to help simplify your patching processes, along with other cutting-edge technologies to help reduce the attack surface of your organization, such as remotely manage and control systems and encryption.



# Making Technology Human and Turning Functionality into Solutions

As a managed service provider, your clients are looking for solutions – not products. That's the reason they came to you in the first place. Every product WatchGuard offers includes out-of-the-box management, protection, and visibility that enables you to offer personalized service agreements per each client's requirements. These recurring revenue opportunities provide you with higher margins and increased profitability. Let us work with you to build your managed security offering.

## Initial Deployment and Configuration

The quicker you can get your clients up and running, the quicker they are protected, and the quicker you have another stream of revenue for your business. We focus on easy set-up by offering Cloud-based deployments, templated configurations, and step-by-step configuration guides to make sure all your technologies are playing together.

## Ongoing Management and Maintenance

Centrally manage all your clients, including their Firebox appliances, access points, AuthPoint and Endpoint Security, including vulnerability assessment and patch management. Whether it's policy management, software and firmware upgrades, or a response to a client's concern, we focus on automation and reducing the number of actions you need to take to keep your security ahead of the latest threats.

## Risk Mitigation and Security Awareness

Much of WatchGuard's technology is centered around preventing cyber attacks in the first place, including advanced and unknown malware. This comes from a layered approach to security, and something that only strengthens with the implementation of all four product lines – creating a truly powerful defense from all angles. Beyond technology, we provide in-product cyber security education that can be used to bring awareness to your clients and their users about best practices – a growing managed service to further minimize risk.

## Managed Detection and Response

In the case of an attack penetrating beyond the preventative security layers, you can provide a managed detection and response service where you hunt, analyze, and respond to threats in near real time. Security services like WatchGuard's Threat Detection and Response, WatchGuard EPDR, and Secure Wi-Fi WIPS are here to shut the attacks down. With powerful correlation engines and rapid response times, you are notified when threats are detected, while policies can be configured to automate remediation per severity level. Our managed detection and response capabilities are effective and easy for you to deliver as a value-added service.

## Monitoring and Reporting

A major enabler for MSPs is the ability to take all the data transferred over the network and across devices, and then deliver actionable insights that can improve or confirm the overall cybersecurity health of a business. Our visibility tools aggregate your clients' data and deliver it in stunning visualizations – including everything from executive summaries to detailed log files that demonstrate security, performance, and the effectiveness of your services. Monitor in near real time, and schedule automated reports that can be customized and sent to clients on an ongoing basis. We are here to help you bring clarity and recognition to the value you provide.





## The Deepest Integrations with the Platforms You Use

Our strategic partnerships and integrations simplify your overall operations and open doors to new business opportunities. WatchGuard's Technology Alliance Program, which can be leveraged at no additional cost, delivers over 150 powerful integrations with many of the leading IT products and services, addressing a wide range of use cases.

### PSAs and RMMs – They Are Our Best Friends, Too

We have partnered with the leading Professional Service Automation (PSA) and Remote Monitoring Management (RMM) providers to deliver out-of-the-box integrations that can be configured in minutes. These integrations include service ticketing automation, synchronization of asset information between platforms, automated reports derived from WatchGuard data, the ability to push configuration changes and monitor security events using standard SNMP and Syslog protocols.

### Interoperability Across Your Applications

We also constantly develop tight integrations with leading Cloud applications, security information event management (SIEM), authentication providers, Cloud access security brokers (CASB), vulnerability assessments, SD-WAN services, VoIP providers, and much more. These integrations increase the interoperability in

both in your IT stack and your clients' environments, extending stronger security, simplifying deployments, and streamlining ongoing management across applications. Create a portfolio offering that extends across multiple IT categories, and then deliver it as one tightly integrated managed service offering.



# Our Channel Program Is Everything You Need to Win

Our WatchGuardONE Channel Partner Program is second to none when it comes to your profitability, flexibility, and of course, simplicity. WatchGuardONE is designed for managed service providers, with requirements and benefits built around your investment and knowledge in WatchGuard and the products and services you offer.

## Flexible Pricing Options

No matter how you deliver your service agreements to clients, including weighted up-front or evenly distributed across a recurring billing cycle, we provide flexible options for you to purchase products and services through WatchGuard FlexPay to best fit your business model. This includes fixed term pre-pay, fixed-term pay-as-you-go and zero commitment pay-as-you-go\*.

*\*not available in all markets*

## Expert Technical and Account Support

Year-after-year WatchGuard is recognized for the overall channel support we provide to our partner community, including the technical knowledge and responsiveness from our 24x7 in-house team, to the breadth of sales and marketing individuals we assign to your account. We work alongside you to build plans, find opportunities, close deals, and keep your clients happy.

## Aggressive Incentives to Drive Business

Receive upfront discounts, back-end rebates, and tiered deal registration – enabling you to always offer the most competitive and most profitable price points. Leverage generous MDF and Co-Op marketing funds to build your brand, generate leads, and nurture your existing clients. The more you invest in us, the more we will invest in you.

## Sales and Marketing Resources

Access the WatchGuard Partner Portal to gain insight into your business, download plug-and-play marketing campaigns, engage with other solution providers, manage renewals, enroll in live and on-demand trainings, and automate business processes across your sales and marketing initiatives. We truly provide a one-stop shop in managing your relationship with WatchGuard.



*\*Monthly pricing is currently not available for Secure Wi-Fi product line.*

# You Can Do Better. Let Us Help.

Whether you have already added security to your managed services practice, are looking to take the leap forward to offer security in your portfolio, or even if this is the first step into managed services – we are here to make your transition as smooth and as profitable as possible. We have been enabling managed service providers for over 20 years with success. Contact us today to talk about how you can do better for your business, employees, and clients.

## Making the Ramp-Up Quick and Profitable

Our Status Match Promotion and WatchGuardONE Readiness programs provide you with a clear path to success. Receive up to 90 days of program status while you accomplish the requirements and begin selling and implementing WatchGuard solutions. Our highly skilled technical and account management teams are here to help you make a successful transition to becoming a WatchGuardONE Partner.

## Continue Exploring This Powerful Partnership

Take a deeper dive into how we enable your business through our products, program, and ecosystem of integrations. Visit [www.watchguard.com](http://www.watchguard.com) for more information. We are excited to have you join WatchGuardONE.

## Getting Started with WatchGuard

1. Create a free account by completing the Become a Partner Form: [www.watchguard.com/join](http://www.watchguard.com/join)
2. Your future account management team will reach out to set up an in-person or phone meeting
3. Immediately begin receiving all the benefits as you work towards program status

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“The reason I chose to partner with WatchGuard over 10 years ago is simple – they value their channel partners unlike any other company in the industry. The level of support I get from WatchGuard – including the account management team, the technical and sales trainings, channel enablement tools, and so much more – is truly a game-changer for my business.”

*Don Gulling, CEO, Verteks Consulting*

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