



AT&T Security Solutions for Business

Firewall Security *Sales Reference Guide*



AT&T Firewall Security Solutions

What it is

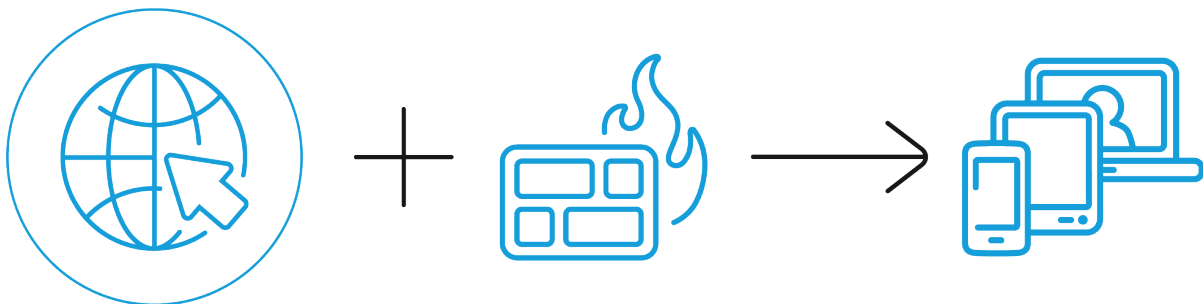
AT&T Network-Based Firewall (NBFW) is used to help prevent unauthorized access and malicious traffic from entering your network. **Premises-Based Firewall** (PBFW) provides next generation firewall protection and enforcement of location specific security policies.

How it works

It is designed to continuously inspect traffic on the network based on predefined security policies.

Why AT&T?

Our security experts take advantage of our network visibility to create comprehensive end-to-end solutions that help customers detect and respond to threats.



Features and Benefits

Fully Managed Solution

AT&T Premises-Based Firewall Service provides a fully managed solution. Our service analyzes security requirements, designs solutions and manages system configurations allowing customers to reduce their overall capital investments.

Proactive Monitoring

Our customers' firewalls are managed and monitored 24/7 from the AT&T Security Operation Centers. Here they will:

- Collect data
- Observe network traffic
- Perform trend analyses against known vulnerabilities and threats
- Provide solutions and patches

Next-Generation Capabilities

Next-generation firewalls use deep packet inspection and application awareness to provide more complete and efficient protection than traditional stateful inspection firewalls.

NBFW Customer Benefits

- **Increased efficiency** – eliminate the need for premises-based firewalls and dedicated Internet connectivity at each location
- **Improved reliability** – helps protect Internet, Intranet and extranet
- **Increased scalability** – easily adjust bandwidth as network traffic changes (Ex: Seasonal)
- **Increased productivity** – associated with managing an IP network firewall with proven reliability

PBFW Customer Benefits

- Designed to help increase security of Internet, Intranet and extranet environments
- Provides a fully managed end-to-end solution
- May reduce capital investments
- Allows you to customize security policies and define different levels of security for various users and applications
- Utilizes industry leading hardware and software with proven and reliable technology

Common Customer Security Concerns

Customer Concern:

Internet security risks via identity fraud, network infiltration, viruses and more

Internet technology provides the benefit and convenience of accessing corporate applications or the web from desktops or mobile devices. Unfortunately, the Internet also exposes businesses to increased security risks via eavesdropping, identity fraud, network infiltration and computer viruses. The customer wants to reap the benefits of the Internet without exposing themselves to unacceptable risks.

Our Solution:

Flexible and comprehensive security policy to help detect and mitigate risks

To help increase the security of their Internet, Intranet, and extranet environments, we suggest a managed firewall using **AT&T Premises-Based Firewall Service** and the best in class connectivity of **AT&T Managed Internet Service**.

AT&T Premises-Based Firewall Service is a fully managed solution designed to help defend against unauthorized connections to local area networks. We offer best-in-class solutions to meet our customers unique business needs. Some partners include *Juniper Networks®*, *Fortinet®*, *Check Point®*, *Palo Alto Networks®*, and *Cisco®*.

Customer Concern:

Reduce the need for in-house security expertise

The customer wants to establish an advanced firewall security solution and believes it requires an in-house staff of security specialists. They are concerned about what it will cost for these specialists to maintain their skill set through continual training on the latest technologies and threats. In addition, this position usually commands high salaries and is difficult to retain when staff and budget constraints occur.

Our Solution:

Outsource firewall security

To reduce their need for in-house security expertise, we suggest outsourced firewall security using **AT&T Premises-Based Firewall Service** and the best in class connectivity of **AT&T Managed Internet Service**. **AT&T Premises-Based Firewall Service** combines a firewall software solution with end-to-end management, around-the-clock monitoring, a host of security-enhancing features, and all the equipment they need.

AT&T designs, installs, maintains, and upgrades their firewall solutions so customers can focus more on their business. We also provide the technical and security expertise, which can help them reduce

How to bundle Firewall Security Solutions with Managed Internet Service

AT&T Managed Security Products are better together

AT&T Managed Internet Service with **AT&T Firewall Security Solutions** provides you best in class connectivity to keep your business up-and-running, and the added protection of a firewall to secure your network. Best of all, customers can tailor their security solution as their business continues to grow.

Bundle-Up for the Most Protection

AT&T is constantly improving its products and working to provide elements that work together virtually seamlessly. The products are designed to help detect web-based threats, which helps your private business data remain highly secure at the best possible price.

Benefits of Managed Internet Service with Firewall Security Service

Keep your business *thriving* by combining our scalable bandwidth program that offers the added benefit of a firewall protection. Why? Here are three reasons:

- Don't just block, but help prevent, unauthorized, unwanted malicious intrusions on your data.
- Craft your own security policies and use those parameters to inspect any incoming traffic.
- As a bundle, it's a one-time, customizable, cost-efficient purchase that is backed by the support of AT&T security experts.

Conversation Starters

General Questions

1. How many resources are being used to manage your security solutions that could be better utilized in other roles?
2. How responsive is your current solution to bandwidth change requirements? Consider seasonal and variable spikes.
3. Are you able to apply consistent security policies across all locations?
4. How do you currently evaluate your security status?

Industry Specific Questions



Medical

How have HIPPA laws influenced how you view security?



Retail

How have PCI laws impacted your security (may require scans or security services research)?



Professional Services –Legal

How are you protecting sensitive client information today?



Wholesale

How do you make sure external vendors are securely connecting to your network when operating in remote locations?

Case Study

AT&T Security Solutions in Action

No matter the industry, business owners face security risks that directly affect their bottom line. Here is a real example of a problem companies are facing and the security solution that helped them overcome threats and protect their assets.

Need

A client had a network connection (Internet, Extranet, DMZ, and LAN) where they wanted to implement granular, localized security policies and bring next generation security capabilities to their multi-site environment.

Solution

AT&T provided a customized next generation firewall solution utilizing application layer intelligence at each corporate location. While enhancing their security posture, the fully-managed service also provided access to 24/7 Security Operation Centers, expertise and comprehensive logging, alerting and reporting.

Value



Improved threat detection:

With advanced correlation data gathered from the sites, AT&T can help identify threats that other service providers might miss.



Security expertise:

Customer benefits from the highly trained and certified experts at AT&T, eliminating the need to hire, train and retain expensive staff.



Efficiency:

The organization transfers management and response to security issues to AT&T, without relinquishing control over their network.

Final Key Points

There's no "silver bullet" for security defense

- Customers need to be better prepared to address an increasing array of security threats. It's not a matter of if a security breach will happen, but rather when they do occur, how will the customer recover?
- It is critical that we assist our customers building a multi-layered security framework giving them confidence to help prevent, detect and respond to threats.

There is a need for a 360-degree security strategy

- Investing in flexible technologies is important, but implementing an effective security strategy also involves influencing human behaviors and habits.
- The many facets of security strategy provide an array of information for sellers to engage customers in security related conversations.

Customers can't go it alone

- The rapidly changing threat landscape, increasing prioritization of security initiatives in customer's C-suites and the growing complexity of security decision making, suggests customers need a trusted adviser to help them navigate their options
- As a trusted adviser, help customers see they can't afford the time, cost or resources to fully support a 360-degree security strategy the way AT&T can.