

XG Firewall Sales Playbook

Winning with XG Firewall's Exclusive Advantages

XG Firewall offers the world's best visibility, protection and response to solve the top problems with network firewalls today. This Playbook outlines how you can win more opportunities with XG Firewall's exclusive advantages.



XG Firewall Sales Plays

- ▶ Firewall Replacement
- ▶ Enabling Synchronized Security in any Network
- ▶ Making More Money with XG Firewall

Sales Play #1 – Firewall Replacement

XG Firewall offers better visibility and protection than competing firewalls, solving network admins top complaints with their existing firewall.

Who to target: Primarily sub-500 up to sub-1000 user organizations .running SonicWall, WatchGuard, Barracuda or other legacy UTM products. Also look for highly distributed organizations like retail, remote offices or device connectivity opportunities.

How to win: Lead with visibility and protection differentiators like dashboarding, on-box reporting, sandstorm and deep learning. Leverage NSS Labs testing and our SonicWall Migration Guide.

Sales Play #2 – Enabling Synchronized Security in Any Network

XG Firewall enables very compelling visibility, protection and response benefits when enabling Synchronized Security with Sophos Intercept X or Central Endpoint Advanced.

Who to target: Any organization invested in Sophos Central managed endpoints or where the full IT security budget is an opportunity.

How to win: When objections are raised about firewall replacement, position an XG Series appliance as a Synchronized Security Appliance or a Heartbeat Controller and discuss deployment inline with their existing firewall such as Cisco, Checkpoint or Fortinet (see reverse for more details). Promote the benefits of endpoint health visibility, synchronized app discovery and control, and automated response.

Sales Play #3 – Making More Money With XG Firewall

XG Firewall presents an excellent opportunity to make more money on every deal by selling more of the XG ecosystem, more complimentary Sophos products, and services.

Who to target: Every XG Firewall opportunity.

How to win: Sell peace-of-mind and business continuity with every deal by offering redundant power supplies, .HA appliances, and backup connectivity options. Also sell more Sophos products like Endpoint, Intercept X, Server, PhishThreat, Encryption, and Mobile to take full advantage of Synchronized Security and Sophos Central. And sell services around deployment, migration, training, and management.

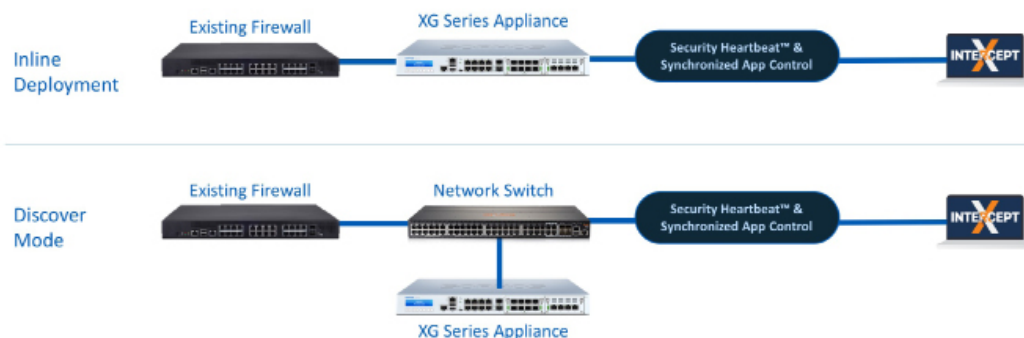


Managed Security Solutions
Powered by Sophos, delivered by Lingo



How to add Synchronized Security to any network

Our XG Series appliances make it easy to add Synchronized Security to any network with a step-by-step deployment wizard that will have them up and running in just a few minutes.



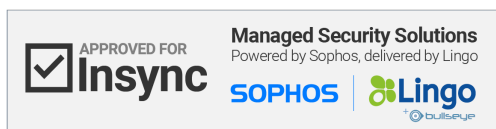
Inline Deployment

Inline deployment not only offers deeper insights and visibility into activity on the network, it also enables full Synchronized Security capabilities, including Security Heartbeat™, Synchronized Application Control, and automated response to incidents on your network when endpoint health changes. Customers can also choose to add additional protection like our industry leading IPS and APT protection or Sandstorm sandboxing with the best of Intercept X like deep learning, exploit prevention and CryptoGuard,

It's completely risk-free. Our XG Series appliances offer the ultimate in flexibility with fail-open bypass ports now standard on all 1U models, and available in new Flexi Port Modules to enable this feature on our latest 2U appliances as well. The new bypass ports enable the appliance to be installed in bridge mode inline with their existing firewall and if the appliance needs to be shutdown, or rebooted to update the firmware, the bypass ports will allow traffic to continue to flow ensuring no disruptions to their network.

Discover Mode Deployment

Discover Mode is the easiest way to add Synchronized Security to any existing network – simply connect the appliance to a mirror port on the network switch and it will start adding deeper insights to the network immediately. It's very simple and completely risk-free. Customers get all the visibility benefits of Synchronized Security such as our Security Heartbeat status for endpoint health, and instant notifications of systems at risk on their network. They also gain a new level of insight into applications on the network with Synchronized Application Control as well as the presence of threats and other risks. It will take visibility and insight to a whole new level, and when they're ready to take advantage of some of the additional security and controls that XG offers, you can easily move the appliance inline with their firewall to protect their network further.



Try it now for free

Register for a free 30-day evaluation
at sophos.com/xgfirewall

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