

Network Security ***Playbook***



Network Security Playbook

Playbooks Objective

This playbook was created to provide a roadmap for those resellers that are interested in entering the Network Security market segment. The format is based on walking these resellers through 5 activities that we believe are essential to building the foundation for a successful practice. Let's get started!

Steps to Success

- 1** Understanding the Market- What is the opportunity?
- 2** Vendor Connections- Who are the key players you need to know?
- 3** Training Resources- What trainings and certifications are needed to start selling?
- 4** Solution Central- What verticals are key growth opportunities for Network Security?
- 5** Selling Support- What tools and applications are needed in order to being selling?

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Step 1: Understanding the Network Security Market and Technologies

Network Security Market is \$6.4B (ICD)

The goal of network Security is to **enable** network connectivity. With out network security , risk/costs of network connectivity would be prohibitive. Network security is made of UTM, Firewall, Wireless, VPN, and IPS applications all working together to secure the network.

Understand the Components of Network Security:

❑ **Unified Threat Management (UTM)**, a key element of Network security, has the ability to combine multiple security modules into a single solution. Check out a live demo [here](#)

❑ **Firewall**: devices that sit between networks to control and restrict the network traffic that is allowed to flow between those networks.

❑ **Wireless**: is the prevention of unauthorized access or damage to computers using wireless networks.

❑ **Virtual private networks**: These networks provide access control and data encryption between two different computers on a network. This allows remote workers to connect to the network without the risk of a hacker or thief intercepting data.

As part of Step 1, Understanding the Market: Read below the analyst data provided:



UTM appliance market grew 32% during the first quarter of 2009 over 2008, and 84% growth when compared to 2007 (IDC).

The UTM Market is forecasted to reach \$3.2B by 2013 which is a CAGR of 13%. For more in-depth detailed information read IDC white papers on UTM [here](#)

Sonicwall, Fortinet, and WatchGuard are all leaders in the Gartner Quadrant for SMB Multifunction Firewalls. All three vendors provide superior solutions. If you want to view the quadrant and read more, [click here](#)

IPS Market is expected to grow 30% in 2010

Fortinet's view of the Market for 2010

Evan Fromberg, director of U.S. channels at Fortinet, discusses his outlook for the security industry in 2010 and where the opportunities will lie for the channel, To watch [click here](#) to learn more about the direction of the industry.



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2 Step 2: Vendor Connections – Understanding who the key vendors are and their partner programs to help enable you

Product Solutions:

➤Threat management (XTM) ,firewall, VPN and security services to protect networks from spam, viruses, malware and intrusions. Products are wired and wireless UTM appliances, messaging, content security and SSL VPN remote access solutions provide extensible network, application and data protection,.



Partner Program Benefits:

➤3 Levels: Associate, Professional, Expert
➤Online demos, dedicated inside & Field support, NFRs, demand generation, rebates, & pre/post sales support

Get more detail on WatchGuard's Partner Program and product solutions at [click here](#) or contact the team at 1-800-539-7429 x 73023

Product Solutions:

➤ Firewall, SSL/VPN, Wireless, Endpoint security. Provides intelligent services, software and hardware integrate into security solutions; secure remote access, e-mail security/anti-spam and backup and recovery. Their technology brings world-class anti-virus, anti-spyware and intrusion prevention to wired and wireless networks.



Partner Program Benefits:

➤MEDALLION PARTNER PROGRAM (Gold, Silver and Bronze levels)
➤Upfront tied pricing, Field and inside sales coverage, training resources, demos

Get more details on Sonicwall's partner program by [Clicking here](#) or contact the dedicated team at 1-800-239-7429 x 75529

Product Solutions:

➤Worldwide provider of network security appliances and the market leader in UTM. Provides a suite of security technologies, including firewall, VPN, antivirus, intrusion prevention (IPS), Web filtering, anti-spam, and traffic shaping.



Partner Program Benefits:

➤3 Levels: Silver, Gold , and Platinum
➤Deal registration, Pricing incentives, education and training, renewal tracking, MDF

Get more information on their partner program by [clicking here](#), or contact the dedicated sales team to sign up today at 1-800-239-7429 x 64216

Product Solutions:

➤Is the only vendor to deliver Total Security for networks, data and endpoints, unified under a single management framework. Check Point developed the Software Blade architecture that delivers secure, flexible and simple solutions that can be fully customized to meet the exact security needs of any organization or environment.



Partner Program Benefits:

➤4 Levels; Platinum, Gold, Silver and Bronze
➤Co-op, deal registration Promotions, pre and post sales support, dedicated reps, marketing tools.

Learn more about Check Point's partner program and the Benefits by [clicking here](#). Contact the dedicated Check Point Team at 1-800-239-7429 x 74408



The Network Security Specialized Business Unit is available to help you get into anyone of these partner programs and walk you through the steps to becoming a partner. For assistance please contact the team at Networksecurity@techdata.com or call them at 1-800-239-7429 x 82425.

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Step 3: Training Resources

1st step would be to take one of the following Industry Standards Certifications

- **CISSP: (Certified Information Systems Security Professional)** – Must have at least five full years of experience in information security, then the CISSP® credential should be your next career goal. It's the credential for professionals who develop policies and procedures in information security.
- **SSCP: (Systems Security Certified Practitioner)** -ideal for those working towards positions such as Network Security Engineers, Security Systems Analysts, or Security Administrators.
 - ❑ To access more information about these industry standards certifications please [click here](#)

2nd Step would be to review FREE trainings/ Webinars available from key Vendor Partners

- Online webinars are the best way for you to get a basic understand or in depth training on the latest and great products and solutions. [Click here](#) for online webinars by **Sonicwall** on the following topics:
 - ❑ Network Bandwidth Management
 - ❑ Cost Effective Security Management
 - ❑ Building a Security Plan
 - ❑ Voip/Firewall/ & Network Security
- Fortinet offers local classroom trainings around the US for free as well as self-paced online trainings products and solutions. Click [here](#) to register.

3rd Step would be to get certified by our Vendor Partners in their key technologies . Below are the links to their certifications.



Please contact our Network Security SBU to help you identify which certification is right for you. 1-800-239-7429 x 82425



Check Point
SOFTWARE TECHNOLOGIES LTD.

Get trained on Security Management tools from Check Point [here](#).



Get training on UTM solutions by Fortinet. Click [here](#)



Get Trained on VPN solutions through Sonicwall's Networking Essentials Training [here](#)



Get trained on Firewall solutions from WatchGuard [here](#).



Educate yourself on the Top 10 Network Security Worries of 2010

[Click here](#)

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4 Step 4: Solutions Central- Key vertical solutions you should be aware in Network Security

The 4 key verticals for Network Security are:

- **Healthcare**
- **Federal and State**
- **Retail**
- **Education**

Listed out below are key product solutions and tools to help you be successful in these markets.

➤ Healthcare

Recent study found that 13 percent of healthcare organizations nationwide have experienced some form of security breach.
HIMSS Analytics Report

HIMSS Chairman Sees Promise For Healthcare IT



Dr. Barry Chaiken, CMO of Imprivata and Chair of the HIMSS board, describes the stabilizing economy's effect on the healthcare IT market. [Click here](#) to watch the video.

Healthcare: WatchGuard Technologies can provide you with the tools and a checklist provide a solution that is in regulation standards of HIPAA. Check out more information by [clicking here](#).

➤ Federal & State

Fortinet's Federal Priorities



Jeff Lake, vice president of federal operations at Fortinet, talks about the advantages of security consolidation, the changing face of procurement, and where stimulus money has been having an effect. [View video here](#).

➤ Education

Sonicwall's K-12/ Higher ED focus

- Watch the video [here](#) about how Sonicwall can help you in the grow your education business.
- Learn how Sonicwall is protecting the learning experience with their latest and great technology. [Click here](#).



➤ Retail

WatchGuard's Solutions For Retail

Review WatchGuard's brochure on Maximizing your returns in the retail industry. Read more at the link [here](#). By review this brochure you will learn the following: Ensure reliable security, Address PCI DSS compliance, Integrate the right-sized solution, and provide Differentiated services to customers



To learn more about Tech Data's Healthcare solutions you can leverage, contact us at 800-753-4538



To learn how Tech Data can help you grow your Government or education business contact us 800-436-5353, ext. 80321

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Step 5: Selling Support

The below information will provide you with the selling support tools and applications to be successful in Network Security deployment.

- It's key to make sure you understand Network Security and Terminology in order to be successful, [click here](#) to access a PDF to that will provide you with key terminology and product Descriptions.
- Understanding applications and which ones to use and when can be tricky, to learn about multi-vendor firewall use and which is more secure, check out what Garner has to say and the suggestions they have for Firewall [Click here.](#)



Vendor Partners offer support tools and documents to help you be successful in selling. Below are the most important tools for you to be successful

- Checkpoint offers support tool to help you identify which product is right for your specific opportunity. Access their [support tool here](#). Contact the Check Point dedicated specialist at x82380 for additional information. Download their PDF to get a list of their products [here](#).
- Sonicwall also offers via their Tech Data internal website. You can access the information by clicking [this link](#). The website will provide you Tech Data support and resources needed in order to be successful. You can also access Sonicwall brochures for [download here](#).
- WatchGuard has an [online support center](#) that is a perfect place to learn about the products and how they can help you with your solution. The Support Center can be accessed here. Also to help with that you can access [white papers](#) to guide you through the technology.
- Fortinet offers an array of selling and customer support tools to help drive your business, access those tools at by [clicking this link](#).

