



# BREAK AWAY

PARTNER SUMMIT SERIES  
2017

## Summary notes from the two-day conference mid-May:

- Break Away Marketing theme for the whole business and partners.
- Market still focused on SMB NOT Enterprise.
- Had 9 consecutive months of growth. (prior to mid May).
- Hired 200 people in the last 2 years.
- Now have 45 Technical integrators
- Enhancements will continue with Total Security applications on the firebox.
- Investment last year in WIPS (Wireless Intrusion Prevention).
- TDR (Threat Detection and Response) integrated within Total Security – [Click to view](#)
- Miercom performance test completed on the new T70 – [Click to view](#)
- 2017 will see the introduction of the M370, M470, M570 (replace the 300, 400 & 500 series)
- Introduction of a new M670 to bridge the gap in the market.
- Virtual boxes are also available.

## Update from Corey Nachreiner (CTO)

- Technology is to continue to evolve
- 62% of breaches are at the SMB level of business.
- Number 1 concern in 2017 is Ransomware with a growth of 6000% in 2016
- Protection against WannaCry is a combination of Unified Threat Manager (UTM), Advanced Threat Protection Blocker (ATP) and Threat Detection Response (TDR).
- Taking longer to know about a breach so introduced Threat Detection Response (TDR).
- Help protect IoT (Internet of Things) with basic firewall, Botnet protection and WiFi protection with technology like WIPS.
- Software as a service (SAAS) is taking 64% of the market.
- Predicted connectivity in 2020 – wired 22%, Cellular 19% and WiFi 59%
- Future integrations for WatchGuard – Multifactor Authentication, SaaS discovery and control, behaviour detection, machine learning and AI (Artificial Intelligence).



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