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Utilizing Firewall and Wi-Fi-As-A-Service To Build High Margin Recurring Revenue

Ryan Poutre
Market Owner WatchGuard Technologies

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Utilizing Firewall and Wi-Fi-As-A-Service To Build High Margin Recurring Revenue

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Building a Security As A Service Offering
Being Profitable in the Network Security Market!



WatchGuard Partners with The Technology Assurance Group to be a Vendor Member of BTA

WatchGuard
Offers End-to-End Network Security Solutions
With Simple Centralized Management in the Cloud

TAG
Enables partners to be 3-4 Times More Profitable
Provide Easy Transition to new Technology



Ryan Poutre



Tim Schatz

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Special Member Speaker!








Bob Evans

Function 4

BTA Past President

TAG Member



Kevin Van Kannel

UTEC

BTA Member


TAG Member







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Who is WatchGuard?



-  **Founded in 1996**
-  **HQ: Seattle, WA**
-  **Operations in 7 countries; direct presence in 21**
-  **1,200 Employees**
-  **250K+ Customers**
-  **100+ Distributors
16,000+ Active Partners**

-  **WatchGuard appliances conduct >1 billion security scans every hour**
-  **A WatchGuard Firebox is deployed every 4 minutes around the world**
-  **WatchGuard has saved customers >16 years of labor with RapidDeploy**
-  **WatchGuard protected our customers 22+ BILLION times last year**

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Enabling Security As A Service

Security as a service is a business model in which a service provider integrates their security services into a corporate infrastructure on a subscription basis more cost effectively than most individuals or corporations can provide on their own, when total cost of ownership is considered


Wikipedia

- **Time Management**
 - Time is Literally Money in these models!
- **Employee Skill Set**
 - 35% of Organization report Lack of Qualified Individuals
- **Lack of Corporate Investments**
 - Investments in appropriate hardware/software
 - Investment in their Employees Training

Ponemon 2019 State of SMB Cybersecurity Report

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Managed Service Providers are King

The Managed IT Service Provider (MSP) model has surpassed the VAR to become the most common business model. Security Services are the highest growth opportunity for MSPs.

However, MSPs have their own challenges building a security practice:

- The market is adopting managed services quickly
- Competition is fierce
- Mergers and acquisitions are common

40%

of businesses have **ZERO full-time employees dedicated to cybersecurity**

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WatchGuard Technology Portfolio





WatchGuard Cloud

Centralized Management, Actionable Visibility, and Advanced Reporting



Firewalls



Endpoint Security



Multi-factor Authentication




Access Points

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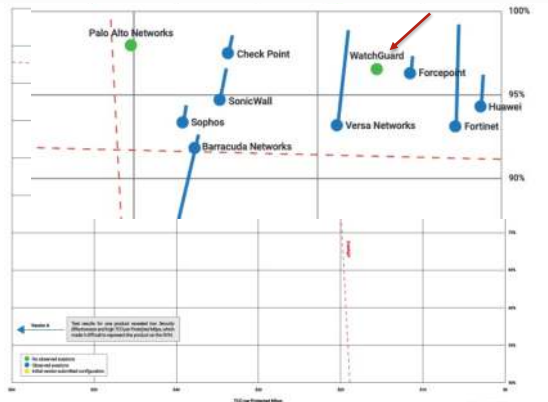
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WatchGuard Advantage

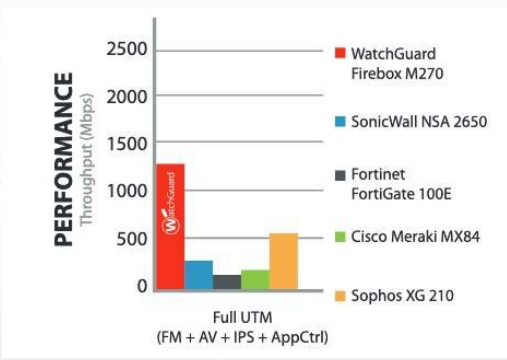


Switch To
WatchGuard

Most Secure




Highest Performing



Solutions

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WatchGuard Advantage 


- Simplicity ✓
- Innovation ✓
- Performance ✓
- Management/Visibility ✓
- Support ✓

THE Management Platform For MSSP!

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Increase your Profit with TAG 

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