

Security and the New Economy

Protecting the viability of your business in uncertain times

SONICWALL®

PROTECTION AT THE SPEED OF BUSINESS™

Table of Contents

The role of security in the new economy	1
The spike in global cybercrime	2
The hidden threats of workforce turnover	3
Economic opportunities and insecurities with mobility	4
Solutions for the new economy	5
SonicWALL Network Security	6
SonicWALL Clean VPN	7
SonicWALL Clean Wireless	8
SonicWALL Data Turnover Protection	9
Conclusion	10

The role of security in the new economy

The global economy has experienced a historic downturn, and competition for business is fierce. The new market conditions demand faster speed-to-market, greater return on investment (ROI), and lower total cost of ownership (TCO) to stay afloat. As businesses scramble to remain viable productivity tools like email, virtual private networks (VPNs), wireless, voice over IP (VoIP), and mobile computing devices (like laptops, netbooks and PDAs) have become essential to remaining competitive.



For security in the new economy, achieving strong value-for-performance is more important than ever.

The new economic realities place even greater demands on security. Financially-driven security threats are on the rise. Workforce turnover puts sensitive information at risk. Business productivity tools can become unproductive when they expose corporate data to theft, loss, slowdown, infection, or leakage. With increased demand for mobility and teleworking, the network perimeter is disappearing. Clearly, business resources still need protection—yet security budgets are being squeezed. Businesses require affordable solutions without sacrificing security or performance.

The spike in economically-driven cybercrime

With the global downturn, cybercrime is on the rise worldwide, and being perpetrated by sophisticated profit-driven professionals. Criminal attacks, firewall-evasive applications, and convergent online information now break through outdated stateful packet inspection firewalls. Email-based phishing scams routinely steal identities for fraudulent use. Information on credit cards and other sensitive data is hacked, eavesdropped upon or taken off stolen mobile devices.



In addition to the negative impact on your business from these threats, you may also be held liable for shareholder, business partner or customer data compromised on your network.

Government and industry anti-crime regulations (like PCI) can levy stiff fines or even criminal penalties for non-compliance. Additionally, Web 2.0 applications like streaming media and peer-to-peer applications can not only deplete productivity and overwhelm bandwidth, but also be subject to violating anti-piracy laws. And, zombie or botnet attacks launched from your network can undermine your corporate brand and reputation.

The hidden threats of workforce turnover

Recent economic upheavals have led to heightened workforce turnover due to rapid mergers, and acquisitions, and re-organization and layoffs. During times of turnover, critical data can be orphaned by being left behind in a “black hole” of decommissioned laptops, smartphones, at-home laptops or personal folders. There is also a greater likelihood that laid-off or disgruntled employees may use email to transmit sensitive files, or maliciously leak sensitive data.

*Important business information that is
lost, leaked or orphaned can grind productivity to a halt.*



To safeguard against lost productivity due to staff turnover, businesses need to ensure the backup and recovery of all potential orphaned data. Additionally, organizations need to control outbound email transmittal of confidential and sensitive intellectual property like business plans, research, prospect lists, financials, or product roadmaps, whether over corporate email like Outlook® or even private email accounts like Gmail®.

Economic opportunities and insecurities with mobility

To keep pace with economic challenges, today's workers need to be productive from virtually anywhere. Virtual private networks (VPNs) have extended access over the Internet to mobile and remote endpoint devices beyond the traditional network perimeter. Similarly, Wireless Local Area Networks (WLANs) can enhance productivity but also enable mobile devices to fluidly move in and out of the reach of traditional LAN security.



***You need to secure VPNs and WLANs
against both unauthorized access and attacks.***

SSL VPN technology can interrogate endpoints to verify the presence of anti-malware or personal firewall applications. But there may still be potential for malicious packets to breach the network when connections are established from untrusted endpoints like home computers or kiosks, or where specific security applications would be practically difficult to enforce. Wireless security like WPA2 can provide authorization and encryption, but what good is encryption if it inadvertently allows virus-infected traffic from a laptop that was exposed on another unsecured wireless network?

Solutions for the New Economy

Faced with increasing threats in a downturned economy, businesses must both raise their level of network security and lower their cost of ownership. Businesses must be more vigilant than ever in selecting security solutions that not only reduce the costs of acquisition, but reduce the costs of ongoing operations and management as well.

SonicWALL solutions are architected to deliver higher performance protection that also streamlines the cost of ownership and complexity out of security and data protection.



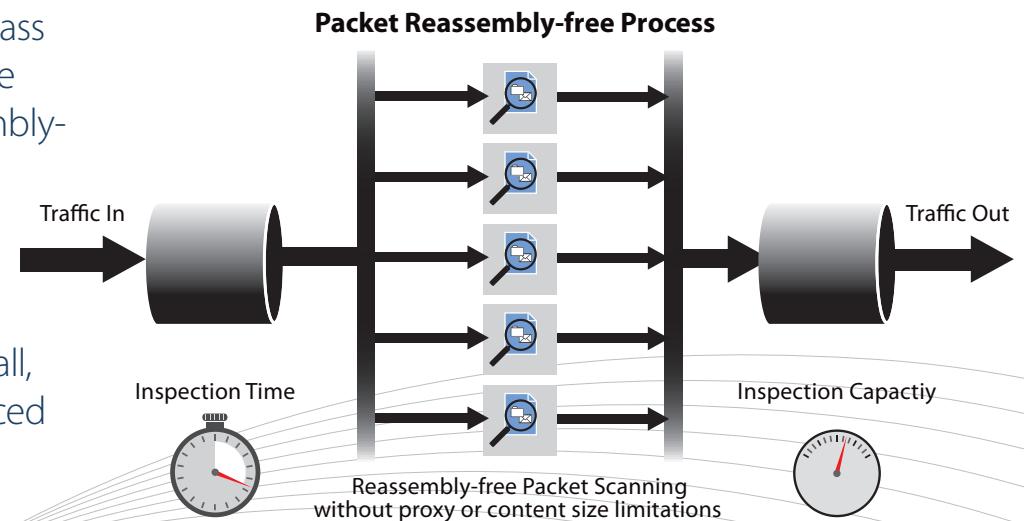
SonicWALL® answers the demands of the new economic realities. SonicWALL has an established record of relentlessly engineering the cost of out of running a high-performance security infrastructure, providing a better alternative to the more complex and more expensive status quo solutions with a comprehensive line of affordable high-performance solutions that are inexpensive to deploy, manage, and use, including:

- SonicWALL Network Security
- SonicWALL Clean Wireless™
- SonicWALL Clean VPN™
- SonicWALL Data Turnover Protection

The addition of the SonicWALL Global Management and Reporting solution also provides centralized administration, event logging and compliance audit trails.

SonicWALL Network Security

SonicWALL TZ, Network Security Appliances (NSA) and E-Class NSA solutions provide protection against threats both inside and outside your network. Combining high-speed Reassembly-free Deep Packet Inspection™ (RFDPI) with robust Unified Threat Management (UTM) security services, SonicWALL network security solutions are built to deliver high performance protection while minimizing total cost of ownership and management complexity. They provide small, mid-size and enterprise-class organizations with the advanced protection they need in this demanding new economy.



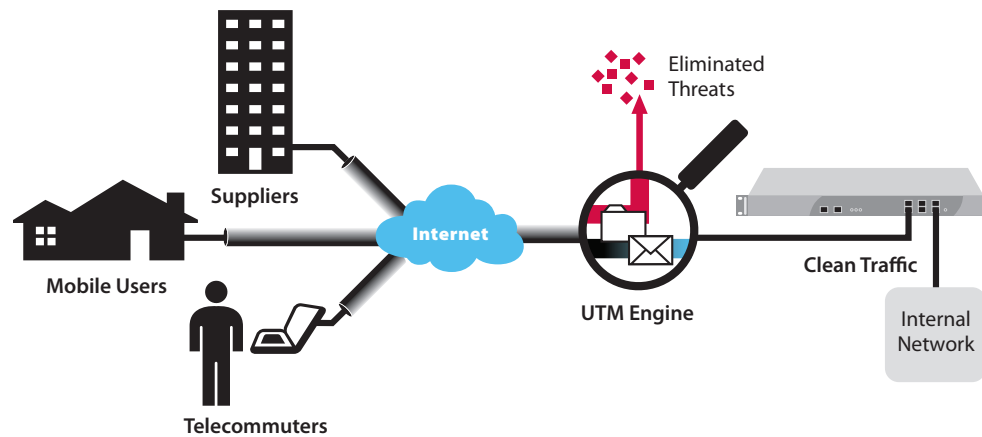
Don't squander budget on legacy solutions that are feature-limited, notoriously expensive, or painfully complex.

SonicWALL Clean VPN delivers innovative dual protection for your VPN by combining SonicWALL SSL VPN for SMB and SonicWALL Aventail® E-Class SRA appliances with the high-performance UTM protection of SonicWALL network security appliances.

SonicWALL Clean VPN

SonicWALL Clean VPN offers a multi-layered approach that:

- 1 Protects the integrity of your VPN access by establishing trust for your remote users and their endpoint devices, using enforced authentication, data encryption, and granular access policy
- 2 Secures the integrity of your VPN traffic by establishing trust for this traffic, by cleaning and authorizing all inbound traffic for malware and checking all outbound VPN traffic in real time



***Decrypt and decontaminate all SSL VPN traffic
before it enters your perimeter.***

SonicWALL Clean VPN delivers innovative dual protection for your VPN by combining SonicWALL SSL VPN for SMB and SonicWALL Aventail® E-Class SRA appliances with the high-performance UTM protection of SonicWALL network security appliances.

SonicWALL Clean Wireless

The SonicWALL Clean Wireless solution goes beyond mere secure wireless solutions by making wireless networks as secure as wired networks using deep packet inspection. SonicWALL Clean Wireless delivers the innovative dual protection that you need and that can:

- 1 Encrypt and protect wireless traffic on the high speed 802.11n wireless networks
- 2 Clean the traffic and protect the wireless network using high-speed Reassembly-Free Deep Packet Inspection to deliver comprehensive protection from viruses, spyware and other attacks



Never settle for secure wireless that merely encrypts traffic.

Combining SonicWALL SonicPoint-N Dual-Band and SonicPoint access points, SonicWALL network security appliances, and the flexibility of SonicWALL Power over Internet (POE) injectors, SonicWALL Clean Wireless offers a central point of management and lower total cost of ownership, supporting and enforcing one set of security policies over both the wired and wireless networks.

SonicWALL Data Turnover Protection

SonicWALL Data Turnover Protection delivers two-fold security that enables your organization to:

- 1 Lock down potential leaks of sensitive data over corporate or private email
- 2 Enable employees to stay up and running after any workforce turnovers by proving recovery of all potential orphaned data left behind



*In times of workforce turnover, you need to **retain mission-critical data** to keep your business teams productive.*

SonicWALL Data Turnover Protection combines SonicWALL Email Security and SonicWALL Continuous Data Protection (CDP). The multi-layered protection of the SonicWALL Data Turnover Protection solution means you don't have to downsize productivity because of leaked or lost intellectual property due to employee turnover.

Conclusion



In these uncertain economic times, business must defend against increases in malicious and criminal activity, the insecurities of a more mobile work environment, and exposure to threats created during times of workforce turnover.

***SonicWALL is the higher performance protection alternative,
offering solutions that answer the security needs of the new economy.***

SonicWALL solutions enable all organizations to leverage the Internet and their networks to enhance productivity, while maintaining the confidentiality, integrity and availability of their information assets. SonicWALL helps you break free from premium-priced, complex legacy systems with easy, affordable solutions that are robust enough to support the needs of any organization. By relentlessly innovating to drive the costs and complexity out of building and running high-performance secure infrastructure, SonicWALL offers organizations exceptional protection and value, especially in today's new economy.

How Can I Learn More?

- Download the Whitepaper “Clean VPN Approach to Secure Remote Access”
- Download the Whitepaper “AimPoint Group: Secure Wireless Made Easy – Selecting a Next-Generation Solution for Pervasive WLAN Implementations”
- Download the E-book “Data Turn Over Protection”
- Opt-in to receive SonicWALL Newsletters

For feedback on this e-book or other SonicWALL e-books or whitepapers, please send an e-mail to feedback@sonicwall.com.

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About SonicWALL

SonicWALL® is a recognized leader in comprehensive information security solutions. SonicWALL solutions integrate dynamically intelligent services, software and hardware that engineer the risk, cost and complexity out of running a high-performance business network. For more information, visit the company Web site at www.sonicwall.com.