# Next-gen solutions for today's challenges

**Driving transformative business outcomes with
AI-powered Prisma SASE**

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**NAMED ACCOUNT MANAGER, GREECE & Cyprus**

**December 2023**

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# Hybrid Work and Digital Transformation are Creating a New World of Possibilities

## Hybrid Workforce is Here to Stay



### 74%

**Businesses have a permanent hybrid work model**

(Zippia, 2023)

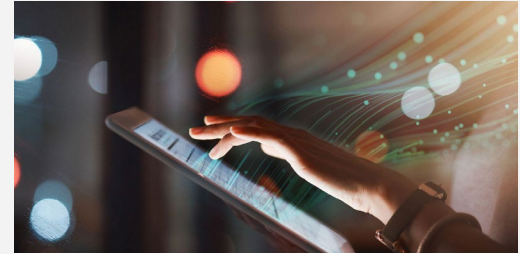## Digital Transformation is Accelerating



### 78%

**CFOs say they will maintain/increase their digital investments**

(Gartner 2022)

## The Future of Business is AI-Powered



### #1

**Nearly half (47%) of organizations identified AI as their top tech budget item**

(CNBC, 2023)

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# Yesterday's Network Can't Meet Today's Business Needs

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**Legacy Architect...**
**Inconsistent...**

## Operations

Internet

SaaS

Cloud

Data Center

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# The Implication of Direct-to-App
## The Attack Surface Explodes



Internet

SaaS

Cloud

Data Center

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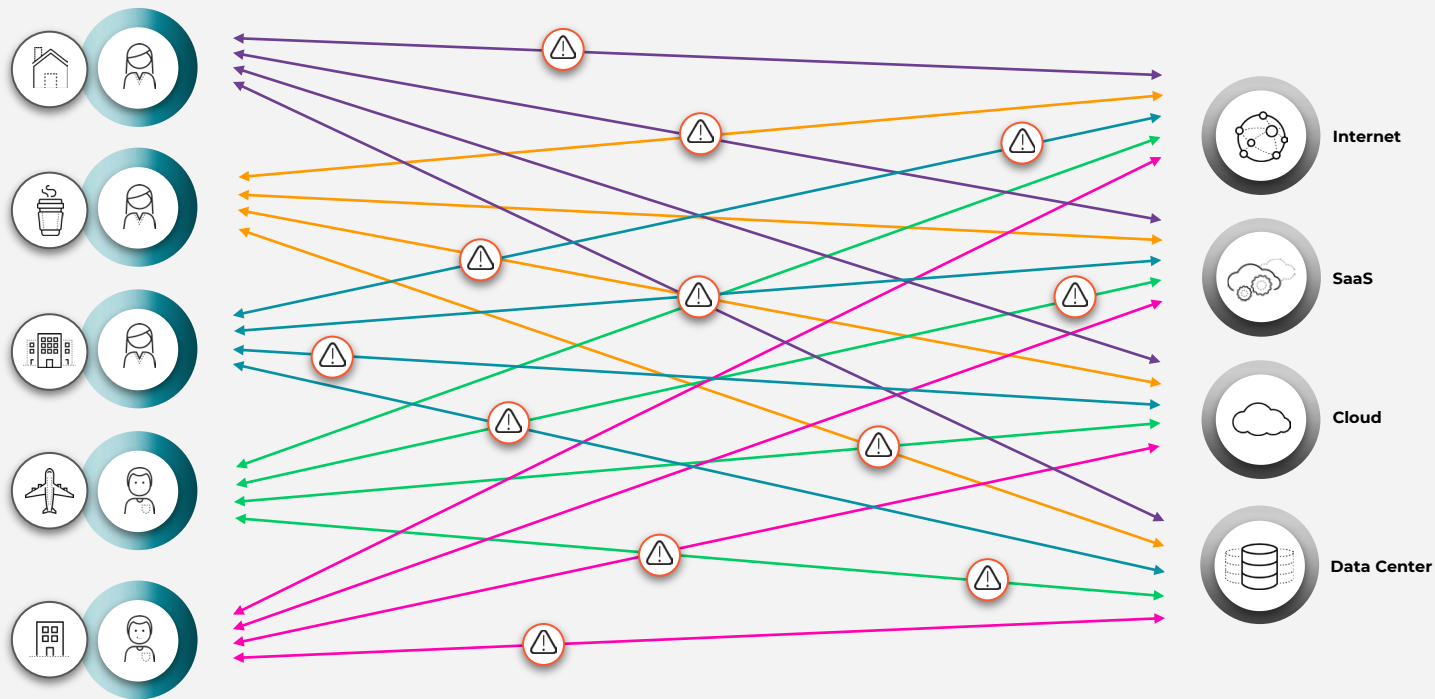
# How Can IT Provide Optimal Security and User Experience?

Internet

SaaS

Cloud

Data Center

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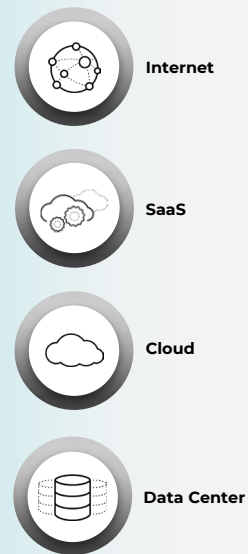
# The Industry Tried to Solve Secure Access with ZTNA 1.0

**Access Broker**

Access
Request

Access
Granted

App Traffic

App

App

App

App

App

App

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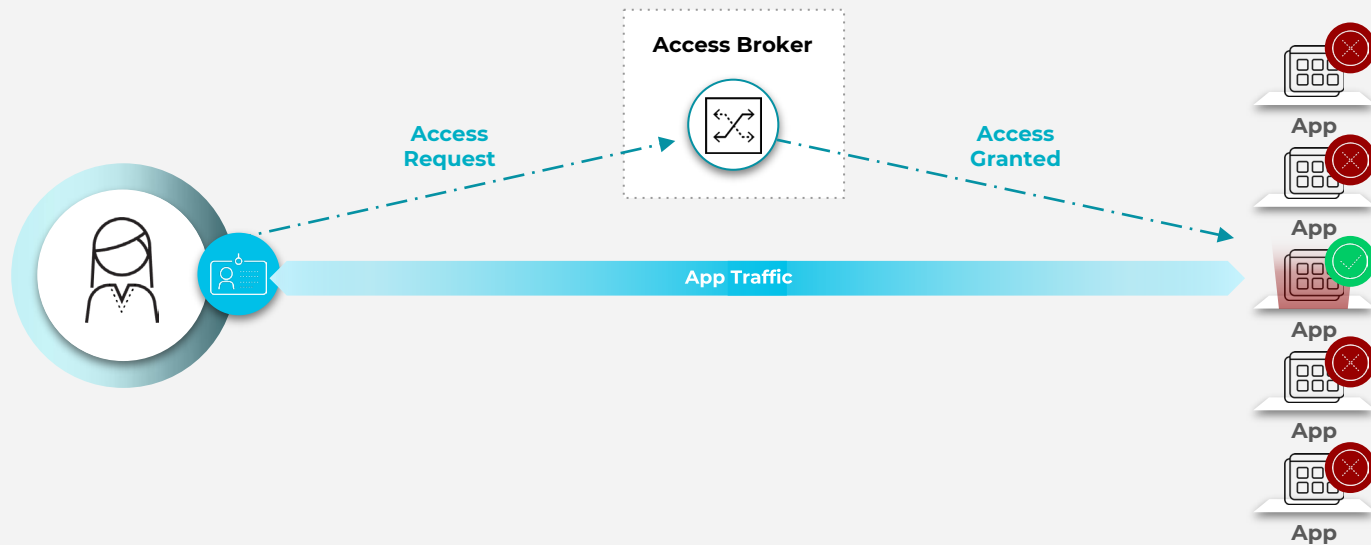
# ZTNA 1.0 Solutions Lack Fundamental Security Capabilities
## Rely Primarily on "Security by Obscurity" or Keeping Apps Private



**Access Broker**

Access Request

Access Granted

App Traffic

App

App

App

App

App

App

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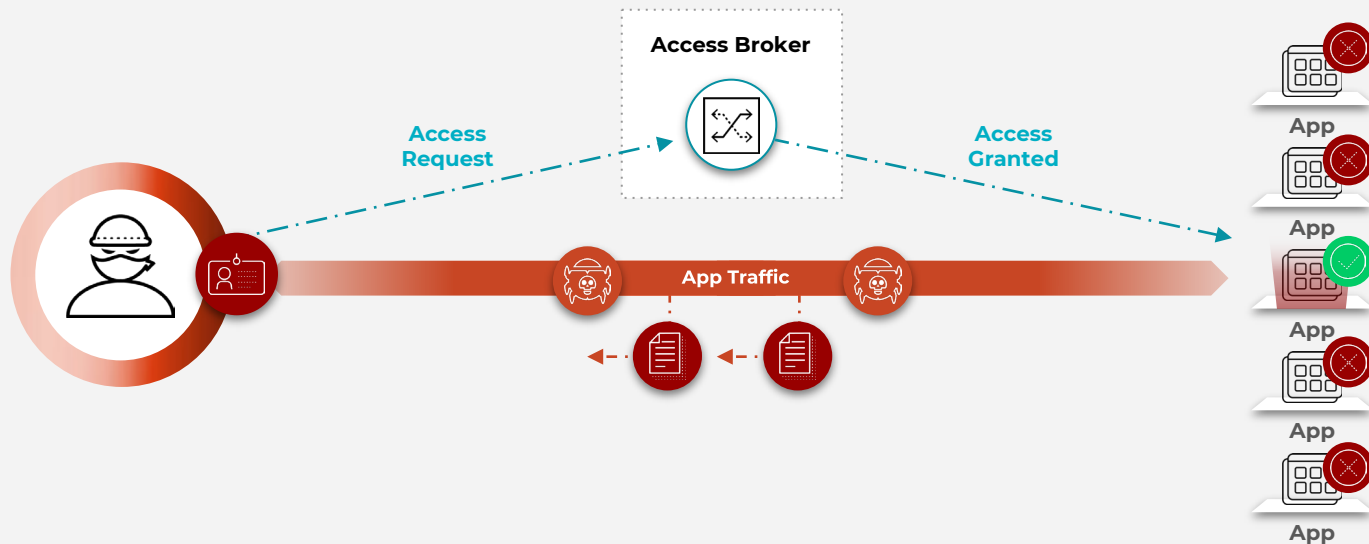
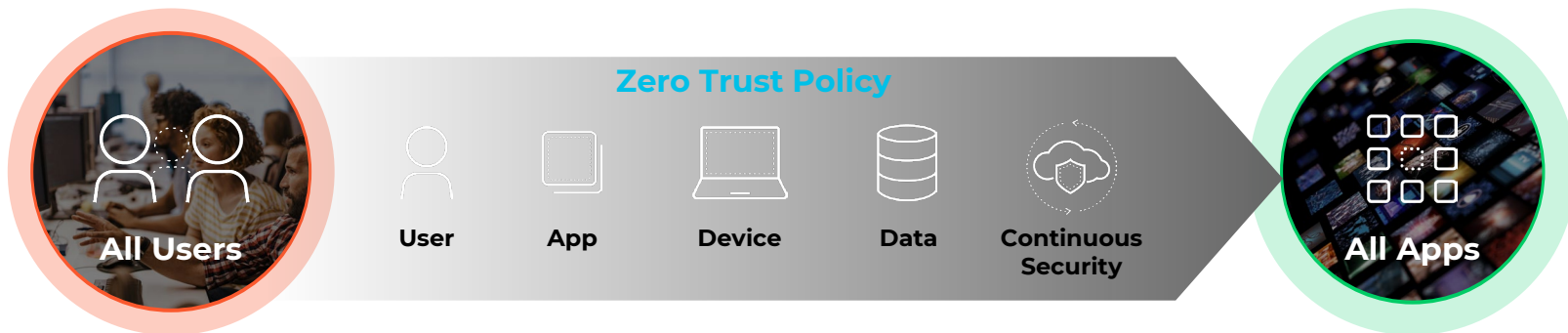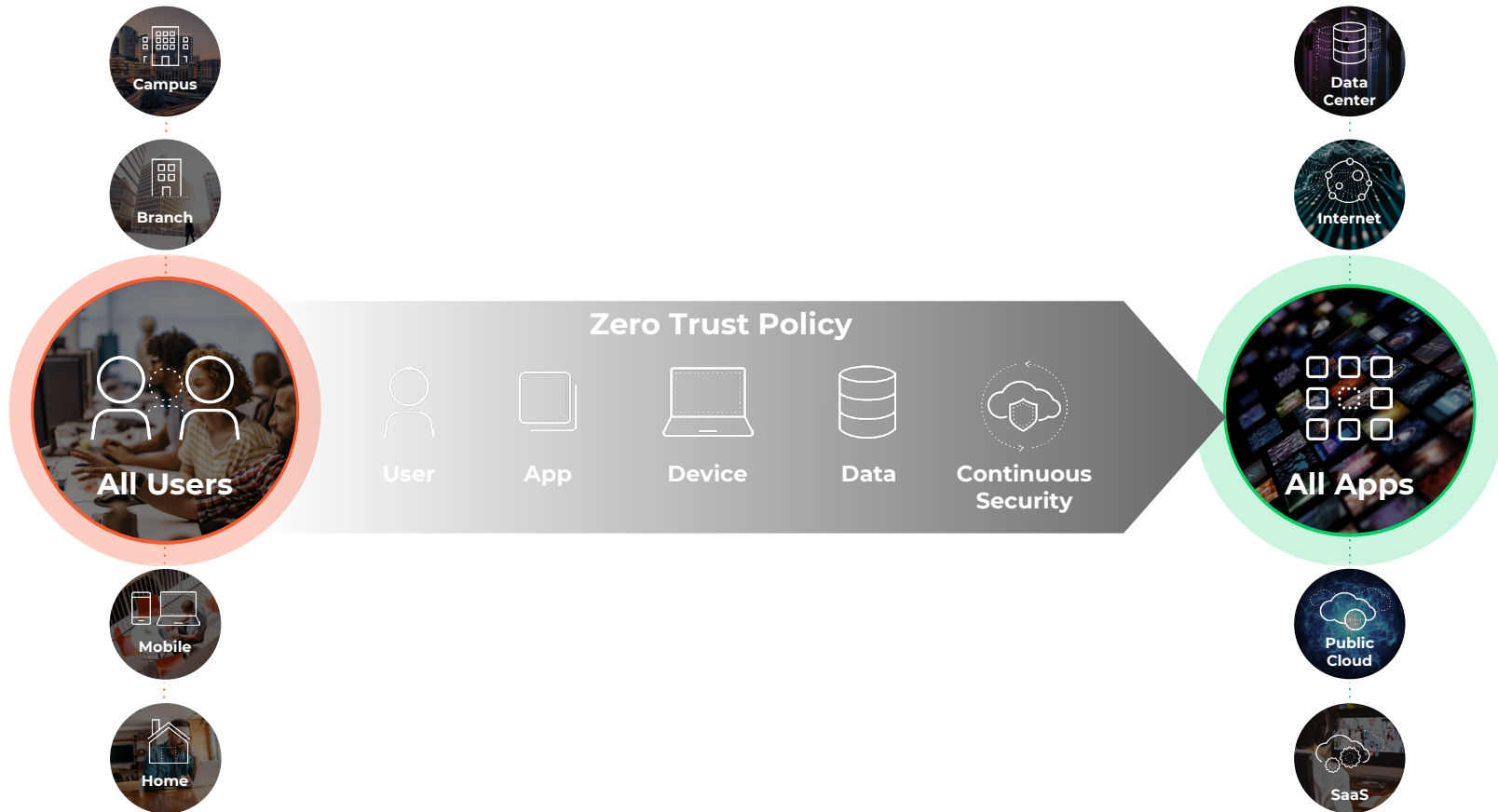Humm do I really need more of this to solve the problem ?

**Tactics vs Strategy**

**Disparate Point Solutions**

**Need for Strategic Zero Trust Network Access Approach**

# Conceptually, Zero Trust Network Access Is Very Simple



All Users

**Zero Trust Policy**

User · App · Device · Data · Continuous Security

All Apps

# But Zero Trust Network Access must apply to the Entire Enterprise



Campus

Branch

All Users

Mobile

Home

## Zero Trust Policy

User · App · Device · Data · Continuous Security

All Apps

Data Center

Internet

Public Cloud

SaaS

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# Enterprise Zero Trust Network Access Is **Impossible** with Point Products



**Campus**

**Branch**

**All Users**

**Mobile**

**Home**

Hardware Security Stack

Software Security Stack

**User**

**App**

**Device**

**Data**

**Continuous Security**

**Data Center**

**Internet**

**All Apps**

**Public Cloud**

**SaaS**

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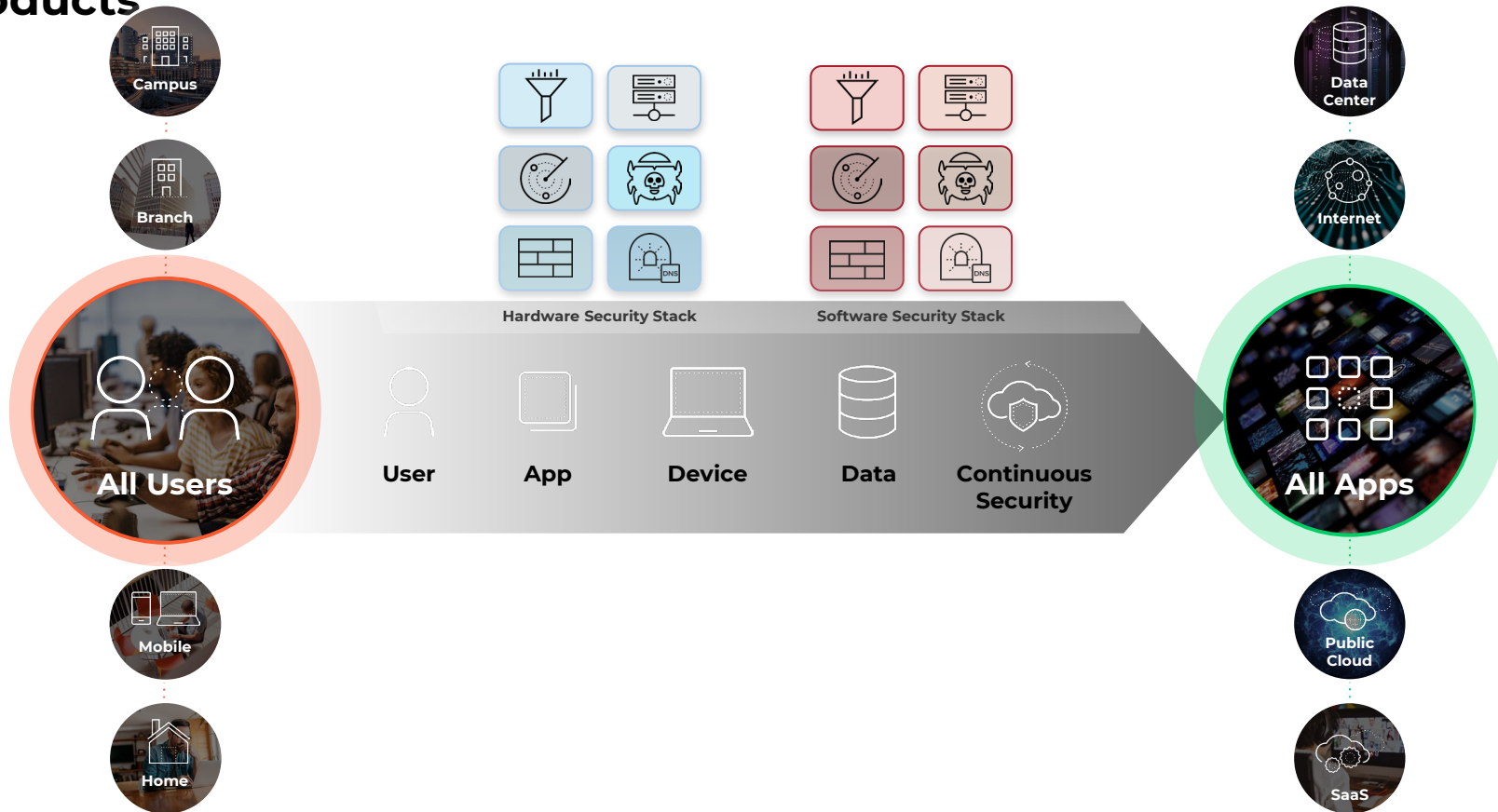
# Continuous & AI-Powered Security Inspection of All Traffic



Hybrid Workers

Least-Privilege Access

**CONTINUOUS TRUST VERIFICATION**
- User-ID
- Device-ID
- App-ID

**CONTINUOUS SECURITY INSPECTION**
- ADV URL
- ADV TP
- SaaS
- DNS
- WF
- DLP

**PUBLIC APPS**
- Internet
- SaaS

**HIDDEN PRIVATE APPS**
- Cloud
- Data Center

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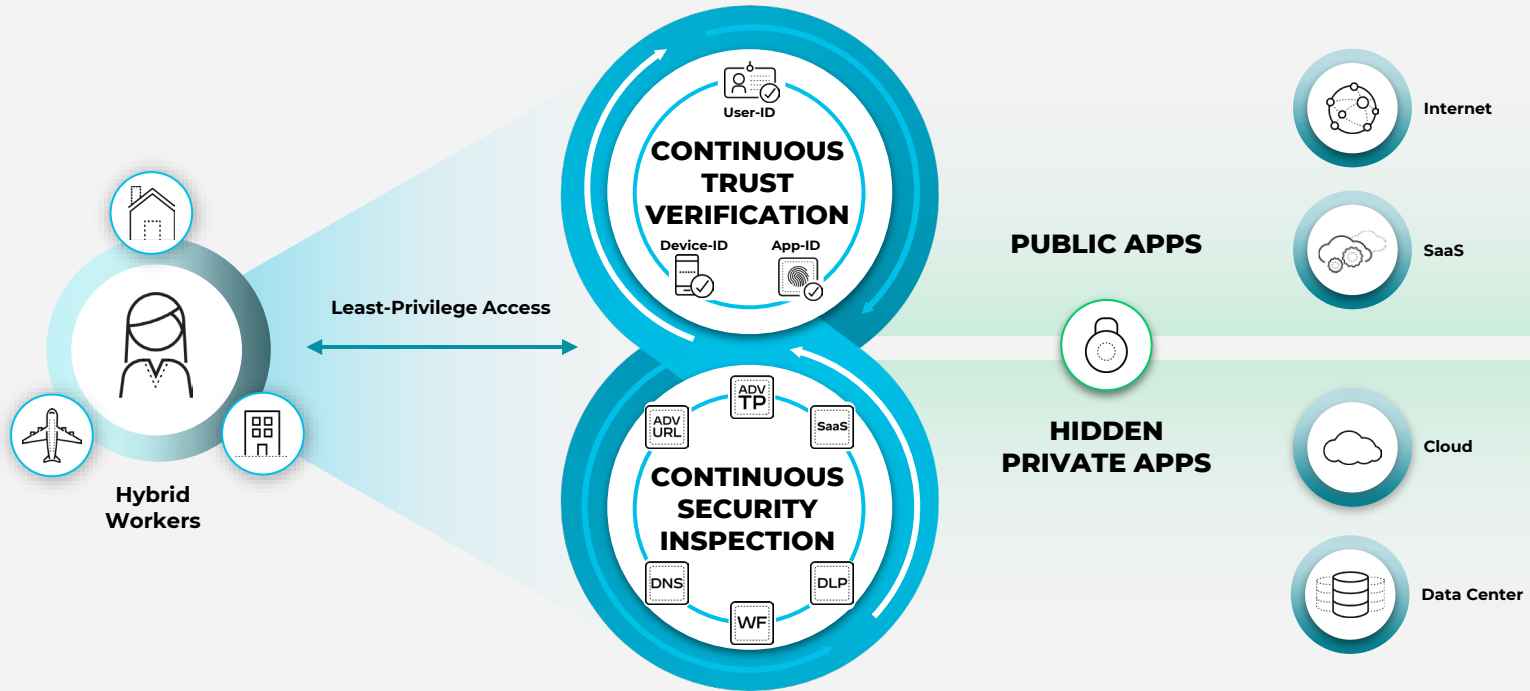
# Integrated SD-WAN Strengthens Security and Offers Exceptional User Experiences



AI-Powered Ops

Zero Trust Security

App-Defined Fabric

Elastic Networks

Internet

SaaS

Cloud

Data Center

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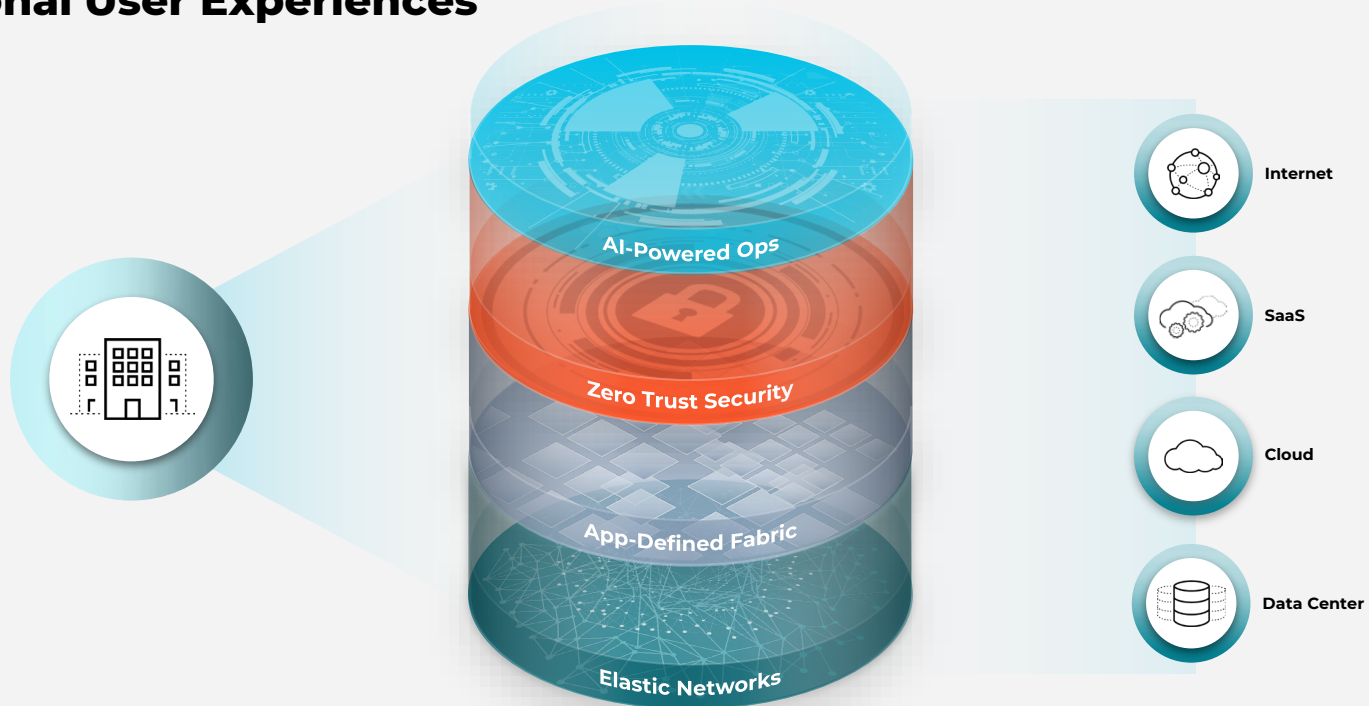
# Prisma Access is a Globally Distributed Security Service hosted on Hyperscalers



**Hybrid Workers**

PRISMA ACCESS
BY PALO ALTO NETWORKS

Google Cloud

aws

Internet

SaaS

Cloud

Data Center

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# Ok but what about my data or my crown jewels in that new paradigm ?

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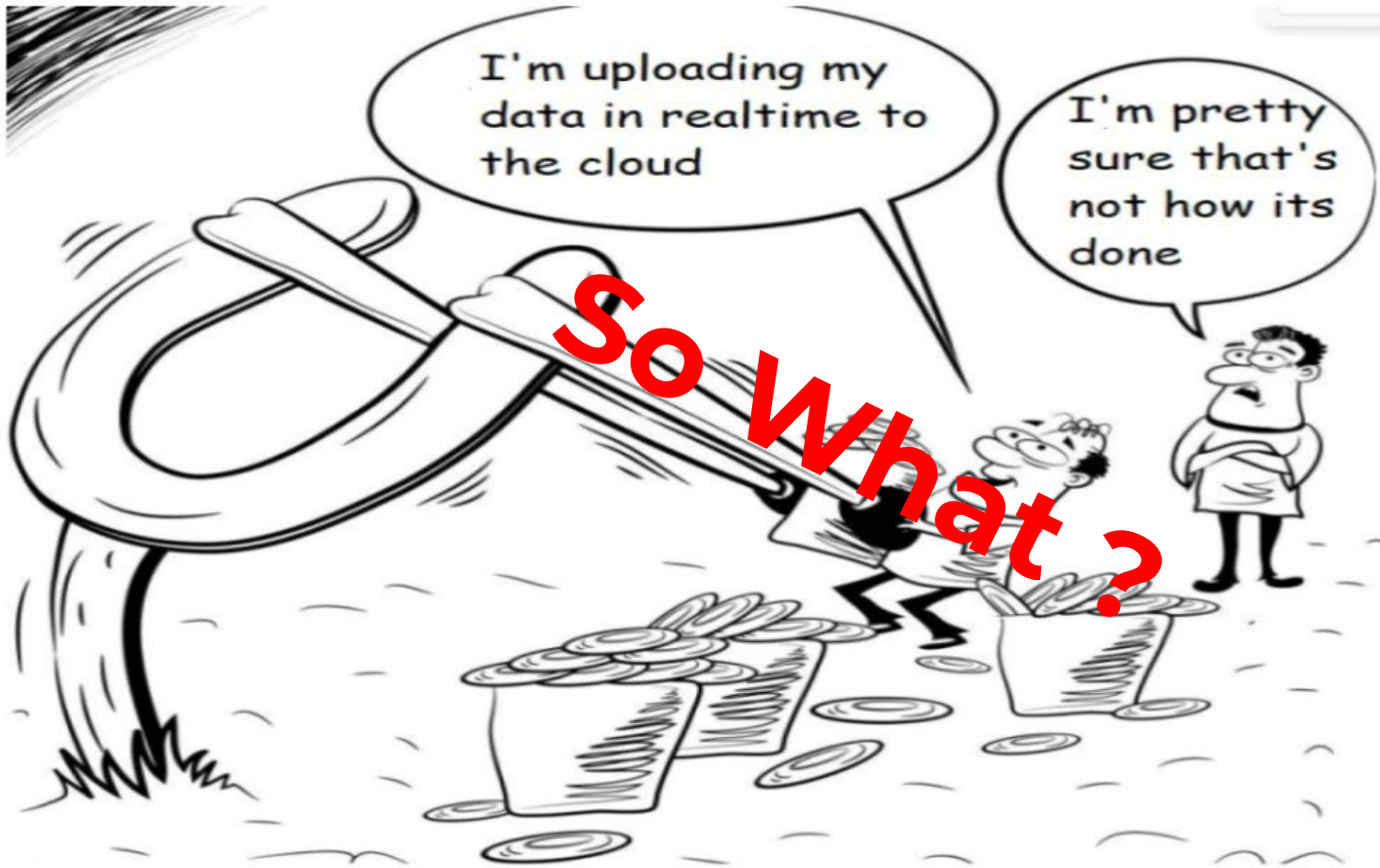
# Data needs to be strongly considered and secured

**Mobile User**

**Home User**

**Branch**

PRISMA ACCESS

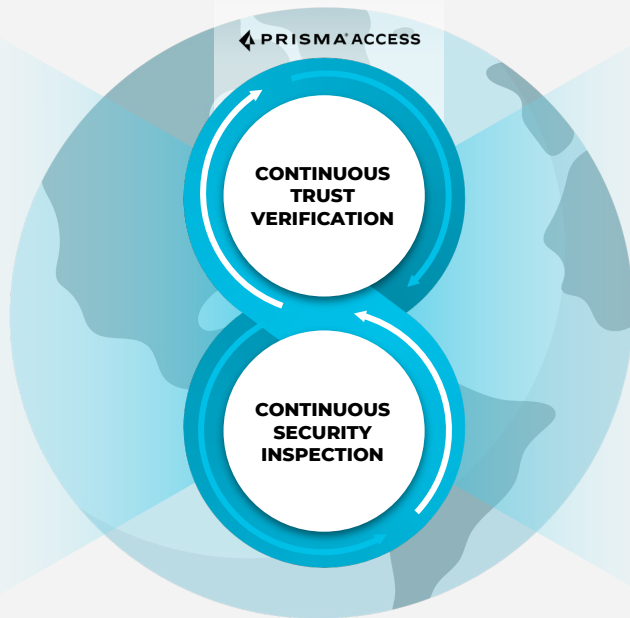**CONTINUOUS TRUST VERIFICATION**

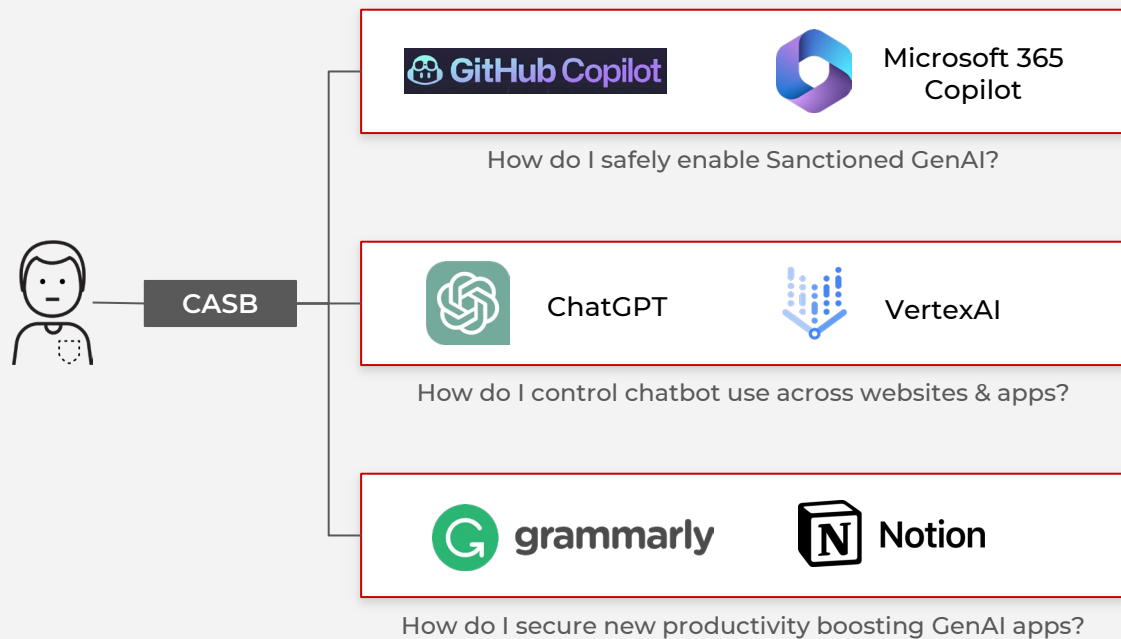**CONTINUOUS SECURITY INSPECTION**

box

G

salesforce

...

## CASB / DLP scope

- SaaS app visibility and control, shadow IT
- Comprehensive SaaS Security Posture Management (SSPM)
- Best-in-class threat protection
- DLP inline and At Rest
- Insider Threat detection and user behavior prevention
- Prevent AI/ML exfiltration

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# New angle to think about your risk exposition:
## GenAI COMPOUNDS DATA EXPOSURE PROBLEMS

**CASB**

GitHub Copilot      Microsoft 365 Copilot

How do I safely enable Sanctioned GenAI?

ChatGPT      VertexAI

How do I control chatbot use across websites & apps?

grammarly      Notion

How do I secure new productivity boosting GenAI apps?

- 95%+ of data exposed to AI apps are sensitive regulated enterprise data[1]

- Unstructured data & messages evade traditional file-based DLP

- Adversarial use of GenAI poised to create new SaaS attack surface

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# Sounds nice but how to track and monitor things to be sure that user experience is improved at the end?

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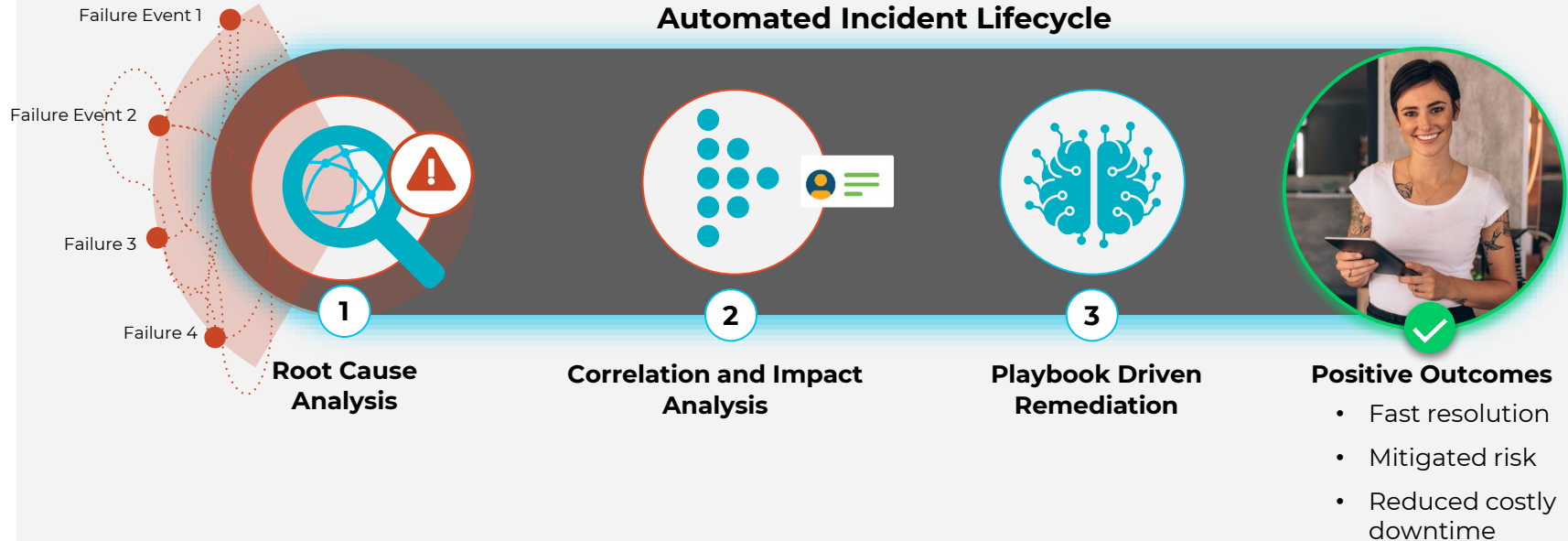paloalto
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# OBSERVABILITY
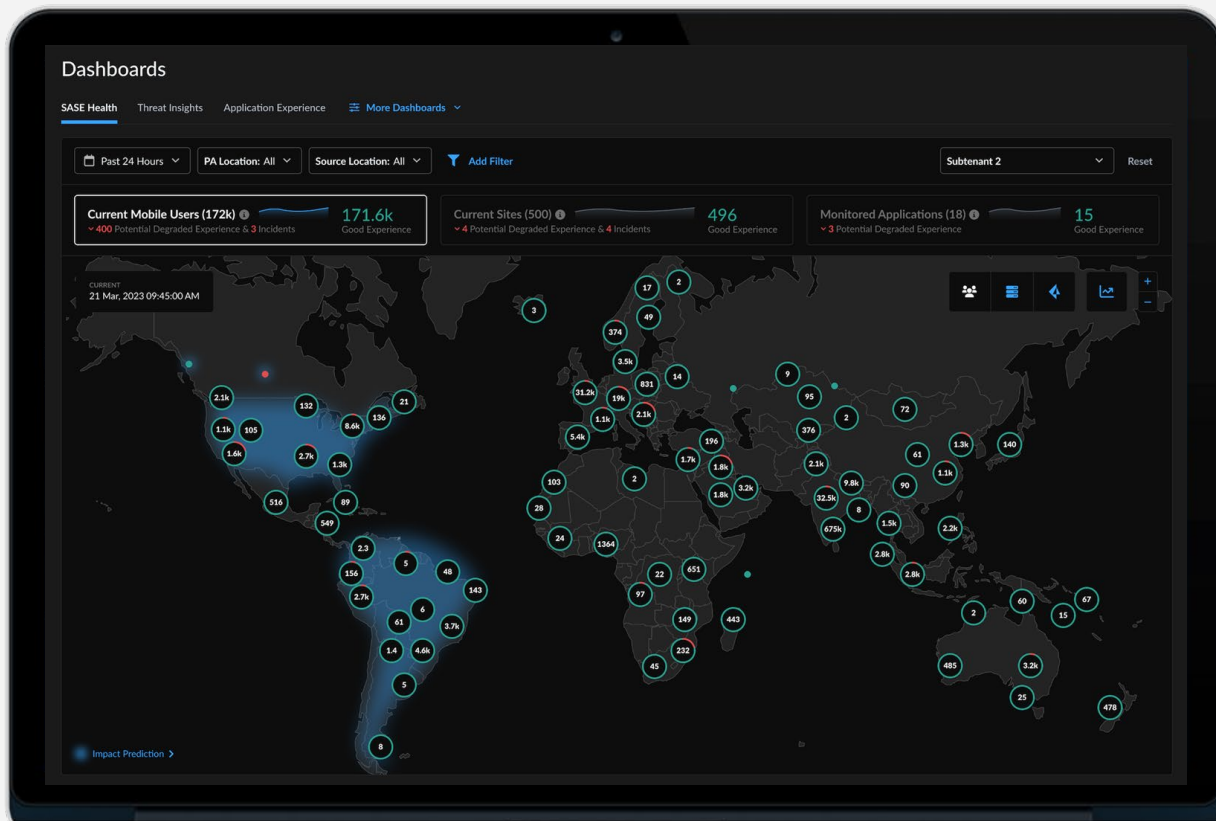


## Benefits

- Know the health and performance of users, branch sites, applications, and IT infrastructure, from a single dashboard

- Shorten time to incident detection

# Achieve proactive incident management

Failure Event 1

Failure Event 2

Failure 3

Failure 4

**Automated Incident Lifecycle**

**1**

**Root Cause Analysis**

**2**

**Correlation and Impact Analysis**

**3**

**Playbook Driven Remediation**

**Positive Outcomes**

- Fast resolution
- Mitigated risk
- Reduced costly downtime

# Why Enterprises Select AI-Powered ADEM (Autonomous Digital Experience Management )

## Technology

Observability

AIOps

Automation

## Fast-Time-To-Value

Easy Setup

SASE - Native

Enterprise Scale

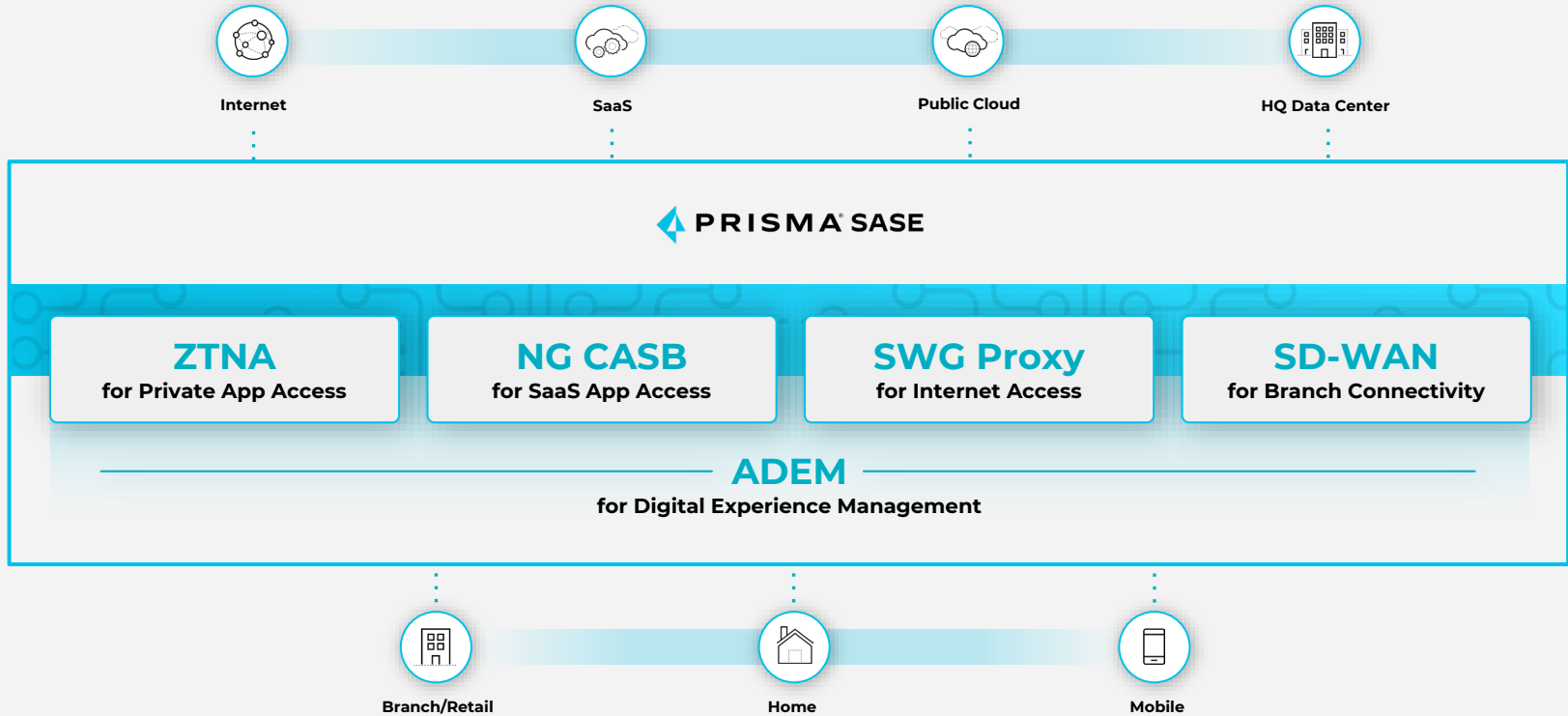## Driving Business Value for your Workforce and IT Operations

**67%**
Reduced Mean-Time-To-Repair (MTTR)

**48%**
Reduced Costly Escalations

*Based on ADEM customer results

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# The Industry's Most Complete SASE Solution

Internet

SaaS

Public Cloud

HQ Data Center

**PRISMA SASE**

| ZTNA | NG CASB | SWG Proxy | SD-WAN |
|------|---------|-----------|--------|
| for Private App Access | for SaaS App Access | for Internet Access | for Branch Connectivity |

**ADEM**
for Digital Experience Management

Branch/Retail

Home

Mobile

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# A Leader in the 2023 Gartner® Magic Quadrant™ for Single-Vendor SASE

**Palo Alto Networks is the *ONLY* LEADER** in the Gartner Magic Quadrant for Single-Vendor SASE

Figure 1: Magic Quadrant for Single-Vendor SASE



CHALLENGERS

LEADERS

Palo Alto Networks

Versa Networks

Cato Networks

Fortinet

Cisco

VMware

Forcepoint

Juniper Networks

NICHE PLAYERS

VISIONARIES

ABILITY TO EXECUTE

COMPLETENESS OF VISION

As of August 2023

© Gartner, Inc

# The Largest Organizations and Governments in the World
## Use Prisma SASE

| Automotive | AISIN | TOYOTA | IVECO | HONDA | VOLKSWAGEN | MICHELIN |
|---|---|---|---|---|---|---|
| BFSI | AON | ZURICH | MASTERCARD | ALLY | MOODY'S | FIS GLOBAL |
| Services | ACCENTURE | MCKINSEY & COMPANY | DELOITTE | PWC | KPMG | AMEX GLOBAL BUSINESS TRAVEL |
| Retail and Manufacturing | STARBUCKS | THE HOME DEPOT | RALPH LAUREN | BOEING | DANONE | NESTLE |
| Energy and Utilities | SCHLUMBERGER | BASF | ENEL | EDF ENERGY | EXELON | BAKER HUGHES |
| Technology | FUJITSU | SAP | IBM | HP | SPLUNK | DELL |
| Media and Entertainment | VIACOM CBS | NBC UNIVERSAL | GANNETT | WALT DISNEY TELEVISION | MGM RESORTS | WARNER MUSIC |
| Healthcare | PFIZER | PROVIDENCE ST. JOSEPH HEALTH | CAREFIRST | MOLINA HEALTHCARE | MCKESSON | SUTTER HEALTH |
| Government | U.S. DEPT OF HOMELAND SECURITY | U.S. DEPT OF VETERAN AFFAIRS | US DoD DEFENSE INNOVATION UNIT | U.S. DEPT OF ENERGY | U.S. DEPT OF THE INTERIOR | U.S. DEPT OF HEALTH AND HUMAN SERVICES |

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Prisma SASE
The Unified Platform for
an AI-Powered Future