Product Overview

With the McAfee Next Generation Firewall, you can deliver an innovative, transformable next-generation firewall solution that includes high availability, advanced anti-evasion security, centralised management, and a unified software design, enabling you to offer your customers uninterrupted protection and low Total Cost of Ownership.

McAfee Next Generation Firewall allows your customers to add security capabilities when and where they need them throughout their network to provide maximum value out of their investment. Unique in the market, it can protect your customer's network from both advanced targeted attacks and advanced evasion techniques. Built-in high availability and scalability lets customers use all its security capability in their most demanding locations, delivering uninterrupted protection with uninterrupted uptime. And to reduce cost of ownership, the McAfee Next Generation Firewall brings easy and efficient centralised management to even the most complex networks, so your customers can avoid the chaos of device-level management.

Customer Challenges

- Need to fight advanced targeted attacks with proactive protection
- Require higher demand for granular control
- Ability to handle dynamic increases in traffic
- Need converged security to reduce cost
- Have a limited view of the network

Key Benefits

Less manpower and full situational awareness. Central management for multiple devices requires fewer experienced security specialists.

Reduces overall security risk. Advanced threat detection exceeds all other competitor products.

Supports enterprise-level networks. Combining multiple units together into clusters, or "clustering" of devices achieves greater bandwidth support and business continuity, including zero down time updates.

Offers the latest in NGFW features. Granular application control and IPS integration exceeds competitive offerings. McAfee Next Generation Firewall is application aware meaning it knows which applications are running over specific ports allowing for greater control over who and what has access to your network.

Recognised by industry analysts as visionary. Gartner, NSS Labs and ICSA acknowledge the McAfee NGFW as a highly competitive and recommended product.

Changes configuration as needed. As a software-based solution, the NGFW can be configured to operate as a full NGFW or as a Layer 2 firewall or IPS if business requirements change – without additional expense.

Operational efficiency. No overtime and weekends needed to perform Change Management functions. Better work life balance for employees.

Solution Differentiators

Proven anti-evasion effectiveness: Provides unique and thorough protection against the most determined attacks across all protocols and network layers. It is the only security solution to protect against highly sophisticated and dynamic Advanced Evasion Techniques (AETs). Successfully tested against over 800 million advanced evasion techniques.

Single pass data stream inspection: Delivers efficient and consistent performance regardless of how many functions are enabled on the device.

Integrated Firewall/IPS/EPS/and application control functionality

One unified software-based design: The Firewall policies determine when to use stateful inspection, tracking, packet filtering, or application-level security.

Transformable Architecture: Single hardware platform can be an EPS, IPS features L2FW or NGFW.

Low Total Cost of Ownership: Flexibility to enable multiple security capabilities in a single device, yet pay for exactly what you use.

High Availability Clustering: Clustering capabilities to allow native clustering. This capability allows clustering up to 16 nodes, therefore delivering superior high availability and high throughput.

Centralised Management and simple Remote Configuration: Automates routine tasks, reuses elements, and permits shortcuts and drill-downs—maximising your network resilience with minimal effort.

Built-in SIEM and third party event management: Monitoring, logging and reporting of third party network devices to provide network wide visibility

Pitch

McAfee Next Generation Firewall allows you to add security capabilities when and where you need them throughout your network to provide maximum value out of your investment. Unique in the market, it can protect your network from both advanced targeted attacks and advanced evasion techniques. Built-in high availability and scalability lets you use all its security capability in your most demanding locations, delivering uninterrupted protection with uninterrupted uptime. And to reduce cost of ownership, the McAfee Next Generation Firewall brings easy and efficient centralised management to even the most complex networks, so you can avoid the chaos of device-level management.

With the raise on cyber security threats these requirements for next generation firewalls are not a surprise. Insisting on these capabilities from McAfee will ensure your NGFW can keep up with business requirements, innovative cybercriminals, and budgetary realities.

Minimises the complexity, time and cost of securing the most demanding and distributed networks.

Target Info

Markets: Large security conscious enterprises (>2K employees), large managed security service providers

Industries: Government, Financial Services, Manufacturing, Outsourcers, Telco, Healthcare, Universities, Critical Infrastructure and Retailers.

Buyers: CIO, CISO, Security/IT Architect, IT Security/SOC Operations

Qualifying Questions

• Do limitations of your firewall define what feature(s) you use to protect your network?

• Are you turning off or not using features to get the performance you need?

• As business grows, how do you accommodate for additional next generation firewall traffic?

• How does your organisation deploy & configure their current next generation firewall(s)?

• Can they reuse complex policies for different users and segments?

• Does your organisation have the ability to manage, log, alert and report on all sites in the network where the next generation firewall has been deployed?

• Can the same management system provide information to determine what the threat was and how it is resolved?

• As newer evasion techniques are used to gain access to your sensitive corporate data, how well does your current Next Generation Firewall find and remove these threats?

• Does your current next generation firewall solutions have a low entry price to meet your budget but then requires you to pay hefty upcharges to obtain the additional features you required?

Handling Objections

McAfee does not provide the Application Visibility and Control I need: Application visibility and control are key to what makes a "next generation firewall." We provide hundreds of application profiles and thousands of visualisations that are easy for users to understand and act on. These tools provide real-time visibility for fast response. And unlike others, it's easy to add new apps.

McAfee NGFW Difficult to Deploy and Configure: McAfee NGFW is very easy to use. Its intuitive management console makes it easy to deploy, configure, and manage policies and reports across different network security devices. In particular, the McAfee policy engine offers one step configuration and deployment, which, compared to the competition, significantly reduces efforts required to manage policies on disparate devices. Customers and analysts alike have lauded the user friendliness of the McAfee management console. Using this console, you can easily achieve enterprise-wide visibility and controllability.

Does McAfee provide proven anti-evasion effectiveness: McAfee provides unique and thorough protection against the most determined attacks across all protocols and network layers. It is the only security solution to protect against highly sophisticated and dynamic Advanced Evasion Techniques (AETs). McAfee's solution has been successfully tested against over 800 million advanced evasion techniques.

Where to Look for Opportunities

Customer is looking to expand its security footprint but resources are limited
McAfee NGFW's simple interface allows for increased management capabilities to gain increased visibility and protection without increasing the need for security admins.

Clustering and High Availability Need
Active-active clustering enables you to update and upgrade at any time without service connection breaks

Application Control
Extensive and detailed control over apps and web services — Create policies to manage user IDs, roles and applications.

When to Sell Next Generation Firewall

After a breach - When a company has experienced a breach, the pain due to lack of data, slow investigations, and lack of context is at its highest. NGFW provides a strong solution to the challenge of lack of visibility.

During an architecture refresh - When an organisation is undergoing an architecture refresh, leverage NGFW as a key proof point of why highly available, scalable, "Pay as Grow" model provides value.

Data centre consolidations - Very popular strategy right now requires re-evaluating firewall plan

Growth - Growing businesses are opening datacentres and new locations, as well as expanding their core infrastructure.

Business change - Companies are looking for new business enablers that require greater security, including mobile (BYOD), cloud, SaaS and virtualisation

Qualifying Questions

• Are you evaluating next generation firewalls?

• When does your current support contract end?

• What brands of firewall are you currently using?

• Are you planning to standardise on one brand?

• What next generation firewall features are you interested in acquiring?

• What are your current pain points and requirements for a future solution?

• Is application control important to you?

• Are you using cloud applications or SaaS?

• How are increasingly granular security controls affecting your security operations?

• How are you managing logs from all of your security products?

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Voice Mail Greeting

Hello, this is ___ with _____. I was calling to make you aware of McAfee's Next Generation Firewall solution that is the only one out there that can protect you from advanced evasion techniques. I know this sounds too good be true but I would like the opportunity to discuss the advantages and show you how it works. I can be reached directly at XXX-XXX-XXXX.

Greeting

Hello, this is ___ with _____. I was calling to discuss McAfee's Next Generation Firewall solution that is the only one out there that can protect you from advanced evasion techniques. I know this may sound too good be true but do you have a few minutes to discuss?

<*If positive response, move to **Qualifying Questions**.*>

<*If negative response*> Would you happen to know who would be the right person to speak with? Could you transfer me?

  <*If positive response*> Great. Thank you for your time. <*Wait to be transferred, or close the call and try again with the new contact information. Move back to **Greeting**.*>

   <*If negative response*> I understand. If you're not currently interested, I'll try back another time. Have a good day. <*Close the call, and see if you have a different contact you can try at the organisation. Move back to **Greeting**.*>

Qualifying Questions

Question 1: Did you know McAfee had a Next Generation Firewall solution?

  Yes, based on the acquisition that McAfee just made of the leading innovator of firewalls – Stonesoft, they do some important things differently. McAfee conducted an in-depth technical due-diligence process and found some compelling reasons– a unified software core, centralised management, high availability, and evasion prevention – that stack up to uninterrupted protection and low TCO.

  We are excited to bring this next generation firewall to you and are wondering if you would be interested in learning more? <*If Yes, Go to Scheduling the Demo*>

Question 2: Are you aware of McAfee's ability to uniquely identify Advanced Evasion Techniques?

  McAfee can stop the most sophisticated, evasive threats. Did you know, AETs work by splitting up the malicious packets slipping past our competitors firewalls. Once inside, they reassemble to unleash malware. Only the McAfee NGFW has the ability to spot these and stop them.

  Would you like a demonstration of these capabilities to protect your corporate network with both the highest level of threat protection and application control as proven through their advanced evasion technique?

Question 3: Are you currently consolidating or looking to upgrade your firewalls?

  McAfee's NGFW unites anti-evasion security with enterprise-scale availability, manageability, and a modular security engine that allows you to deploy security where, when, and how you need it to.

Question 4: Are you looking for a high availability firewall for your data centre?

  High availability is at the core of the McAfee NGFW. Active clustering of up to 16 nodes provides great flexibility in situations where process-intensive security applications such as deep inspection or VPNs require more performance. Transparent session failovers and support for running different software versions in the same cluster provide industry-leading system availability and serviceability without disruption.....

Question 5: Does your current firewall or NGFW have a low entry price to meet your budget but then require you to pay upcharges to obtain additional features?

  McAfee NGFW is flexible and scalable enough to adjust to your changing needs. Offering Extreme Protection – You can prioritise security above all else and require the best protection possible across multiple layers of defense.

Question 6: Is centralised management of your current firewalls with simple policy administration important to you?

  Being able to manage a highly distributed enterprise is a challenge and an opportunity – being able to move to a cloud service rather than a consolidated data centre is a huge cost cutting opportunity, however using disparate solutions with different policy managers will only add more overhead to the operation..

  Would you be interested in finding out more information based on McAfee's achieving "Recommend" status in NSS Labs' latest 2013 firewall tests by delivering an impressive 100 percent protection against year 2011 exploits, and also demonstrating 100 percent protection against evasions used in the test? <*If Yes, Go to Scheduling the Demo*>

Scheduling the Demo

I would like to meet with you to have one of our specialists share a demonstration of how McAfee's approach to the Next Generation Firewall can protect your corporate network with both the highest level of threat protection and application control as proven through their advanced evasion technique prevention.

<*If positive response*> Great. I will reach out to our product expert; they will contact you in the next 48 hours to set up a time that's convenient. <*Confirm the prospect's information, thank them, and close the call.*>

<*If negative response*> I understand. If next generation firewall protection isn't a priority right now, can you give me an idea of when it will be? I can take down your information and follow up with you at a later date.

  <*If positive response*> Great. I've made a note here, and I'll be sure to check in with you then to see if McAfee Next Generation Firewall will be the right solution for your company. <*Record the date, set the follow-up activity, and close the call.*>

  <*If negative response, thank the contact, and close the call.*>