

## Palo Alto Networks Corporate Backgrounder

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The company:	Palo Alto Networks is the network security company. Security visionary Nir Zuk founded the company in 2005 with a mission to re-invent enterprise network security, starting with the firewall. Network security in most enterprises is fragmented and broken, exposing them to unwanted business risks and ever-rising costs. We believe that the firewall needs to become the most strategically important network security device in the enterprise. Our management team and board of directors consist of key figures in the most important networking and security companies and related technologies, including the invention of stateful inspection, hardware-based security, and intrusion prevention. Our engineering team brings a track record of delivering quality networking and security solutions for Check Point, Cisco, NetScreen, McAfee, Juniper Networks, and others.	
Today's network security situation:	<p>We began shipping our family of next-generation firewalls in 2007 and to date have installed our solutions in more than 4,250 enterprise IT organizations worldwide, including many Fortune 500 companies. Gartner positions us as a visionary in their most recent Magic Quadrant for Enterprise Network Firewalls. We maintain sales offices across North America, Europe, Asia-Pacific, and Japan, and deliver our firewalls through a worldwide network of distributors and resellers.</p> <p>The Internet now accounts for the majority of traffic traversing enterprise networks. And it's no longer just web surfing. Network users are accessing new generations of web-based applications for both personal and business use. Many of these applications help improve user and business productivity, while others consume large amounts of bandwidth, pose needless security risks, and increase business liabilities.</p> <p>Applications have become the predominant threat vector. But traditional "port blocking" firewalls are unable to identify or effectively control any of them. That's because they classify traffic based only on ports and protocols. For example, most web traffic would be identified as simply HTTP coming through port 80, with no information on the specific applications associated with that port and protocol. Even worse, this problem is not limited to just port 80. Internet applications are increasingly using encrypted SSL tunnels on port 443, use clever evasive tactics to disguise themselves, or use port-hopping to find any entry point through the firewall. Again, legacy firewalls cannot see or control any of that traffic.</p> <p>For all of these reasons, "port blocking" firewalls are no longer an effective network security solution to manage the risks and rewards of today's Internet applications in the enterprise. This is not surprising since firewalls have seen no innovation and have changed very little over the last 15 years. IT organizations have tried to compensate for their deficiencies by surrounding them with proxies, intrusion prevention systems, URL filtering, and other costly and complex devices. But despite this propagation of point solutions, it still proved to be ineffective in today's application and threat landscape. It is time to address the many shortcomings of the current legacy firewall and network security infrastructure!</p>	
Our solution:	<p>At Palo Alto Networks, our mission is to fundamentally address the role of the firewall in the grander scheme of network security infrastructure and software deployments. To that end, we offer real innovation in the firewall, enabling unprecedented visibility and control of all applications and content—by user, not just IP address—at up to 20Gbps with no performance degradation. Based on patent-pending App-ID™ technology, our next-generation firewalls accurately identify more than 1,300 applications—regardless of port, protocol, evasive tactic or SSL encryption—and scan content to stop threats and prevent data leakage. As a result, the firewall is once again able to function as a strategic point of network control. This enables enterprises to safely embrace web-based applications and social media, while maintaining complete visibility and control and significantly reducing total cost of ownership through architecture simplification and device consolidation.</p> <p>Here are some of the capabilities available only in Palo Alto Networks next-generation firewalls:</p> <ul style="list-style-type: none"><li>▪ The <b>only</b> firewall to classify traffic based on the accurate identification of the application, regardless of port, protocol, or evasive tactic.</li><li>▪ The <b>only</b> firewall to identify, control, and inspect SSL encrypted traffic and applications.</li><li>▪ The <b>only</b> firewall that provides policy-based QoS traffic shaping by application and user, enabling you to control performance of business and personal applications on the network.</li></ul>	

- The **only** firewall with real-time content scanning to protect against viruses, spyware, data leakage, and application vulnerabilities based on a stream-based threat prevention engine.
- The **only** firewall that can scan content for social security and credit card numbers, to help prevent leakage of sensitive data and support PCI compliance.
- The **only** firewall to provide graphical visualization of network applications with detailed user, group, and network-level data categorized by sessions, bytes, ports, threats, and time.
- The **only** firewall with line-rate, low-latency performance for all services, even under load.
- The **only** firewall capable of delivering a logical perimeter for mobile users.

Our products: The PA-5000 Series is available in three models and designed to meet the requirements of large datacenters in enterprise and public networks, with maximum throughput of up to 20Gbps.

The PA-4000 Series is available in three models and designed to meet the bandwidth and performance requirements of large enterprise networks, with maximum throughput of up to 10Gbps.

The PA-2000 Series is available in two models and provides a high performance, cost effective solution for the branch offices of large enterprises and for mid-sized organizations.

The PA-500 is an affordable, full-featured firewall that is ideal for mid-sized organizations and branch office environments.

All Palo Alto Networks firewalls are based on the Single-Pass Parallel Processing (SP3) Architecture—an innovative hardware / software architecture that allows the firewalls to perform multiple networking and security functions without performance degradation. This unique architecture also enables IT organizations to consolidate key network security functions into fewer devices, thus greatly reducing costs and complexity. In addition, all our firewalls can be managed with Panorama, a centralized management system that provides global visibility and control over multiple Palo Alto Networks next-generation firewalls through an easy-to-use web-based interface.

Our customers: Palo Alto Networks firewalls are protecting the networks of more than 4,250 large- and medium-sized enterprises across multiple industries, including manufacturing, financial services, healthcare, education, retail, government, high tech, and many more.

Management: While the search for a CEO is ongoing, Palo Alto Networks has established an 'Office of the CEO' that manages the day-to-day business. Members of this office include the CFO, Michael Lehman and the two founders, Nir Zuk and Rajiv Batra.

Michael Lehman—CFO and member of the Office of the CEO  
Nir Zuk—Founder, CTO, and member of the Office of the CEO  
Rajiv Batra—Founder, Vice-President of Engineering, and member of the Office of the CEO  
René Bonvanie—Vice-President of Marketing  
Brett Eldridge—Vice-President of Customer Engineering and Support  
Lee Klarich—Vice-President of Product Management  
Larry Link—Vice-President of Worldwide Sales  
Yuming Mao—Founder and Chief Architect  
Punit Minocha—Vice-President of Business and Corporate Development

Investors: Palo Alto Networks is privately held with investments totaling US\$65M from leading venture capital firms Globespan Capital Partners, Greylock Partners, JAFCO Ventures, and Sequoia Capital.

Board of Directors: Jim Goetz—Partner, Sequoia Capital  
Asheem Chandna—Partner, Greylock Partners  
Venky Ganesan—Managing Director, Globespan Capital Partners  
Shlomo Kramer—Co-Founder of Check Point, Co-Founder and CEO of Imperva  
Bill Lanfri—Investor  
Nir Zuk—Founder, CTO, and member of the Office of the CEO

Learn more about Palo Alto Networks products and capabilities at [www.paloaltonetworks.com](http://www.paloaltonetworks.com).