



Palo Alto Networks – A Next Generation of Firewalls For The Next Generation of Users

Launches European operations and appoints VADition as Distributor of firewall technology that enables true Internet security and protection for the enterprise

Farnham, Surrey, 3 December 2008 – Palo Alto Networks has today announced its entrance into the European market and the availability of its family of next generation firewalls that address the changing profile of traffic on enterprise networks. Palo Alto will be led by Karl Dreisen who joins as VP Sales, EMEA. Palo Alto has also appointed VADition, the Web 2.0 and social networking Value Adding Distributor to accelerate its growth in the UK through VADition's portfolio of value adding partners.

The application landscape has changed. Internet applications such as P2P, IM, and messaging services within social networks are now demanded by the next generation of users in the workforce to enable collaboration and drive innovation. Accounting for up to 60% of all traffic and growing, these applications evade traditional firewalls, resulting in a network that is endemic with unapproved and uncontrollable applications. Palo Alto addresses the security concerns of the enterprise with its next generation of firewalls that provide the visibility and granular control of all applications traversing the network.

“Even in tough economic times, there’s always a technology that will get attention, interest and commercial activity, and I believe Palo Alto is just that,” said Barrie Desmond, Business Development Director, VADition. “To date, the channel has been swamped with paranoia from companies with outdated products trying to take advantage of the concern over so called Web 2.0 traffic with short term, opportunistic solutions that take an archaic and unproven ‘stop everything’ approach. Finally though, resellers, SI’s and IT services companies have an opportunity with Palo Alto Networks to challenge this thinking and stimulate incremental activity and business. We’re expecting, and are seeing, high interest in this much anticipated launch.”

Traditional firewalls rely on port and protocol to classify traffic meaning today’s numerous Internet applications can bypass them with ease by hopping ports, using SSL, sneaking across port 80 or using non-standard ports that are generally left open. Internet applications,

undetected by outdated firewall technology, cause havoc on the network exposing the business to risks including network downtime, increased operational expenses and data loss.

“Internet applications will continue to dominate network traffic, getting richer and more powerful, particularly as the network savvy generation enter the workforce in growing numbers,” said Karl Driesen, VP Sales, EMEA, Palo Alto Networks. “Our innovative approach is a watershed for firewall technology giving enterprises back control of their networks and we know that VADition is uniquely placed to offer the vision, support and structure to develop Palo Alto’s presence in the UK.”

Barrie Desmond of VADition concluded, “Until now, enterprises have had to deploy a variety of firewall technologies to protect their networks – stateful, proxy server, application layer – which only adds complexity, increases overheads and still leaves them exposed to unseen applications. Palo Alto is the firewall that the industry has been waiting for - complete visibility and control of all applications, enables network simplicity and significantly reduces OpEx. These are vitally important characteristics in today’s economy that our channel partners are already finding very attractive.”

About Palo Alto Networks

Palo Alto Networks™ is the innovative leader in next-generation firewalls, enabling user-based visibility and granular policy control of applications and content running on enterprise networks. Based on patent-pending App-ID™ technology, the Palo Alto Networks family of next-generation firewalls accurately identifies applications – regardless of port, protocol, evasive tactic or SSL encryption – and scans content to stop a broad range of threats and prevent data loss at 10Gbps with no performance degradation. Enterprises can now for the first time embrace the Web 2.0 world in a manner that is safe for the business and its users, while offering significantly lowering total cost of ownership through device consolidation. For more information, please visit www.paloaltonetworks.com.

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About VADition

VADition (www.vadition.com) is a Value Adding Distributor introducing a new wave of technologies to its partners in the UK. These technologies form the basis of its '***Intuitive Technologies***' strategy, a range of Internet inspired platforms and services designed around simplifying increasingly complex and overloaded information infrastructures. The products chosen mirror the self-service behaviour of an increasingly IP savvy society - business and consumer. The characteristics of VADition’s chosen vendor partners therefore must demonstrate a belief in new business models embraced within 'Web 2.0', and have designed their technology around 'Self Service' or simplification.

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