

## Executive Overview

### SASE, SSE, ZTNA, SD-WAN? Your Journey, Your Way.

Cato provides the world's most robust single-vendor SASE platform, converging Cato SD-WAN and a cloud-native security service edge, Cato SSE 360, into a global cloud service. Cato SASE Cloud optimizes and secures application access for all users and locations everywhere.

Using Cato, customers easily replace costly and rigid legacy MPLS with modern network architecture based on SD-WAN, secure and optimize a hybrid workforce working from anywhere, and enable seamless cloud migration. Cato enforces granular access policies, protects users against threats, and prevents sensitive data loss, all easily managed from a single pane of glass. With Cato your business is ready for whatever's next.

## Product & Service Offerings

- Secure Access Service Edge (SASE)
- Security Service Edge (SSE)
- Global Private Backbone
- Advanced Threat Prevention Security as a Service:
  - ZTNA
  - FWaaS
  - SWG
  - NG Anti-Malware
  - CASB
  - DLP
  - RBI
- Edge SD-WAN ("Cato Socket"), Physical Device, vSocket(AWS, Azure, ESXi)
- Cloud and Mobility Solutions
- Cato Service Management
- Managed Detection and Response (MDR)

## Sales Engineer Take On Best Fit

Cato offers a very comprehensive, global, single-vendor SASE solution and in my opinion, Cato should be part of almost every SASE opportunity. They are almost always a great fit if clients are looking for both SD-WAN and network security, even if they want to start with one part of SASE and grow into the rest. Cato is incredibly valuable for clients with remote users that need to connect into the network, clients with locations in China that need to get data in/out of China, and anyone focused on improving network security or increasing WAN efficiency.

- Sarah Arnstein, SASE Sales Engineer

## Key Features & Differentiators

The world's first SASE platform. SASE is composed of a network access layer and a Cloud-based Security layer. SASE is an architectural differentiator. Global, cloud-native, and PoP-based architecture that is centrally managed from the cloud that supports all

edges (physical, cloud, mobile).

- Easily migrate from MPLS to SD-WAN
- Improve performance between global locations
- Provide direct, secure internet access everywhere
- Secure and optimize access to cloud data centers and cloud applications
- Secure and optimize mobile access to on-premises and cloud-based applications

## Top Industries Served

- Other

## Ideal Customer Profile

### Multi-location , global or regional enterprise looking to:

- Improve performance between global and regional locations
- Reduce the cost of connectivity
- Optimize cloud and mobile access
- Protect users and locations against cybersecurity threats everywhere down to individual users and applications

## Qualifying & Technical Questions

1. Where are your branch locations and how many do you have?
2. How do you connect your locations?
3. Do you experience capacity constraints or availability issues? Are you looking at SD-WAN to increase capacity and reduce cost?
4. Do you experience global performance issues? Are you looking for an affordable global MPLS alternative?
5. How do you secure your locations?
6. How do you secure your remote users?
7. Are you looking to reduce branch security footprint and simplify upgrades and patches?
8. Are you planning to upgrade to get more inspection capacity or better security?
9. Is backhauling slowing cloud access or overloading MPLS? Looking to offload cloud traffic at the branch?
10. Are you using Amazon AWS, Microsoft Azure or another cloud provider?
11. Slow cloud access from your branches or mobile users?
12. Difficulty hiring IT staff and lack of security expertise?

## Elevator Pitch

Cato provides the only converged SD-WAN and secure cloud service. Cato is the first implementation of the Gartner SASE framework that identified a global and cloud-native architecture as the way to deliver secure and optimized access to all users and applications. They enable enterprises to move away from a legacy MPLS network built with a bundle of point solutions and expensive managed services, to a modern network that is global, secure, agile, and affordable. Customers can easily connect, secure, and run their networks by themselves, with Cato offering expert managed services to help them, as needed.

## Objections & Rebuttals

### **I already have security devices**

Cato can work seamlessly with your existing security infrastructure, although Cato has a complete security stack. They have a NGFW, secure web gateway, IPS, Anti-malware, CASB, DLP, RBI capabilities all built directly into the network. In addition, they offer a Managed Detection and Response service. This enables their customers to maintain one logical security policy that is enforced across the business.

### **We've been looking at another edge SD-WAN provider**

Cato's global, SLA-backed backbone with Cato's robust managed SD-WAN service is built from the ground up by Cato. Cato offers a converged, cloud-native platform that combines the global backbone, edge SD-WAN, Security as a service, and secure and optimized cloud and mobile access. You can deploy what you need and add Advanced Security without a change in deployment.

### **We buy a complete solution from our Telco**

Telcos integrate 3rd party point solutions into their service. It results in high operational complexity and costs, slow evolution of the service, complicates troubleshooting and slows problem resolution.