
Palo Alto Networks Corporate Backgrounder June 2009

Headquarters: Palo Alto Networks
232 E. Java Drive
Sunnyvale, CA 94089
www.paloaltonetworks.com

Tel: 408.738.7700
Tel: 866.207.0077
Fax: 408.738.7701
info@paloaltonetworks.com

Company: Palo Alto Networks was founded in 2005 by security visionary Nir Zuk, with a mission to re-invent the firewall so it can once again become the most strategically important security device in the enterprise network. The Palo Alto Networks management team and board of directors have been key figures in some of the most important network security companies and related technologies, including the invention of Stateful Inspection, hardware-based security, and intrusion prevention. The engineering team brings a track record of delivering quality networking and security solutions for such companies as Check Point, Cisco, NetScreen, McAfee, Juniper Networks and others.

The company began shipping its family of next generation firewalls in 2007 and has installed its solutions in hundreds of enterprise IT organizations worldwide, including many Fortune 500 companies. Palo Alto Networks maintains sales offices across North America, Europe, Asia-Pacific, and Japan, and delivers its firewalls through a worldwide network of distributors and resellers.

Market Opportunity: The Internet now accounts for the majority of traffic traversing enterprise networks. And it's not just web surfing. The Internet has spawned a new generation of applications being accessed by network users for both personal and business use. Many of these applications help improve user and business productivity, while other applications consume large amounts of bandwidth, pose needless security risks, and increase business liabilities.

Traditional "port blocking" firewalls are unable to identify or effectively control any of these Internet applications. That's because legacy firewalls 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. But this problem is not limited to Port 80. Internet applications are increasingly using encrypted SSL tunnels on Port 443, and 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.

For all of these reasons, "port blocking" firewalls are no longer an effective 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 that also are ineffective in today's application and threat landscape. It is time to fix the underlying problem.

Our solution: Palo Alto Networks believes it's time to fix the firewall.

Palo Alto Networks offers real innovation in the firewall, enabling unprecedented visibility and control of all applications and content – by user, not just IP address – at up to 10Gbps with no performance degradation. Based on patent-pending App-ID™ technology, these next generation firewalls accurately identify 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 embrace the Web 2.0 world, while maintaining complete visibility and control, and significantly reducing total cost of ownership through device consolidation.

Here are some of the capabilities available only in next generation firewalls from Palo Alto Networks.

- The only firewall to classify traffic based on the accurate identification of the application, regardless of port, protocol, or evasive tactic.
- The only firewall to identify, control and inspect SSL encrypted traffic and applications.

- The only firewall that provides policy-based QoS traffic shaping by application and user, enabling organizations to control performance of business and personal applications on the network.
- 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.

Products:

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 businesses 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 allow the firewalls to perform multiple networking and security functions without performance degradation. This unique architecture also enables IT organizations to consolidate key security functions into fewer devices, thus greatly reducing IT costs and complexity.

In addition, all 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.

Customers:

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

Management:

Lane Bess, CEO
Nir Zuk, Founder and CTO
Rajiv Batra, Founder and Vice President, Engineering
Lee Klarich, Vice President, Product Management
Larry Link, Vice President, Worldwide Sales
Yuming Mao, Founder and Chief Architect

Investors:

Palo Alto Networks is privately held with investments from leading venture capital firms Globespan Capital Partners, Greylock Partners, JAFCO Ventures, and Sequoia Capital.

Board of Directors:

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

Learn more about Palo Alto Networks products and capabilities at www.paloaltonetworks.com.