



WatchGuard SSL Competitive Selling Guide

The WatchGuard® SSL 1000 and SSL 500 provide the most comprehensive remote access and identity management solution in their class. Secure SSL VPN and enterprise-class authentication, with extensive support for smart phones and PDAs, strong endpoint security, and clientless as well as full access client modes all deliver the connectivity and security today's connected organizations demand.

The WatchGuard SSL 1000 supports up to 1000 users per appliance, and the SSL 500 supports up to 500 users per appliance. Multiple appliances may be clustered for scalability and redundancy.

KEY SELLING POINTS

- **Best value**
 - WatchGuard SSL solutions are less expensive than competing products on a cost-per-user basis
 - WatchGuard SSL solutions include all security and access features at no extra cost. Simply purchase an appliance, user pack, and maintenance, and all features are available.
- **Most comprehensive authentication options**
 - Integrates with and leverages existing authentication systems
 - Generates software and SMS tokens for two-factor authentication
 - Allows for user self-enrollment and federated identity – critical for organizations wishing to facilitate inter-departmental or B2B shared authentication relationships
- **Widest range of access support**
 - Client and clientless VPN for extensive device, browser, and platform support
 - Tunnel and “kiosk mode” for tight control over resources
 - The industry's broadest support for mobile platforms
 - Network control of incoming and outgoing requests
- **Added protection for endpoints and infrastructure**
 - Endpoint integrity checking of OS, patch level, and anti-virus
 - VPN endpoint session clean-up
 - HA clustering for scalability and maximum uptime
- **Best support package in the industry**
 - Hardware warranty, threat alerts, technical support, software updates, innovative training, and more!

COMPETITIVE POSITIONING

JUNIPER NETWORKS SA SERIES

- **Costly Solution**
 - Some important options cost extra for the Juniper SA series, whereas the WatchGuard SSL 500 and SSL 1000 include all options at no extra cost
- **Fewer features**
 - No encrypted desktop option
 - No federated identity
 - No native support for SMS-based 2-factor authentication tokens – hardware tokens can be costly

SONICWALL SSL-VPN SERIES

- **Costlier solutions**
 - Secure Desktop costs extra
 - Host integrity checking costs extra
 - No SMS-based 2-factor authentication token support – hardware tokens can be costly
- **More limited feature set**
 - No support for federated identity or user self-enrollment
 - Host integrity checking is Windows-only
 - No included encrypted desktop option

F5 NETWORKS FIREPASS

- **Expensive Solution, especially at high end**
 - To implement a clustered solution with F5, an expensive F5 load balancer is required
 - Fewer supported authentication methods
 - Encrypted Desktop support is for Windows systems only
 - Advanced security and high availability options cost extra
 - Gateway security options cost extra with F5. With WatchGuard SSL all options are included, no extras to buy

COMPETITIVE POSITIONING (continued)

CITRIX ACCESS GATEWAY

- **Limited mobile device support**
 - Mobile device-enabled workforces have fewer options for connecting with the Citrix Access Gateway
- **Expensive Tunnel Renewals:**
 - Citrix tunnel packs must be renewed annually. With WatchGuard SSL solutions, you purchase user packs only once
- **Limitations in large deployments**
 - Advanced Edition not recommended in deployments over 500 users, whereas WatchGuard SSL Solutions support all advanced features even for deployments of thousands of users
- **Heavy reliance on other Citrix products**
 - Windows application delivery and other features rely on use of Citrix Presentation Server

TARGET CUSTOMERS

WG SSL 1000 Ideal for an enterprise customer with a large distributed work force that has a requirement for providing access to corporate resources such as email, CRM and order entry systems without rolling out and managing a traditional VPN client. Ideal for any customer with robust authentication and identity management needs, including enterprise-class Single Sign-On (SSO) and identity federation.

WG SSL 500 Ideal for a small to medium enterprise with a distributed work force that has a requirement for providing access to corporate resources such as email, CRM and order entry systems without rolling out and managing a traditional VPN client. Ideal for any customer requiring strong authentication and access management capabilities.

FEATURE COMPARISON AT A GLANCE[†]

Product	WatchGuard	Juniper Networks	SonicWALL	F5 Networks	Citrix
	SSL 1000	SA 700	SSL-VPN 4000	Firepass	Access Gateway
	SSL 500	SA 2000			
Clustering Support	•	limited	limited	no	no
Single Sign-On	•	no	no	no	•
Federated Identity	•	no	no	no	no
SMS-based 2FA tokens	•	no	no	no	no
Application Support	•	no	incl. with URL filtering	not real-time	not real-time
Gateway Security	•	extra cost	extra cost	extra cost	•
Host Integrity Checking	comprehensive; multiple platforms supported	•	extra cost Windows only	•	•
Encrypted Desktop	multiple platforms supported	no	no	Windows only	•
PKI/Certificate Support	•	extra cost	no	no	no
Mobile Device Support	•	no	no	no	no
MAC OSX Client	•	no	no	no	no

[†]Not all competitor product models are available in all regions worldwide