

UNIFIED THREAT MANAGEMENT (UTM) BUYER'S GUIDE

What to Expect from Today's UTM



INTRODUCTION

As the owner, or key business leader, of a small or medium business, you have a tremendous responsibility—not just for the success of the organization but also for the livelihood of those who work there. As a result, your number 1 (as well as number 2 and 3) responsibility is the financial viability, growth, and profitability of the endeavor.

You must determine the right strategic course for the organization, empower your employees, and ensure they have the technology necessary to do their jobs. That means embracing mobility and personal devices in the workplace, utilizing cloud services to reduce cost and increase business agility, welcoming a growing number of Internet-connected devices onto the network, and more. Yet each new technology brings a new risk at a time when cyber crime—phishing, ransomware and more—continues to grow. And at this stage of the business, any significant security incident that leads to downtime or lost customer data can have major consequences. Even spending substantial time managing a growing number of networking and security products takes attention away from organizational goals.

So, as a business leader, how do you ensure that your business is protected while still enabling it to grow? One way is to find a quality unified threat management (UTM) solution that not only stops cyber threats from entering your network but also simplifies your network, freeing up time and money to drive the business. Another way is to select a trusted service provider to manage your network and security.

WHAT MAKES A QUALITY UTM SOLUTION?

There are so many UTM vendors and products available today. Some are from well-known networking brands, others are from leading endpoint providers, and even more are from network security companies focused on the small business space. It can be challenging to select a good one. Here are four things to look for before choosing:

1 Proven Effectiveness

As discussed above, the primary job of your UTM is to protect your business. Yet not all offerings have the same effectiveness. Some products on the market today use open-source technologies to keep cost down. Others include acquired security technologies as a bolt-on to their traditional portfolio. Still others have stripped-down enterprise capabilities in order to run on the smaller UTM devices. Be sure to look for UTM solutions, ideally homegrown, that go through routine, independent testing of security effectiveness to know how well your business will be protected.

2 Breadth of Functionality

With threats constantly changing, the security capabilities needed in a UTM continually expand. The same can be said for your business network and the networking capabilities of your UTM, which often require more physical wireless access points and wired switch ports as well as intelligence to manage traffic across it. Further, with the rise of valuable cloud services—like Microsoft Office 365, Google G-suite and more—extending visibility and control is critical. Look for vendors that continually add the latest security services—today, things like web application firewall, cloud sandboxing, CASB and more—as well as those that offer a wide range of networking options. This extensibility ensures that your solution can grow as your business does, delivering ongoing value to your initial investment.

3 Ease of Management

Purchasing security and networking components from different vendors can not only become expensive but getting them all set up and then managing them on a regular basis can be time-consuming. Consider how well-integrated a vendor's security and networking products are and whether they can be controlled from the same console. Do they deploy quickly? How much ongoing tuning and other administration is required? Look for solutions that require minimal effort to manage and maintain, ideally by a trusted partner. This will keep your hard and soft costs to a manageable level.

4 Market Adoption

While technology always evolves and new players and products may appear on the scene, it doesn't take long for the market to recognize which products deliver value. In 2017 there were more than 2 million UTM-style devices shipped (more than 500,000 every quarter), which provides a huge sample set to determine which vendors and products are known for delivering value and security. Look to see who the market of your peers is voting on with their dollars based on units sold. A bonus if you know someone at another organization who uses that product and has firsthand experience to share.

Given the scarcity of time, money, and IT knowledge, it's very easy to just pick a UTM solution based on price. While the UTM you choose needs to, of course, fit your budget, it's worth a bit of extra effort when selecting a product, you will rely on to protect your growing business for the next four to five years, to make sure it's a good one.

THE FORTINET SECURE NETWORK SOLUTION

The requirements above are exactly what has driven the evolution of Fortinet's original Unified Threat Management appliance to become the more powerful offering it is today, enabling business productivity and mitigating security risks.

Fortinet has delivered the most UTM appliances, and more than the next 2 vendors combined, for 12 consecutive quarters and has earned the most independent validation in the industry. Rigorously tested by NSS Labs, Virus Bulletin, AV-Comparatives, and many more, Fortinet consistently demonstrates high security effectiveness.

At the same time, Fortinet offers the broadest integrated portfolio that includes the full set of security services and networking capabilities on the UTM device as well as dedicated, but still integrated, security components—like secure email gateways, web application firewalls, sandboxing and cloud security—and networking devices to ensure that everything works well together. This enables you to extend your initial investment with more robust capability as your business grows.

And the Fortinet FortiGate installs in minutes, comes with default, recommended security settings, and receives regular threat intelligence updates from our FortiGuard Labs to keep you protected. Little weekly management is typically required, and additional components like switches are automatically discovered and controlled from the same UI. This preserves your precious headcount to focus on business success. And if you've outsourced the function to managed service providers, ensures they can focus on their own high value add more so than basic administration.

Fortinet is clearly the UTM of choice all around the world, selling and shipping the most devices of any vendor by far. To date, 4 million Fortinet devices have been delivered to protect businesses large and small all around the world.

BUYER'S CHECKLIST



VALIDATED SECURITY EFFECTIVENESS

- AV Comparatives tested
- NSS Labs tested
- Virus Bulletin tested

BROAD PORTFOLIO. UTM APPLIANCE PLUS

- Wired and wireless networking
- SEG and WAF
- Cloud security

EASY MANAGEMENT

- Quick install wizard
- Cloud-based management console
- Integration/automation

MARKET VALIDATION

- IDC rank by units shipped
- Gartner Magic Quadrant position
- Peer recommendations



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