



Real Security for the Real World

Powerful Protection That's Reality-Ready



Cybersecurity is Exhausting

IT environments are getting more complex, and the threats feel out of control. There are too many tools to choose from, and it's difficult to know which you need (let alone how they'll impact your tech stack). Finding the time, budget, and resources to do security well is never easy. Getting vendors to pick up the phone or respond to support requests is like pulling teeth. And somehow, security work always seems to have a way of diverting time and resources from other business-critical areas.

It doesn't have to be so hard. Your cybersecurity solutions should be able to handle the real, imperfect operating conditions and pressing challenges you face every day.

That's where WatchGuard is different.

For three decades, we've made advanced security solutions a reality for every organization, enabling them with Real Security for the Real World. We go beyond the technology to focus on what matters for real cybersecurity success... solutions that overcome the everyday obstacles standing between you and effective, scalable, reliable, and economical security.

In this ebook, we'll explore the top challenges most security administrators face today and real security solutions that address them.



01 Cybersecurity Pros Can't Keep Up

The sheer amount of security threats we face today is staggering. It's harder than ever to stay on top of it all. And it can be just as hard to wrap your head around all the different technologies available to address them! Deciding which security solutions will work best for your business and which to avoid sometimes feels impossible. This often results in a complex tech stack filled with redundant, unnecessary tools you can't hope to manage effectively or trust to provide the protection you need.

When facing more sophisticated threats every year, you might be tempted to add more security. But this will just mean higher costs, slower operations, frequent integration issues, and worse security outcomes. In the real world, "more" is rarely the right approach to security.

The Reality

Surging Threats
Nearly **2,250** cyberattacks happen every day¹

Big Financial Blowback
the average cost of a data breach is nearly **\$5M²**

Too Many Tools
40% of organizations have too many cybersecurity tools to manage effectively³



You Need Precise & Powerful Security

We give you a security scalpel, not a sledgehammer. We offer a simpler way, with tools that are precise enough to fit your real security needs and powerful enough to handle today’s advanced threats. Trust our experts to choose only the most effective technology to keep your security strong and avoid the overly complex, low-impact clutter.

Real Security:

- Customizable solutions based on years of cybersecurity expertise
- Powerful protection for environments, devices, and users in one platform
- Products and services that communicate with one another to stop threats (XDR)
- AI, ML, and automation that drives better, faster, stronger protection



Unified Security Platform



Network Security



Endpoint Security



Identity Security



ThreatSync Core (XDR)



ThreatSync+ (Open XDR)



AI, ML, Automation



02 One-Size-Fits-All Solutions Fit No One

Most security solutions out there aren't flexible, interoperable, or scalable enough to meet your unique operational needs. This leaves you bending over backwards to modify your security stack and make them work for your business, or always searching for something more manageable given your time, budget, and resource constraints.

So many organizations have gotten so used to adapting their security strategy, technologies, and operations to accommodate rigid, one-size-fits-all security solutions that friction and frustration have become the norm. But it doesn't have to be.

The Reality

Concerning Resource Limitations

Almost half of organizations lack the right tools and people to handle cyber threats⁴

Unified Security Benefits

Companies adopting a security platform approach report simpler operations and fewer incidents and breaches⁵

To SOC or Not to SOC?

A \$2M to \$7M investment per year, building an in-house SOC isn't always an option⁶

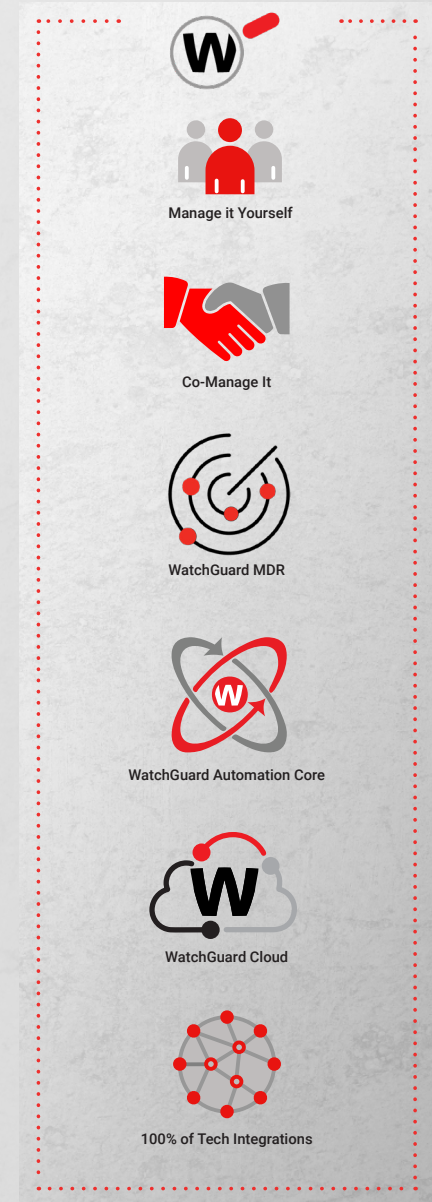


You Need A Perfect Fit

Our security solutions conform and scale to your business needs rather than force you to make compromises. Whether it’s sophisticated self-managed tools, AI-based security products, co-managed solutions, or outsourced services, we deliver security that not only feels tailor-made to your current operational realities but has the flexibility to adapt quickly as your needs evolve over time.

Real Operational Alignment:

- Self-managed, co-managed, or outsourced security options
- 24x7 Managed Detection & Response (MDR) services
- AI and ML technology to streamline security management
- Centralized, automated security management for simplified operations
- Broad technology ecosystem and integrations





03 Real Relationships and Support Are Rare

The sad truth is that it’s tough to find cybersecurity providers that value genuine connection and provide the support you need. Support and customer relations processes continue to become more automated. The human element is withering. Transactional security “partnerships” are everywhere.

Every one of your peers might know your security vendor, but how well does that vendor know you? Whether you have a configuration concern or a full-blown ransomware attack on your hands, if you can’t rely on your provider to answer the phone, you can’t truly be confident in your security posture. Deep relationships and high-quality support aren’t “nice-to-haves.” They’re essential.

The Reality

Strong Support Means Business
Nearly 60% of companies rank support as a top factor in security purchasing decisions⁷

Connection Counts
80% of customers say the experience a company provides is as important as its products and services⁸

Poor Support Sparks Churn
55% of executives will switch security providers due to poor vendor responsiveness or support⁹



You Need People that Show Up

Our people-first mentality shows up in everything we do. From major security crises to minor questions, we have your back no matter what. We know that stronger relationships create better security outcomes. That’s good for your business and ours. But it’s about more than that. Our people care more than the rest and it’s that simple.

Real Support:

- Award-winning 24x7 support
- Easy-access education, training, documentation, and resources
- Dedicated account managers
- Real, reliable people across every department and level



24x7 Technical Support



WatchGuard Account Reps



WatchGuard Learning Center



WatchGuardians Worldwide



04 Security Needs Tighter Alignment with Business Goals

Let's get real. Your company can and should be making way more money. Cybersecurity can sometimes feel like a distraction or a time sink rather than the business driver it can be. Without the right solutions in place, security can turn into a thief that steals time and resources away from revenue-generating activities.

Ease of use, effectiveness, and price are all factors to prioritize when choosing a security solution for your business. But many options out there force you to make sacrifices in at least one of these areas. When it comes to cybersecurity, you can and should have your cake and eat it too.

The Reality

Protection for the Bottom Line

Every avoided breach saves businesses millions in lost revenue and reputational damage¹⁰

Downstream Effects

60% of organizations that suffer a breach have to increase the price of their products or services¹¹

The Platform Payoff

A consolidated, unified platform improves security efficacy, reduces costs, and improves operational efficiency¹²



You Need Proven Business Value

Powerful security is only possible for every organization if the economics work and the value is there. Everything about our solutions, pricing, packaging, and partner program simplifies security delivery at scale and maximizes business growth for managed service providers (MSPs). The same is true for businesses of all types and sizes. We make powerful protection accessible, simple, and reliable, so you can avoid costly incidents, worry less about security, and devote more time to generating revenue.

Real Value:

- More security for less, and more time back to build your business
- Flexible subscription, consumption, and term-based purchasing options
- 100% channel, 100% of the time
- Award-winning, engagement-based partner program
- Partner benefits designed to maximize growth

W

WatchGuardONE
WatchGuardONE Partner Program

WatchGuard FlexPay

Term, Points, and Subscriptions

Discounts, Rebates, Incentives



Finally, Solutions for Your Real-World Needs

There’s no getting around it, cybersecurity is hard. But solutions that aren’t built for the imperfect operating conditions you face every day make it so much harder.

That’s where WatchGuard is different. WatchGuard delivers Real Security for the Real World, essential solutions tailored to your operations, backed by unwavering support, and built on a financial model designed for your success.

While other security providers push products that may or may not meet your needs, we take a holistic approach to solving your real problems – the practical obstacles standing between you and effective, scalable, reliable, and economical security.



Real Security for the Real World

Precise & Powerful Security

Easy access to better, faster protection where it counts.

Everything you need and nothing you don't. Trust our experts to choose only the most effective technology to keep your security up to date, and avoid the overly complex, low-impact clutter.

A Perfect Operational Fit

Flexible solutions that feel tailor-made for your security operations.

We conform and scale to you, rather than asking you to adapt to us. Pick from sophisticated tools or easy AI-based services for security that feels tailor-made for your needs.

People That Show Up

A partner that truly cares and always has your back.

You don't only hear from us when we need something. We get to know you and your business, engage at every level, and we answer the phone when you need support. We care about building real partnerships and prove it every day.

Proven Business Value

More opportunities to make more money.

For businesses of every size to have powerful security, the price must be right! You want security solutions based on WatchGuard to be a top value even with MSP operations and services factored in... and that's what we deliver.

Sources:

1. [University of Maryland](#)
2. [IBM](#)
3. [Ponemon](#)
4. [ISC2](#)
5. [IBM](#)
6. [Arctic Wolf](#)
7. [Capterra](#)
8. [Salesforce](#)
9. [A10](#)
10. [IBM](#)
11. [IBM](#)
12. [IBM](#)

About WatchGuard

WatchGuard® Technologies, Inc. is a global leader in unified cybersecurity. Our Unified Security Platform® approach is uniquely designed for managed service providers to deliver world-class security that increases business scale and velocity while improving operational efficiency. Trusted by more than 17,000 security resellers and service providers to protect over 250,000 customers, the company's award-winning products and services span network security and intelligence, advanced endpoint protection, multi-factor authentication, and secure Wi-Fi. Together, they offer five critical elements of a security platform: comprehensive security, shared knowledge, clarity & control, operational alignment, and automation. The company is headquartered in Seattle, Washington, with offices throughout North America, Europe, Asia Pacific, and Latin America. To learn more, visit [WatchGuard.com](#).

Ready to explore how Real Security from WatchGuard can help your business? Reach out today for a demo, to connect with your peers about their experience working with us, and/or to learn more about the WatchGuardONE partner program.



NORTH AMERICA SALES 1.800.734.9905

INTERNATIONAL SALES 1.206.613.0895

WEB [www.watchguard.com](#)

No express or implied warranties are provided for herein. All specifications are subject to change and expected future products, features or functionality will be provided on an if and when available basis. ©2025 WatchGuard Technologies, Inc. All rights reserved. WatchGuard, the WatchGuard logo, Firebox, ThreatSync, Unified Security Platform, are registered trademarks of WatchGuard Technologies, Inc. in the United States and/or other countries. All other tradenames are the property of their respective owners. Part No. WGCE67851_070825