

Business Case for Offering a Hosted Managed Virtual Firewall Service

Enterprises are looking to offload their firewalls; they don't want the complication and expense of dealing with hardware appliances. Instead, they want a firewall service which is easier for them to manage and keeps up with the latest security solutions for better threat protection. As an MSSP you're uniquely positioned to solve this challenge. When you host a managed **virtual** firewall service (VFS)—and **automate** it—you'll see returns both in terms of efficiency and on your investment.

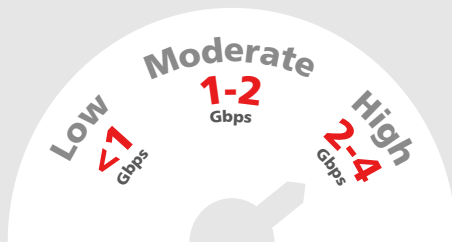
You want speed of service delivery, flexibility of choice for your customers, and a clear new revenue opportunity that has a reduced cost of service delivery compared to traditional approaches. Here's a step-by-step plan for implementing this.

THREE STEPS TO GET STARTED

1 DEFINE YOUR SERVICES

First, assess the type of customer you're targeting so you can determine their bandwidth needs. Let's say your clientele are SMBs and organizations with less than 10Gbps of traffic that needs firewalling. You can create three offerings that cater to them:

BANDWIDTH



Then you need to define different service offerings to give enough choice to your customers without burdening your business with extra cost. Let's start with two bundles:

SECURITY SERVICE BUNDLES

Features	Standard	Premium
URL	✓	✓
Threat Prevention	✓	✓
DNS		✓
Zero-day		✓

2 PRICE YOUR SERVICES

Now you need to set your prices by mapping the different bandwidth offerings to the bundles:

ANNUAL SUBSCRIPTION PRICE

	<1 Gbps	1-2 Gbps	2-4 Gbps
Standard	\$4,800	\$6,800	\$11,800
Premium	\$6,500	\$9,500	\$15,500

3 COST OF YOUR VIRTUALIZED SERVICE OFFERING

Using virtual firewalls for your service means you only need to pay for firewall VMs as you bring on a new customer. You don't have to plan overcapacity into your purchases or architecture, initially.

By going the virtual firewall route, your margins at the standard service level range from 38-63%.

COST OF VIRTUAL FIREWALLS, SERVICES AND ORCHESTRATION SOFTWARE

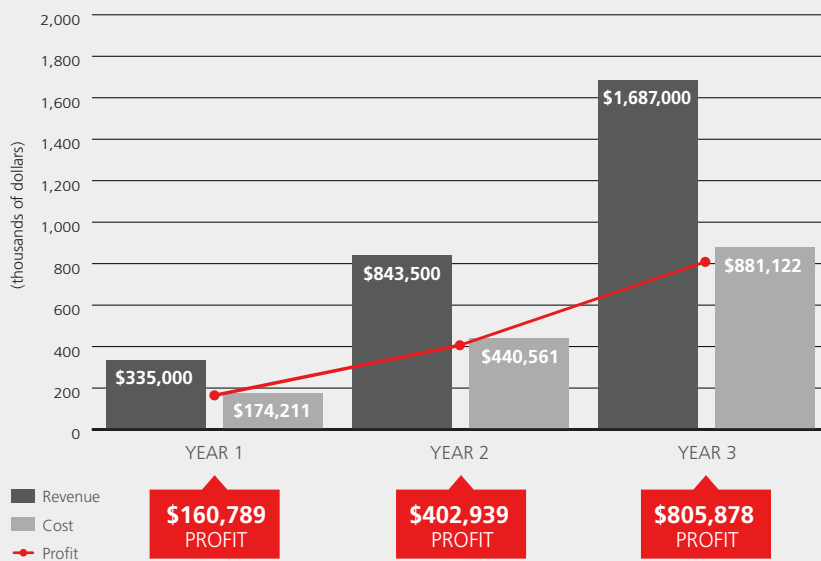
	<1 Gbps	1-2 Gbps	2-4 Gbps
Standard	\$1,767	\$2,967	\$7,267
Premium	\$2,400	\$4,100	\$10,767

COMPARED TO HARDWARE COST

	<1 Gbps	1-2 Gbps	2-4 Gbps
Standard	\$5,917	\$11,183	\$15,533
Premium	\$7,550	\$14,300	\$19,867

Real-life Example

Let's assume you're a US-based MSSP with four data centers. You expect to bring on 40 new customers in your first year, ramping that up to 60 in year two and 100 in year three. This brings 200 new customers to your business over three years. Customers will range from standard <1Gbps subscribers to premium high bandwidth users. Assuming 75% take the standard package and the capacity is evenly distributed, the managed virtual firewall service will contribute between \$1-1.5M or more in profit over 3 years without requiring new equipment, staffing or training. When looked at like this, offering an automated virtual firewall solution becomes a no-brainer.



HOW CORSA SECURITY CAN HELP

The Corsa Security solution leverages intelligent orchestration and automation to enable a hosted, managed VFS with speed, simplicity and savings. At the heart of the solution is the Corsa Security Orchestrator software—your single portal to deploy, scale and optimize your virtual firewalls. It aggregates the views of multiple firewalls to show the health of the systems, server resource allocation, VMs and network utilization. Built on an intuitive UI, the Orchestrator simplifies all the complex operations associated with running on-premise virtual firewalls so you can add more at the click of a button. You benefit from:

- **Lower cost:** engineering resources are no longer required to spin up a firewall for a new customer. Now it's a quick and easy customer support function instead.
- **Pay-as-you-grow:** You only pay for what you sell to customers and you can move firewall licenses to wherever you need them.
- **Service velocity:** you can quickly create new services without having to deploy new infrastructure.
- **Simplified operations:** Provisioning and management is cloud-like and automatically scales firewall capacity as needed.
- **Flexibility:** this model makes the firewall solution portable, so you can deploy virtual firewalls at an on-prem network gateway today and re-deploy it elsewhere tomorrow.

Your customers increasingly look to you to host and manage their firewalls. Physical firewalls are becoming increasingly complex, and enterprises don't want to invest money and engineering resources in an area which distracts from their strategic goals. As an MSSP you can capitalize on this opportunity by switching to an automated virtual firewall service. You get improved ROI (thanks to lower costs and a pay-as you grow model), faster time to deployment, and simplified operations. Your customers get to keep pace with increasing traffic volumes while accessing all the next generation security features for increased threat protection. It's a win: win.

About Corsa Security

Corsa Security is the leader in automating network security virtualization, which helps large enterprises and service providers deploy, scale and optimize virtual on-premise firewalls with speed (24x faster deployment), simplicity (zero-touch operations) and savings (5x lower TCO). By tightly integrating virtualization with intelligent orchestration in a single dashboard, the Corsa Security Orchestrator provides an aggregated view of all your virtual firewall while managing the infrastructure health, capacity, and performance. Customers subscribe to the Corsa Security services based on their current needs and then pay as they grow by integrating credit-based licensing from our firewall partners.