



TECHSUMMIT19

BARRACUDA TECHNICAL SUMMIT

Barracuda IoT Connect



Agenda

- Cloud and IoT
- Barracuda IoT architecture
- Introduce IoT Connect
- Live Demo – Easy to Deploy
- Live Demo – Easy to Use
- Licencing and Timelines – Easy to Buy
- Q&A

Next session – Deep dive what 'IoT Connect' does under the hood

Then – containers/edge computing on Secure Connector appliances

The logo consists of the letters 'IoT' in a bold, white, sans-serif font, centered on a solid blue square background.

Barracuda
IoT Connect



Introduction



Cloud & IoT

- Thousands of IoT devices create:
 - A connectivity challenge
 - Cloud provides the ideal highly scalable, highly available connectivity hub
 - A shit load of data
 - Cloud-centric
 - stream data to cloud where it can efficiently handle and process big data
 - Device-centric
 - data processed on device (edge + cloud)



“Connecting devices securely and reliably is often the biggest challenge in IoT solutions.”

<https://docs.microsoft.com/en-us/azure/iot-fundamentals/iot-introduction>

“AT&T has recorded a 3198% increase in IoT vulnerability..”

<https://www.business.att.com/content/dam/attbusiness/reports/vol4-threatlandscape.pdf>



IoT security architecture

Management hub

(CC)



- Monitoring
- Zero-touch deployment
- Template-based configuration
- Central licensing

Connection hub

(SAC)



- Access control
- Anti-malware
- Advanced Threat Protection
- Protocol analysis (SCADA)

IoT edge gateway

(SC)



- Micro-segmentation
- Secure communication
- Container support

Customer cloud network



Data ingestion



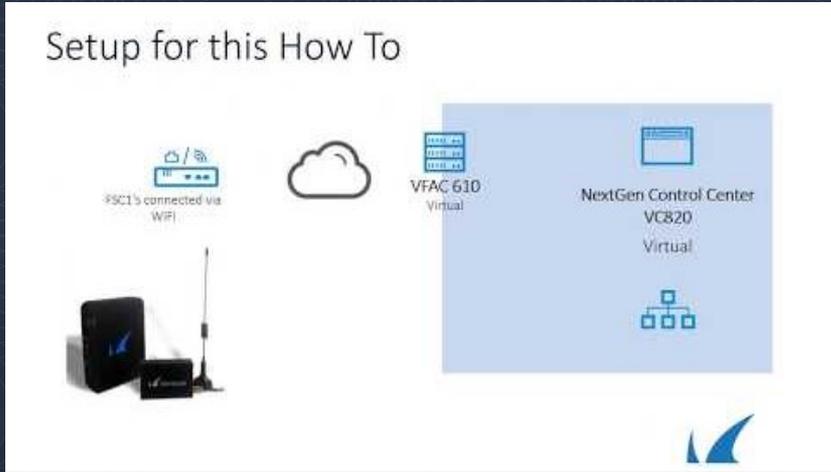
4G, Wi-Fi or WAN

Management traffic

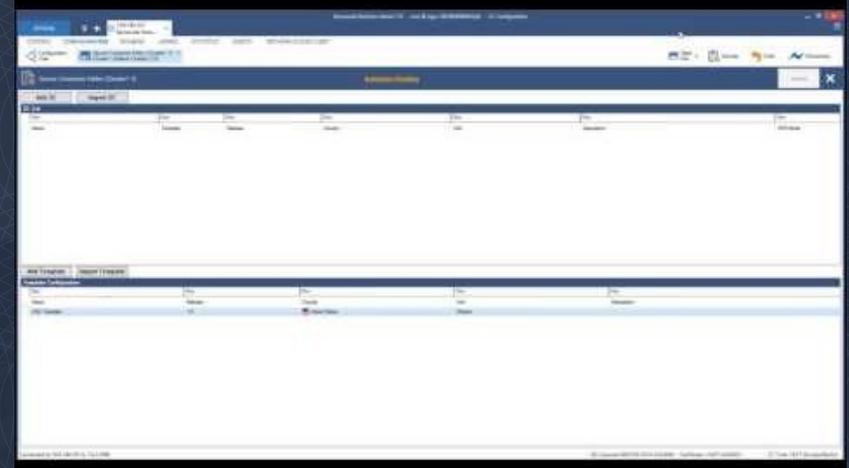
Data traffic



But setup = 1 day experienced tech



https://youtu.be/SYTWF1MN_fQ



<https://youtu.be/SIplyTrC5nM>

How can we make this easier?



IoT Connect

Easily connect things to the cloud, via Barracuda Secure Connector appliances.

Our Strategy:

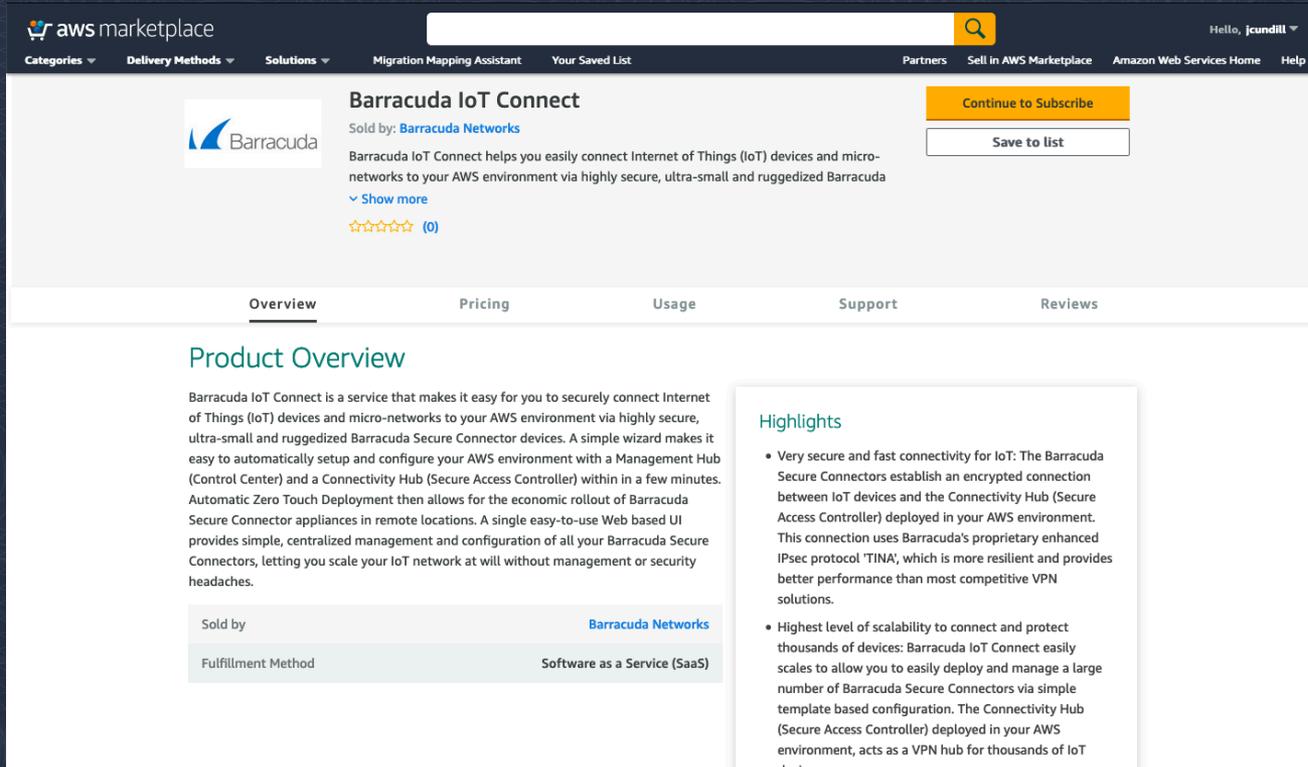
- Cloud & IoT as key growth market

Our mission:

- Easy to buy: Cloud marketplaces
- Easy to deploy: A few minutes
- Easy to use: Simple Management UX



Easy to Buy



The screenshot shows the AWS Marketplace product page for Barracuda IoT Connect. At the top, there is a navigation bar with the AWS Marketplace logo, a search bar, and the user's name 'Hello, jcundill'. Below the navigation bar, there are several tabs: 'Categories', 'Delivery Methods', 'Solutions', 'Migration Mapping Assistant', 'Your Saved List', 'Partners', 'Sell in AWS Marketplace', 'Amazon Web Services Home', and 'Help'. The main content area features the Barracuda logo, the product name 'Barracuda IoT Connect', and the text 'Sold by: Barracuda Networks'. A description states: 'Barracuda IoT Connect helps you easily connect Internet of Things (IoT) devices and micro-networks to your AWS environment via highly secure, ultra-small and ruggedized Barracuda'. There is a 'Show more' link and a rating of 0 stars. Two buttons are visible: 'Continue to Subscribe' (highlighted in orange) and 'Save to list'. Below the main content, there is a navigation bar with tabs: 'Overview' (selected), 'Pricing', 'Usage', 'Support', and 'Reviews'. The 'Product Overview' section contains a paragraph describing the service and a 'Highlights' section with two bullet points. A table at the bottom shows the seller 'Barracuda Networks' and the fulfillment method 'Software as a Service (SaaS)'.

aws marketplace

Hello, jcundill

Categories Delivery Methods Solutions Migration Mapping Assistant Your Saved List Partners Sell in AWS Marketplace Amazon Web Services Home Help

Barracuda IoT Connect

Sold by: [Barracuda Networks](#)

Barracuda IoT Connect helps you easily connect Internet of Things (IoT) devices and micro-networks to your AWS environment via highly secure, ultra-small and ruggedized Barracuda

[Show more](#)

☆☆☆☆☆ (0)

[Continue to Subscribe](#)

[Save to list](#)

[Overview](#) [Pricing](#) [Usage](#) [Support](#) [Reviews](#)

Product Overview

Barracuda IoT Connect is a service that makes it easy for you to securely connect Internet of Things (IoT) devices and micro-networks to your AWS environment via highly secure, ultra-small and ruggedized Barracuda Secure Connector devices. A simple wizard makes it easy to automatically setup and configure your AWS environment with a Management Hub (Control Center) and a Connectivity Hub (Secure Access Controller) within in a few minutes. Automatic Zero Touch Deployment then allows for the economic rollout of Barracuda Secure Connector appliances in remote locations. A single easy-to-use Web based UI provides simple, centralized management and configuration of all your Barracuda Secure Connectors, letting you scale your IoT network at will without management or security headaches.

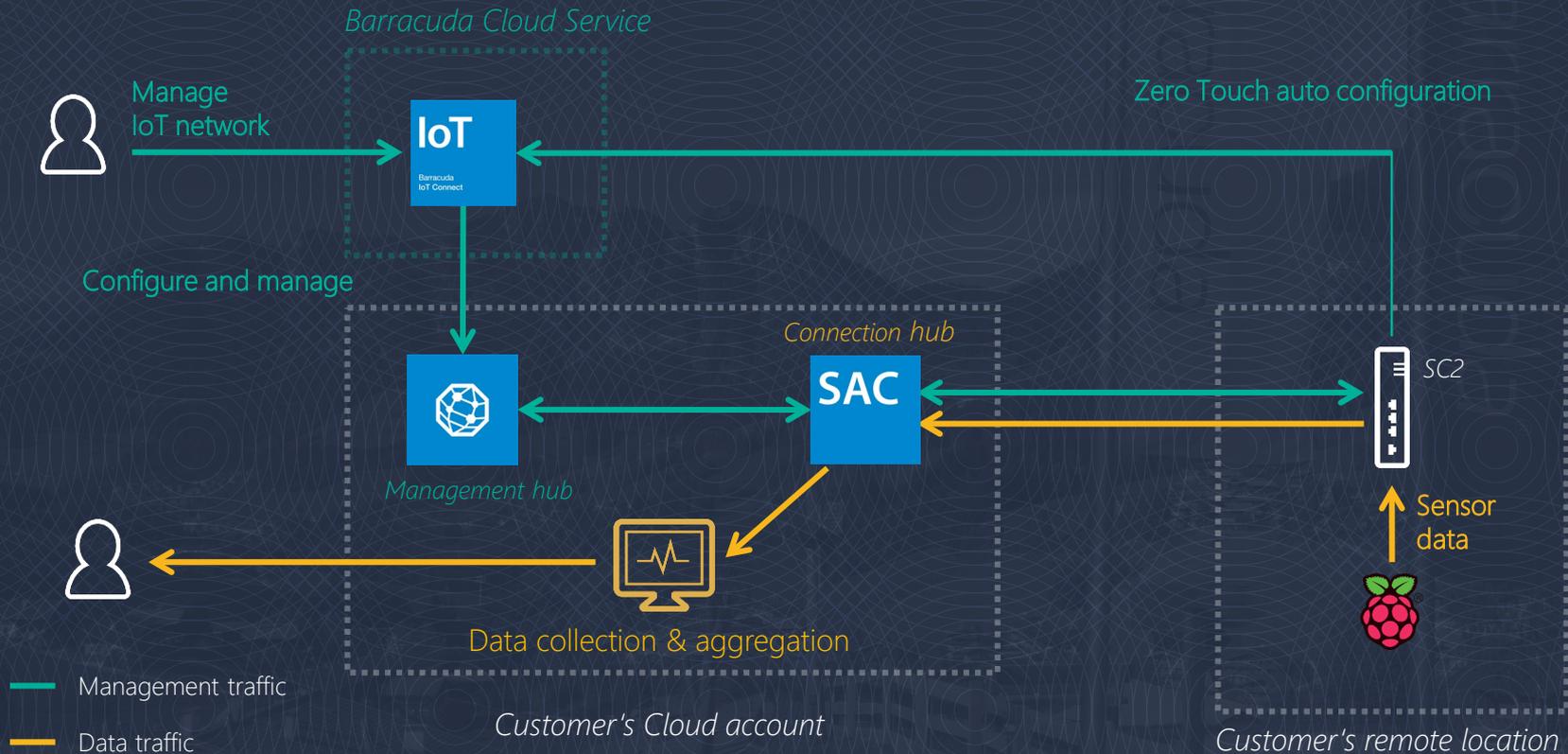
Sold by	Barracuda Networks
Fulfillment Method	Software as a Service (SaaS)

Highlights

- Very secure and fast connectivity for IoT: The Barracuda Secure Connectors establish an encrypted connection between IoT devices and the Connectivity Hub (Secure Access Controller) deployed in your AWS environment. This connection uses Barracuda's proprietary enhanced IPsec protocol 'TINA', which is more resilient and provides better performance than most competitive VPN solutions.
- Highest level of scalability to connect and protect thousands of devices: Barracuda IoT Connect easily scales to allow you to easily deploy and manage a large number of Barracuda Secure Connectors via simple template based configuration. The Connectivity Hub (Secure Access Controller) deployed in your AWS environment, acts as a VPN hub for thousands of IoT devices.



IoT Connect architecture



Demo – Easy to deploy

Getting Started Wizard





- DASHBOARD
- SCs
- TEMPLATES
- AUDIT LOG
- SETTINGS

Dashboard

Setup Status

Warning

- ✓ Scheduled
- ✓ Licensing Control Center
- ✓ Licensing Access Controller
- ✓ Deploying Subnets
- ✓ Waiting for deploying Subnets
- ✓ Deploying Control Center
- ✓ Configuring Control Center
- ✓ Waiting for deploying Control Center
- ✓ Activating Control Center
- ✓ Configuring Access Controller
- ✓ Waiting for deploying Access Controller
- ✓ Activating Access Controller
- Waiting for activation to complete
- ✓ Complete

Cloud Infrastructure Status



Setup Deployment Events

✓ OK

Recent Administrative Events

✓ OK

Recent Firewall Events

✓ OK

- ✓ Succeeded
- 2019-09-03 14:28
- ✓ Succeeded
- Barracuda-IoT-Connect-Access-Controller-nZvF-NGF (Microsoft.Compute/virtualMachines) 2019-09-03 14:28
- ✓ Succeeded
- Barracuda-IoT-Connect-Access-Controller-nZvF-NGF_nic0_xc5wbazkrmw6 (Microsoft.Network/networkInterfaces) 2019-09-03 14:27
- ✓ Succeeded
- Barracuda-IoT-Connect-Access-Controller-nZvF-pip (Microsoft.Network/publicIPAddresses) 2019-09-03 14:27
- ✓ Succeeded
- 2019-09-03 14:20
- ✓ Succeeded
- Barracuda-IoT-Connect-Control-Center-VM (Microsoft.Compute/virtualMachines) 2019-09-03 14:20
- ✓ Succeeded
- Barracuda-IoT-Connect-Control-Center-NIC (Microsoft.Network/networkInterfaces) 2019-09-03 14:18
- ✓ Succeeded
- Barracuda-IoT-Connect-Control-Center-PublicIP (Microsoft.Network/publicIPAddresses) 2019-09-03 14:18
- ✓ Succeeded
- 2019-09-03 14:17



Dashboard

Cloud Infrastructure Status

Server Status
2 OK
0 Unknown
0 Warning
0 Error

VPN Tunnel Locations

● Access Controller ● SCs

Managed SC Status	SC Configuration Status	VPN Tunnel Status
? Unknown	? Unknown	✓ OK

Recent Administrative Events

✓ OK

- ✓ Create Management Network
Access Controller
- ✓ Updated License Information

Recent Firewall Events

✓ OK

2019-09-03 14:32

2019-09-03 14:31

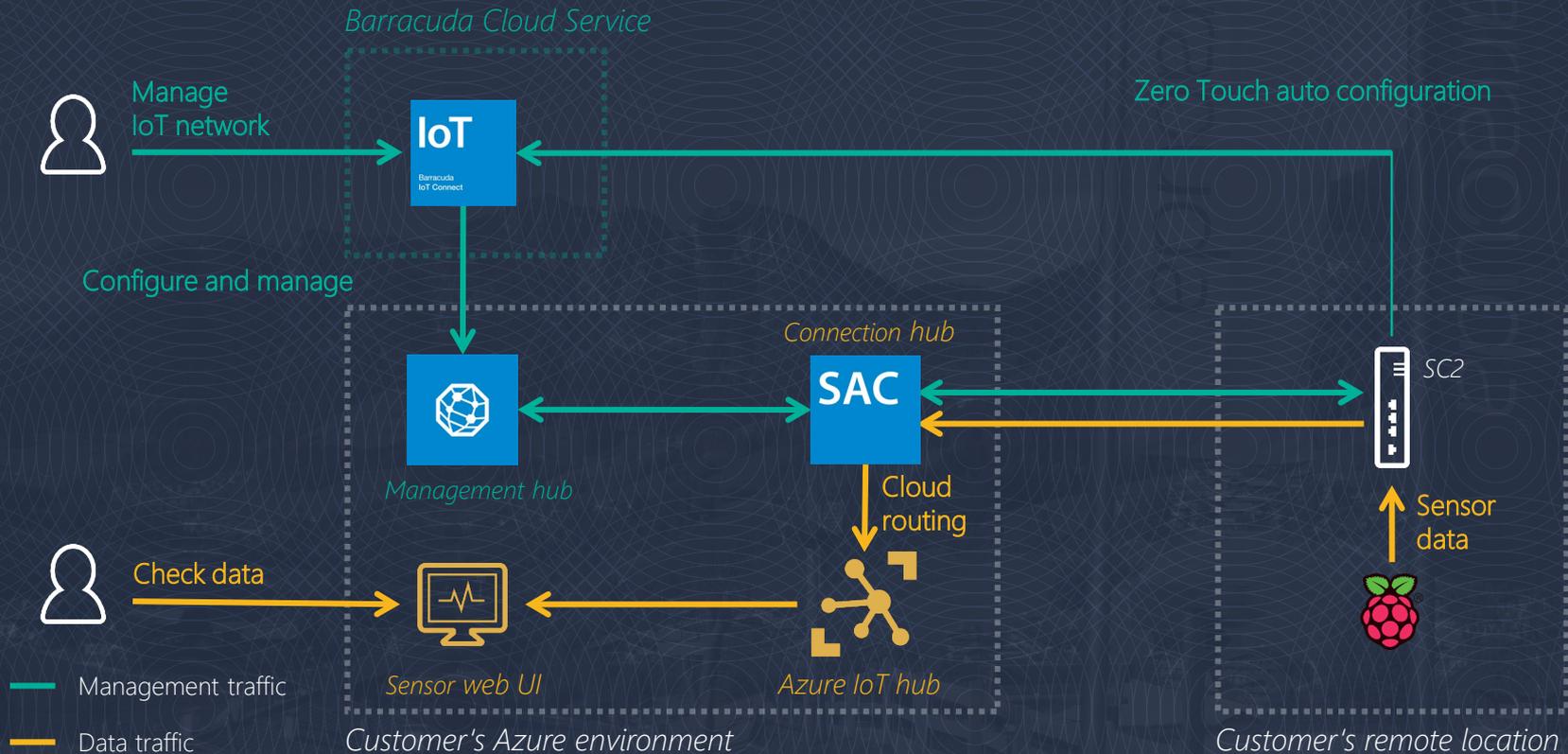


Demo – Easy to use

Using IoT Connect



IoT Connect – demo architecture

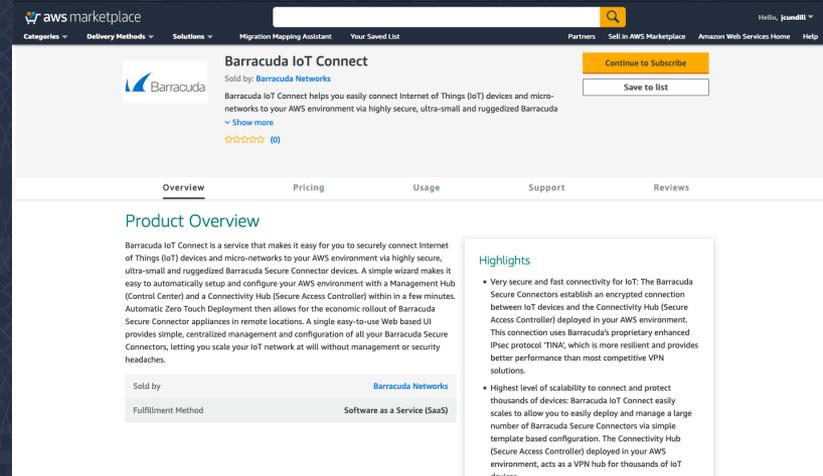


Licencing and Timelines



Super simple licencing

- Buy your Secure Connector appliances as usual
- \$X per managed SC per month via marketplace
 - Charged at hourly rate
 - No charge for CC or SAC
 - 5 managed SC minimum



The screenshot shows the AWS Marketplace product page for Barracuda IoT Connect. The page header includes the AWS Marketplace logo, navigation tabs (Categories, Delivery Methods, Solutions, Migration Mapping Assistant, Your Saved List), and user information (Hello, jounth). The product title is "Barracuda IoT Connect" by Barracuda Networks. A description states: "Barracuda IoT Connect helps you easily connect Internet of Things (IoT) devices and micro-networks to your AWS environment via highly secure, ultra-small and ruggedized Barracuda Secure Connector devices." Below the description are tabs for Overview, Pricing, Usage, Support, and Reviews. The "Product Overview" section contains a detailed description of the service and a "Highlights" section with two bullet points. A table at the bottom indicates the product is sold by Barracuda Networks and is a Software as a Service (SaaS).

aws marketplace

Categories ▾ Delivery Methods ▾ Solutions ▾ Migration Mapping Assistant Your Saved List Partners Sell in AWS Marketplace Amazon Web Services Home Help

Hello, jounth

Barracuda IoT Connect

Sold by: **Barracuda Networks**

Barracuda IoT Connect helps you easily connect Internet of Things (IoT) devices and micro-networks to your AWS environment via highly secure, ultra-small and ruggedized Barracuda Secure Connector devices.

Show more

0

Overview Pricing Usage Support Reviews

Product Overview

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Timelines

EA starting now!

- Invitation only: iot_connect@barracuda.com

GA coming soon

- Available for purchase via Azure & AWS marketplaces



Questions....

iot_connect@barracuda.com



Thank you

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