



**TECHSUMMIT19**

BARRACUDA TECHNICAL SUMMIT

# The Destination

Hatem Naguib



d'akujem Tak Dankie kiitos

Спасибо תודה धन्यवाद terima kasih

Asante Gracias شکرا mulțumesc hvala

salamat 謝謝 Thank you Danke Hvala

ありがとう Obrigado Merci Grazie 谢谢

dank u ευχαριστώ Благодаря Děkuji

ačiū Tack хвала Sağol تشکر از شما

Дзякуй 감사합니다 dziękuję Спасибі

paldies teşekkür ederim তোমাকে ধন্যবাদ



# Forward Looking Statement

This product roadmap, including the functionality discussed herein, represents Barracuda Networks current product direction. All information provided on this presentation is provided for INFORMATIONAL PURPOSES ONLY and should not be relied upon or construed as a binding commitment. All products and features will be offered on a when-and-if available basis. Actual feature development and timing of releases will be at the sole discretion of Barracuda Networks. Not all features are supported on all platforms.

Contents of this roadmap are subject to change without notice at the sole discretion of Barracuda Networks and Barracuda Networks will have no liability for delay in the delivery or failure to deliver any of the products or features described herein.





A scenic landscape photograph showing a dirt path with wooden steps leading up a grassy hillside. To the left, there are steep, layered cliffs meeting a turquoise ocean. The path is bordered by a simple wooden post-and-rail fence. In the distance, more people can be seen walking along the path. The text "How did we do?" is overlaid in white on the left side of the image.

How did we do?



# How we did

## Email Protection

Essentials 70% YoY growth

Sentinel 417% YoY growth

Over \$2M for Sentinel in August

PhishLine 100%+ YoY growth

Email over \$200M in total

## DNA

NetSec and AppSec passed the \$100M mark

CloudGen Firewall 23% YoY growth

4 deals over \$1M

First \$5M+ deal

Backup over \$100M in total



Why are we here?







## OUR MISSION

Create and deliver innovative security products that are easy to buy, deploy, and use.



A high-angle, dimly lit photograph of a man with glasses and a light blue button-down shirt, focused on typing on a silver laptop. He is seated at a dark, textured table. To his left, a white cup of coffee sits on a matching saucer. The background is a dark, rippling body of water, and the overall mood is quiet and professional.

Our strategy





# Three things...

Digital  
Transformation

FRAG and  
LOFT

Evolving  
Threat  
Landscape





# Four ~~Three~~ things...

Digital  
Transformation

FRAG and  
LOFT

Evolving  
Threat  
Landscape

Data Privacy  
and  
Compliance



A high-angle, dimly lit photograph of a man with glasses and a light blue button-down shirt, sitting at a dark wooden table. He is focused on a silver laptop, with his hands on the keyboard. To his left sits a white cup of coffee on a matching saucer. The background is a dark, textured surface, possibly water, with some faint reflections. The overall mood is quiet and professional.

Digital transformation



# Digital transformation

Customer experience  
Operational process  
Business model



Cloud



Mobile



IoT



Big Data



Social Media



AI/ML



# Cloud is the engine of digital transformation

Done Poorly



The **co-operative**  
bank



**KUONI**

Done Well

bp





Digital transformation





# Our digital transformation journey





# FRAG and LOFT





## SECURITY MANAGEMENT AND COMPLIANCE

### Managed Security Service Providers



### SIEM



### Security Training



### Governance, Risk and Compliance



## INFRASTRUCTURE SECURITY

### Data Masking



### Enterprise Network Firewalls



### Intrusion Prevention Systems



### Network Access Control



### Unified Threat Management



## CYBER SECURITY

### Secure Web Gateways



### Network Forensics



### Threat Intelligence Services



## ENDPOINT SECURITY

### Secure Email Gateways



### Data Loss Prevention



### Endpoint Protection & Anti-virus



### Endpoint Threat Detection & Response



## APPLICATION SECURITY

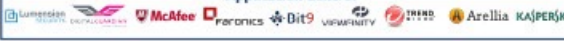
### Application Security Testing



### Web Application Firewalls



### Application Control



## CLOUD SECURITY



## MOBILE SECURITY



## IDENTITY AND ACCESS MANAGEMENT

### User Authentication



### Identity Governance and Administration



## SECURITY PARTNERS



## SECURITY ORGANIZATIONS



### Professional Associations & Certification



### Government



## SECURITY CONFERENCES



## ANALYST HOUSES





# Lack of Freakin' Talent

74%

2.93  
million





# Evolving threat vectors

**Phreaking**

1970s

1980s

1990s

2000s

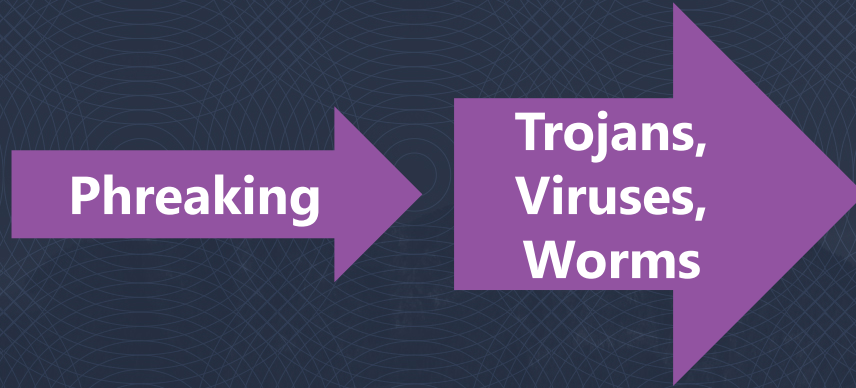
Present Day





SHALL WE PLAY A GAME

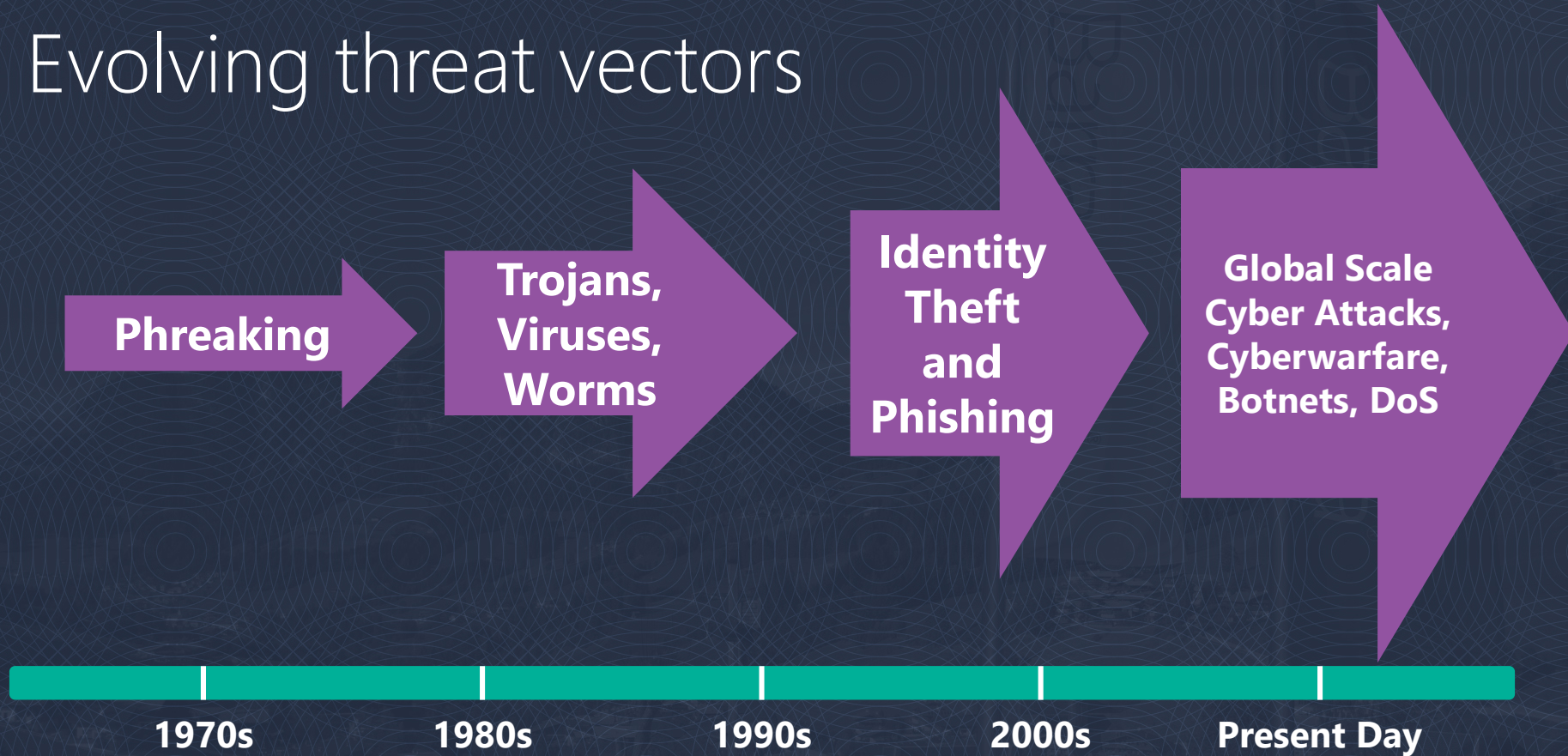
# Evolving threat vectors







# Evolving threat vectors





# Data privacy and compliance



A photograph of a dark-colored bird, possibly a booby, lying on a dark, wet beach. The bird's feathers are heavily coated in a thick, black, viscous substance, likely oil, which is dripping down its side. The bird's head is turned to the left, showing a long, dark beak and a small, orange eye. The background is a blurred view of the ocean and a cloudy sky. The text "Protect it or else..." is overlaid on the left side of the image in a white, sans-serif font.

Protect it or else...



# Multi-Vector Attack



Reconnaissance



Compromise



Lateral  
Movement



Malware  
Installation



Obfuscation



Damage, Deface,  
or Steal



# A delicate balancing act





# Our approach

**Security**

**Risk**

**Constraints**

**Data**

Deliver a **focused** set of differentiated,  
**high impact** security, risk and  
compliance solutions...

...made **consumable** and delivered in a  
**cloud and services first** manner


Innovation





Who knew??



A hockey goalie is shown from the chest up, wearing a white jersey with black trim and the number 32. He is wearing a silver, cage-like mask and is looking off to the right. The background is a blurred crowd of spectators in a stadium.

When do you pull the goalie?



# Pulling the goalie

**When**

**Typical**

**Optimal**

Behind by 1 goal

Less than 2m left

# Pulling the goalie

**When**

**Typical**

**Optimal**

Behind by 1 goal

Less than 2m left

At 6m 10s left



# Pulling the goalie

**When**

**Typical**

**Optimal**

Behind by 1 goal

Less than 2m left

At 6m 10s left

Behind by 2 goals

Less than 3m left

# Pulling the goalie

**When**

**Typical**

**Optimal**

Behind by 1 goal

Less than 2m left

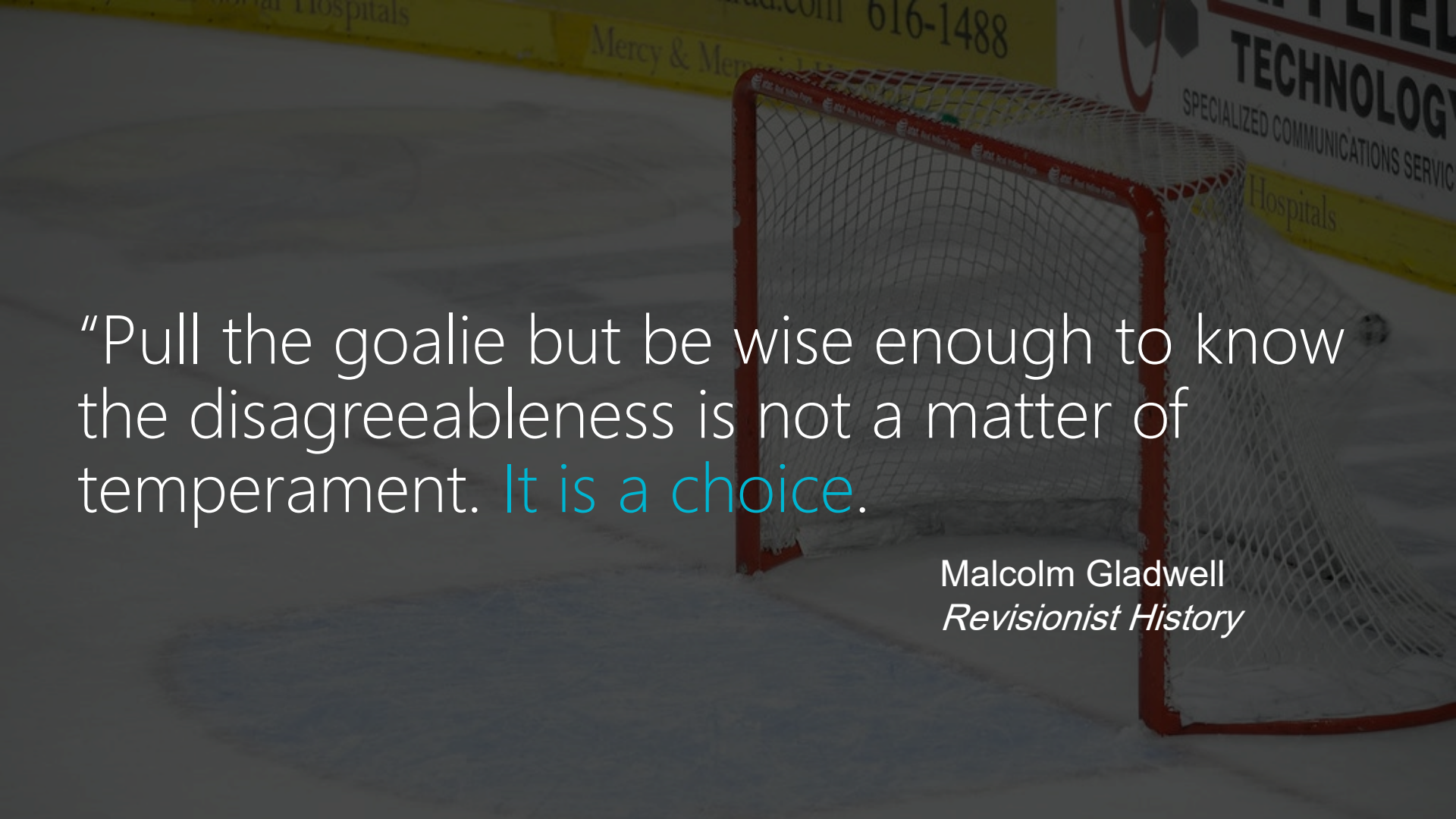
At 6m 10s left

Behind by 2 goals

Less than 3m left

At 13m left



A photograph of a hockey goal on an ice rink. The goal has a red frame and a white net. In the background, there are yellow and white advertisements. One yellow banner says "Mercy & Mercy" and "616-1488". Another white banner says "TECHNOLOGY" and "SPECIALIZED COMMUNICATIONS SERVICE". A yellow banner below that says "Hospitals".

"Pull the goalie but be wise enough to know the disagreeableness is not a matter of temperament. It is a choice.

Malcolm Gladwell  
*Revisionist History*

# Three disciplines of security

Prevention

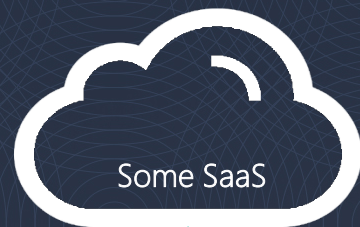
Detection

Response





# The disintegration of the perimeter



On Premises  
Data Center



Hybrid

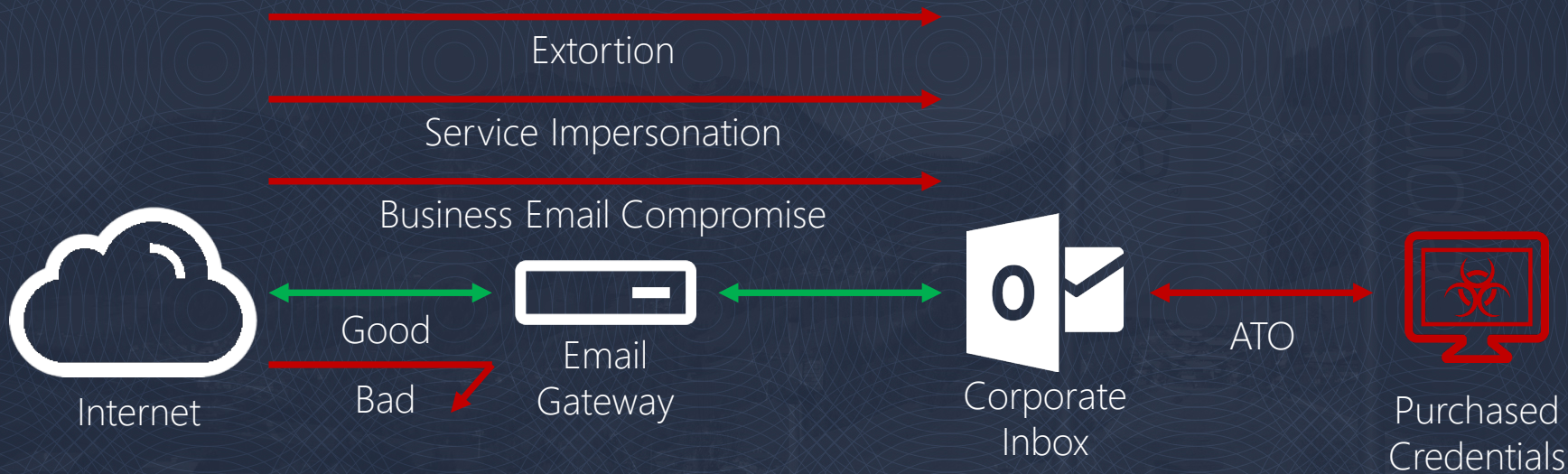


Public Cloud  
"All-in"





# The disintegration of the email gateway





# Evolution of Three disciplines of security

Prevention



Deeper into  
infrastructure

Detection



Data-Driven

Response

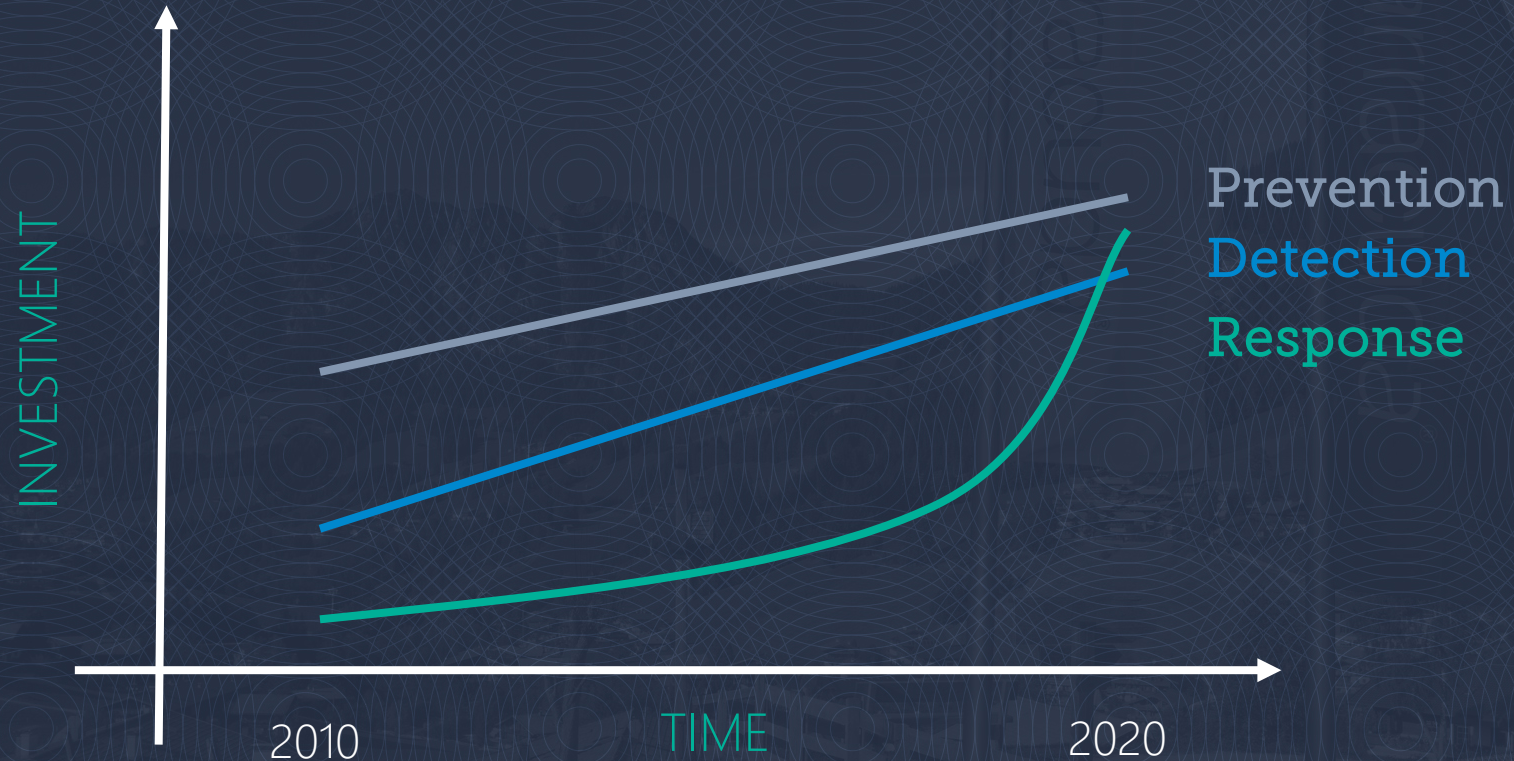


Automation and  
Orchestration





# Money flowing into detection and response





Bringing it all together





# Orchestrating our portfolio

## Email Protection

## Cloud and Hybrid Security

Manage  
Orchestrate  
Remediate

Detection

Account  
Takeover  
(ATO) and  
DMARC

Prevention

Gateway  
Security  
(Essentials)

Spear  
Phishing  
(Sentinel)

Simulation  
and  
Training  
(PhishLine)

Archiving  
(BMA/  
Sonian)

CloudGen  
Firewall  
(CGF)

Web App  
Firewall  
(WAF)

Web  
Security  
(WSG/BCS)

Data  
Protection  
(BBS/CCB)





# Orchestrating our portfolio

Manage  
Orchestrate  
Remediate

Forensics and  
Incident Response

Detection

Account  
Takeover  
(ATO) and  
DMARC

Prevention

Gateway  
Security  
(Essentials)

Spear  
Phishing  
(Sentinel)

Simulation  
and  
Training  
(PhishLine)

Archiving  
(BMA/  
Sonian)

Cloud Security Guardian

CloudGen  
Firewall  
(CGF)

Web App  
Firewall  
(WAF)

Web  
Security  
(WSG/BCS)

Data  
Protection  
(BBS/CCB)



# Building for the future

Manage  
Orchestrate  
Remediate

## Forensics and Incident Response

Detection

Account  
Takeover  
(ATO) and  
DMARC

Phishing  
Intelligence

Lateral  
Spear  
Phishing

Prevention

Gateway  
Security  
(Essentials)

Spear  
Phishing  
(Sentinel)

Simulation  
and  
Training  
(PhishLine)

Archiving  
(BMA/  
Sonian)

## Cloud Security Guardian

Indicators  
of  
Compliance  
(IOC)

Advanced  
Bot  
Detection

Endpoint  
Telemetry

Data  
Security

CloudGen  
Firewall  
(CGF)

Web App  
Firewall  
(WAF)

Web  
Security  
(WSG/BCS)

Data  
Protection  
(BBS/CCB)





# Barracuda Product Strategy

Manage  
Orchestrate  
Remediate

Forensics and  
Incident Response

Cloud Security Guardian

Detection

## Shared Analytics

Account  
Takeover  
(ATO) and  
DMARC

Phishing  
Intelligence

Lateral  
Spear  
Phishing

Indicators  
of  
Compliance  
(IOC)

Advanced  
Bot  
Detection

Endpoint  
Telemetry

Data  
Security

Prevention

Gateway  
Security  
(Essentials)

Spear  
Phishing  
(Sentinel)

Simulation  
and  
Training  
(PhishLine)

Archiving  
(BMA/  
Sonian)

CloudGen  
Firewall  
(CGF)

Web App  
Firewall  
(WAF)

Web  
Security  
(WSG/BCS)

Data  
Protection  
(BBS/CCB)

Threat Intelligence Data Lake



Moving forward







THINK  
**CUSTOMER**

DRIVE  
**INNOVATION**

TAKE  
**OWNERSHIP**

DELIVER  
**OUTCOMES**

SUCCEED  
**TOGETHER**





# Next steps

In the absence of a strategy or a plan one will be provided for you... usually by your competitor

Know where you are:

- Email Threat Scan
- Data Protection
- Cloud Assessment
- Web Application Scan
- CloudGen Firewall 8.0

72-hour rule





# Thank you

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