Barracuda
TECHSUMMIT19
BARRACUDA TECHNICAL SUMMIT
Email Protection Strategy
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Back to the early 2000s

REMEMBER
Turn your computer off
before midnight on
12/31/99.
BEST BUY

Carlsberg
Carlsberg
Carlsberg
CHAMPIONS LEAGUE WINNERS
ISTANBUL
2005

NOKIA

BLOCKBUSTER

50 EURO
GREECE
Arta
G. of Arta
Vónitsa
Pálairos
Amfilokhía
L. Kremastón
Akhelóos
Timfristós
2,315 m
Karpenísion
Sperkhiás
Makrakómi
Lamía
Stilís
Thermopílai
Mólos
Ávios
Konstandínos
Elátia
Atalándi
Livanátai
Limni
Martínon
Malesina
Skópelo
Aidhipsoú
Agrínion
L. Kastrakíou
OETA NP
PARNASSÓS ETHNIKÓS DHRIMÓS
DHELFOÍ
Parnassós
Sofa
Evxinoúp
Dhomokós
Alón
Gulf

Our networks were walled gardens

Mobile devices, wireless networks, BYOD, remote workers, IoT

Everything became an attack surface

Network security 1.0

Prevention

- Perimeter Firewalls
- Web Gateways

} Point of ingress/egress

Network security 2.0

Prevention

- Perimeter Firewalls
- Web Gateways
- Endpoint DLP
- Branch Firewalls
- Web App Firewalls
- Awareness Training
- Network Access Control
- CASB

Network security 2.0

Email threats 1.0

Email threats 2.0

Move prevention to point of risk

Prevention

- Email Gateway
- Archiving

Point of ingress/egress

Move prevention to point of risk

Prevention

- Email Gateway
- Archiving
- Inbox BEC Prevention
  Service Impersonation Prevention
- User Training
- User Simulation

Invest in detection and response

Prevention

- Email Gateway
- Archiving
- Inbox BEC Prevention
- Service Impersonation Prevention
- User Training
- User Simulation

Detection

- ATO Detection
- Conversation Hijacking Detection
- Threat Hunting
- Brand Spoofing Detection

Response

- Post Delivery Cleanup
- Password Reset
- User Reported Message Triage

Where we are

Where we are

	Just getting started	Momentum	Leaders
Mid-market (500-10,000)	X		
SLED (State Local, Education)		X	
Small business (100-500)			X
MSP (0-100)		X	

Where is our growth coming from?

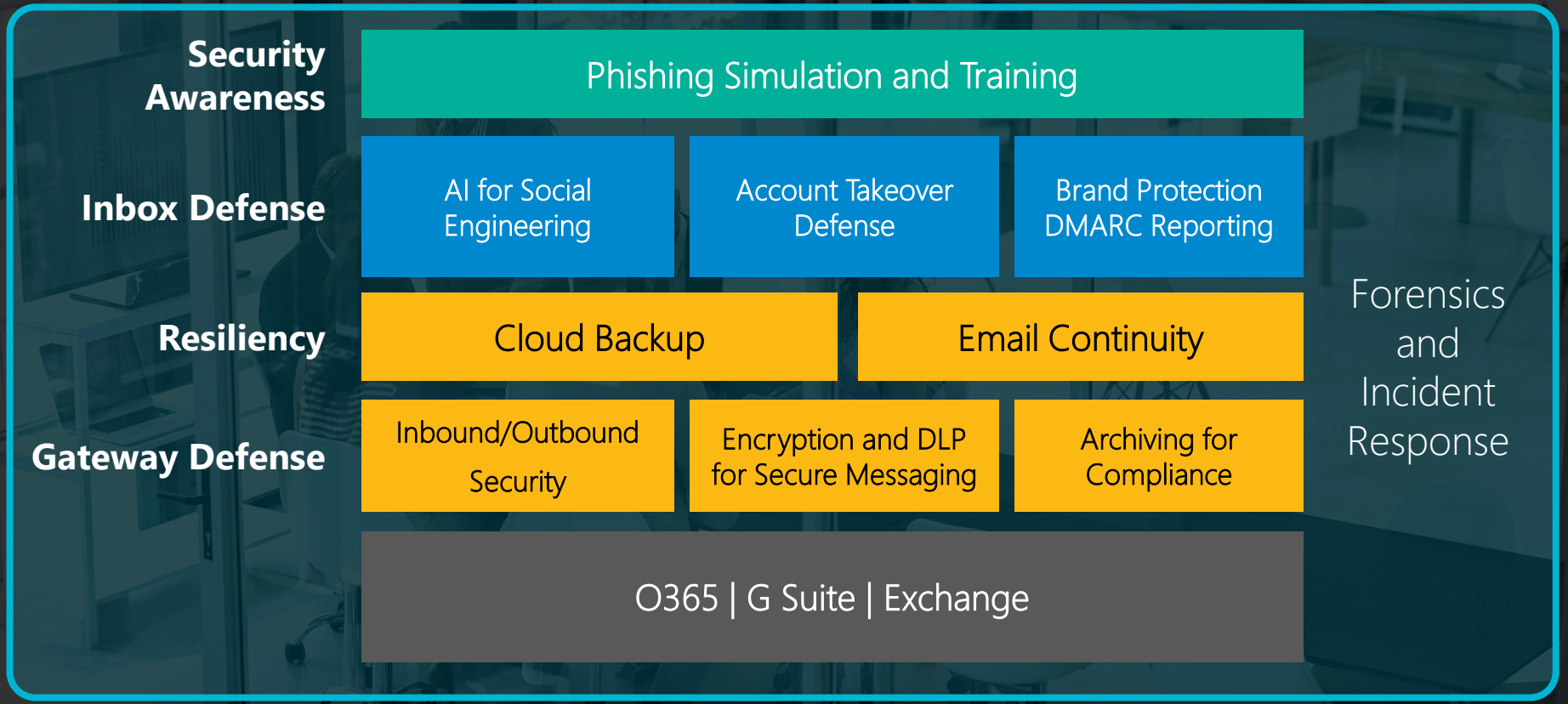
	Just getting started	Momentum	Leaders
Mid-market (500-10,000)	X		
SLED (State Local, Education)		X	
Small business (100-500)			X
MSP (0-100)		X	

Where we want to be

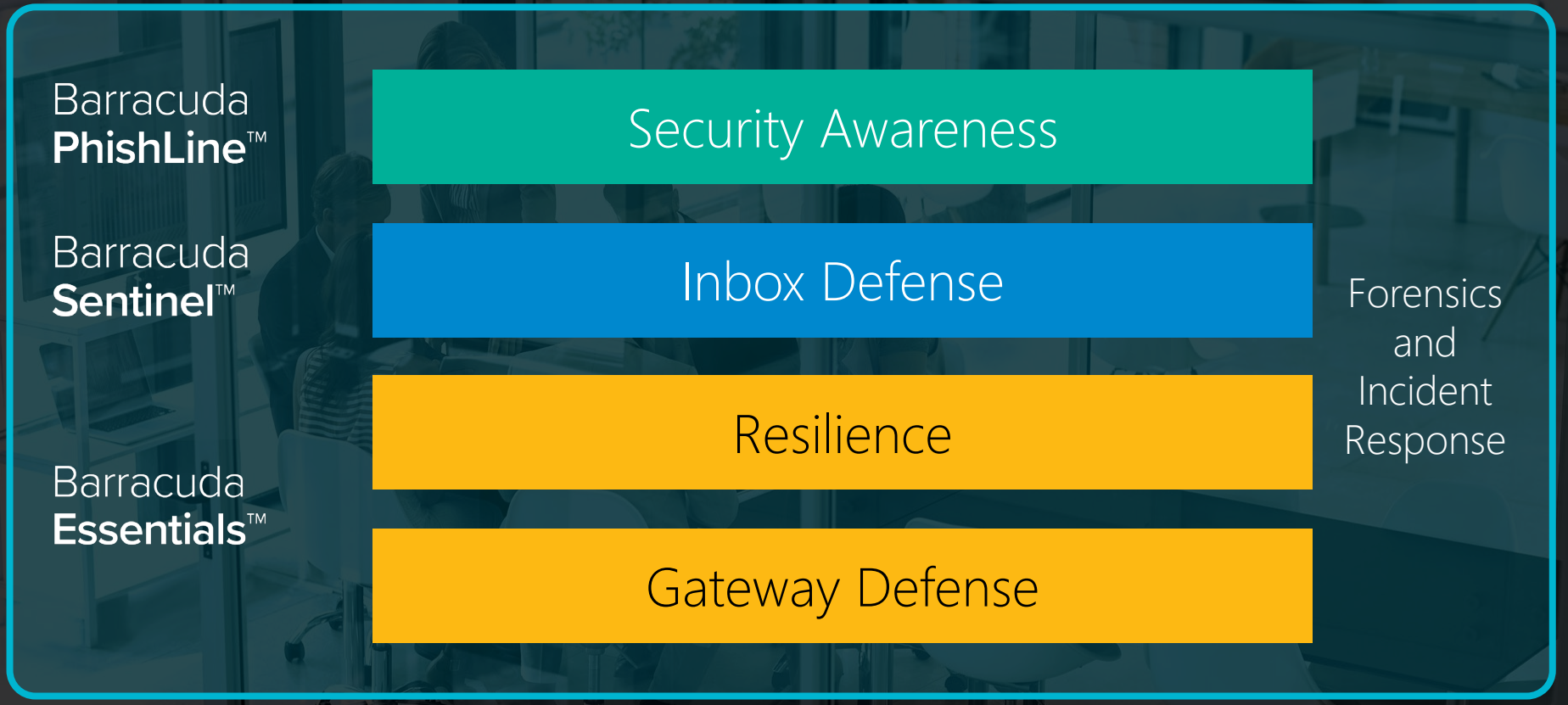
Mission: Be the dominant email protection provider in the mid-market and SMB

How do we get there?

Building the world's most impactful solution



Making it consumable and easy to sell



Three-pronged approach to growth

Segment	Tell-tale signs	Growth strategy
Existing Barracuda customers	• Own and love Barracuda products • Looking to upgrade an appliance to a cloud solution • Own a gateway and are looking for advanced capabilities	Position Total Email Protection as the more advanced and consumable solution from their preferred vendor
Greenfield customers	• In the market for a full email protection solution • Disillusioned with competitor solutions	Position Total Email Protection as the industry's most complete solution, with differentiated prevention, detection and response solutions
Competitive displacement	• Own a gateway from a competitor • Experiencing substantial pain around social engineering	Land and expand. Lead with Sentinel and Forensics as "beyond the gateway" solution, upsell later

Case studies

Beating Mimecast on their home turf

Oxford NANOPORE Technologies

Industry:
Tech

Employees:
400

Initial Need:
Lots of spear phishing

Storyline

- Tech company, recently opened a China office
- Started getting tons of spear phishing attacks
- Ran demo of TEP, then scan, then POC
- Adopted Sentinel on top of Mimecast

Conclusions

- Lead with scan, prove ROI
- Be flexible, find the gap

New mid-market logo

Industry:
Construction/Architecture

Employees:
3,600

Initial Need:
Way to deal with phishing and spear phishing

Storyline

- Jan 2018:
  - Led with Sentinel to solve spear phishing problem
  - POC demonstrated ROI
  - Sold 1 year of Sentinel and ESS ($47K)
  - Loved the product
- June 2018:
  - Doubled number of employees due to acquisition
  - Wanted to use Barracuda to solve more problems
  - Upsold 5 years of entire total email protection bundle ($490K)
- Total: $547K in one year!

Conclusions

- Land and expand: Lead with differentiated solution, then upsell the entire portfolio

Why we win

Better than our competitors

Most comprehensive email protection suite, by far

- Forensics and Incident Response is the glue

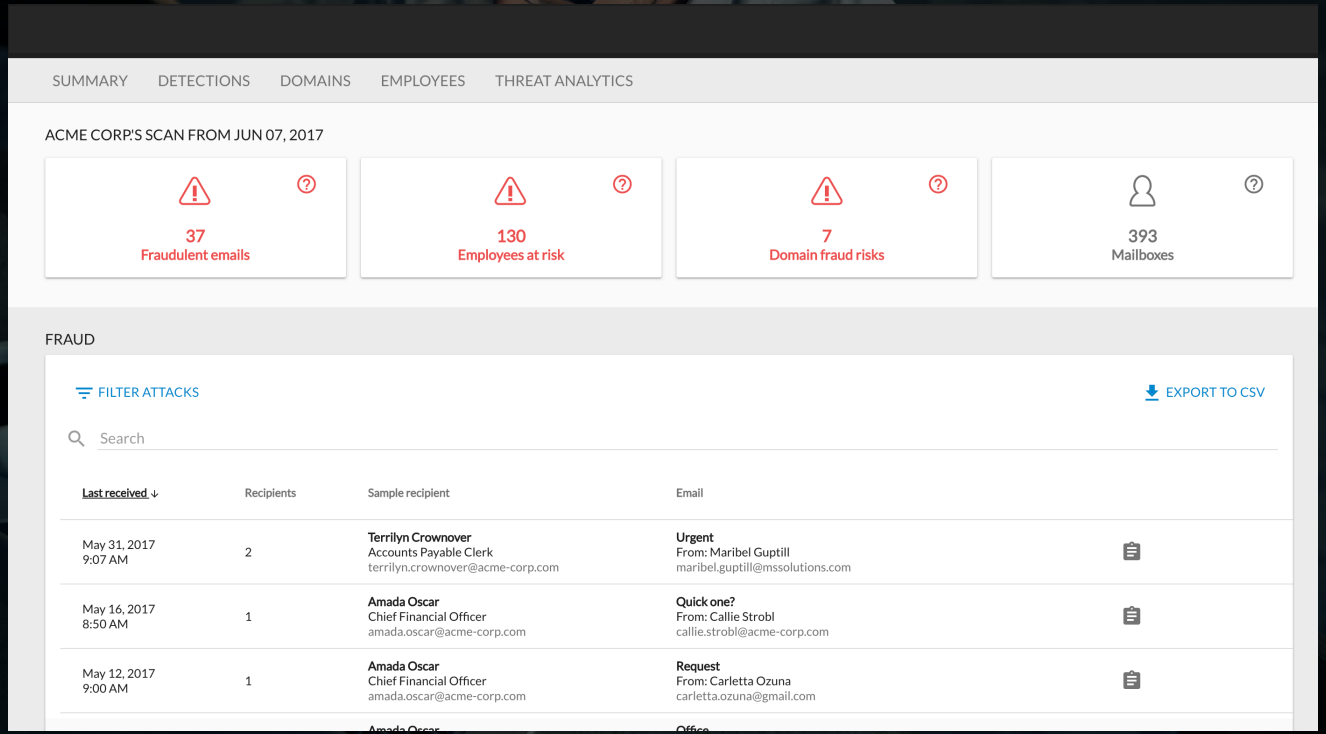
It's API, not just AI

- The data is the real differentiator, not the algorithms
- O365 API integration gives our AI unfair advantage:
  - Internal communications
  - Historical email patterns
  - Inbox rules
  - IP logins
  - Retroactive deletion
- Zero network impact, can run on top of competitors

Prove we are superior with a scan

Silver bullet

Barracuda Email Threat Scanner (ETS) https://scan.barracudanetworks.com/



Laser focused on product differentiation

Forensics and Incident Response

- Investigate and find attacks
- See which employees are at risk
- Remediate incidents in mailboxes and network

Account takeover

- AI-based detection using:
  - Anomalous communication patterns
  - IP logins
  - Inbox forwarding rules
- Automated remediation

Aligning email protection to mid-market

Archiving

- Better visibility, controls for mid-market power users
- Support additional file types

ESS

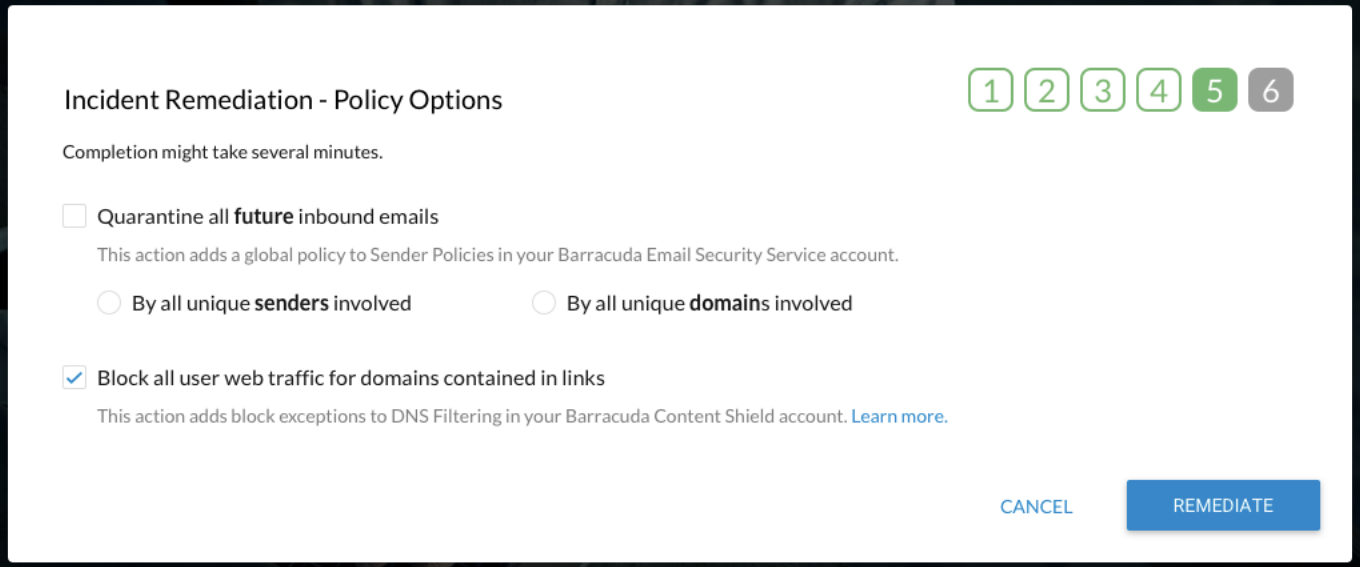
- Syslogs, audit logs, other mid-market requirements
- Better admin controls

PhishLine

- Automated provisioning
- Simpler self-service campaigns

Extending email protection to the network

First step on our journey: integrating Barracuda Content Shield with Email Protection Suite



Doubling down on MSPs

Helping MSPs adopt our products

- Easier signup for entire bundle
- Make it very easy to start using products

Better reporting and management

- Admin roles
- Syslogs and audit logs

Moving forward

POP QUIZ

What's the most important thing to do if you want to differentiate Barracuda email protection?

Silver bullet

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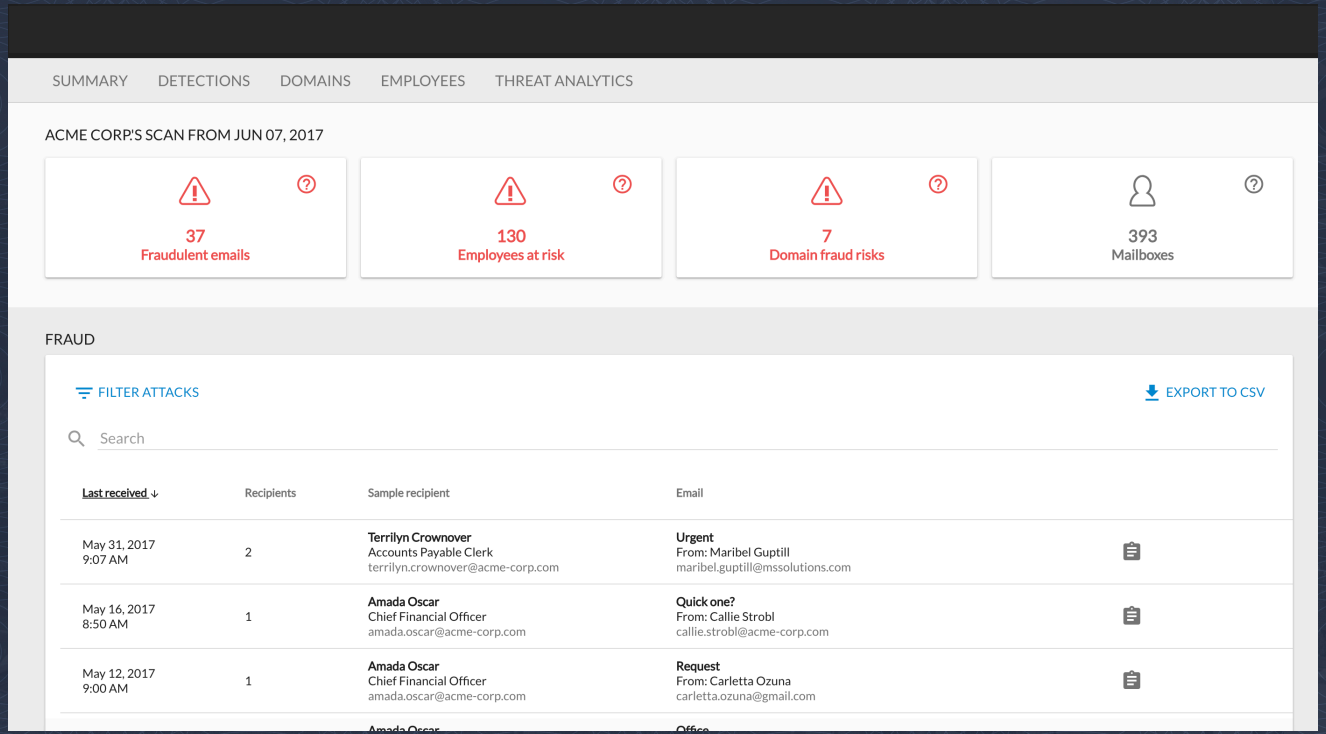


Follow the strategy

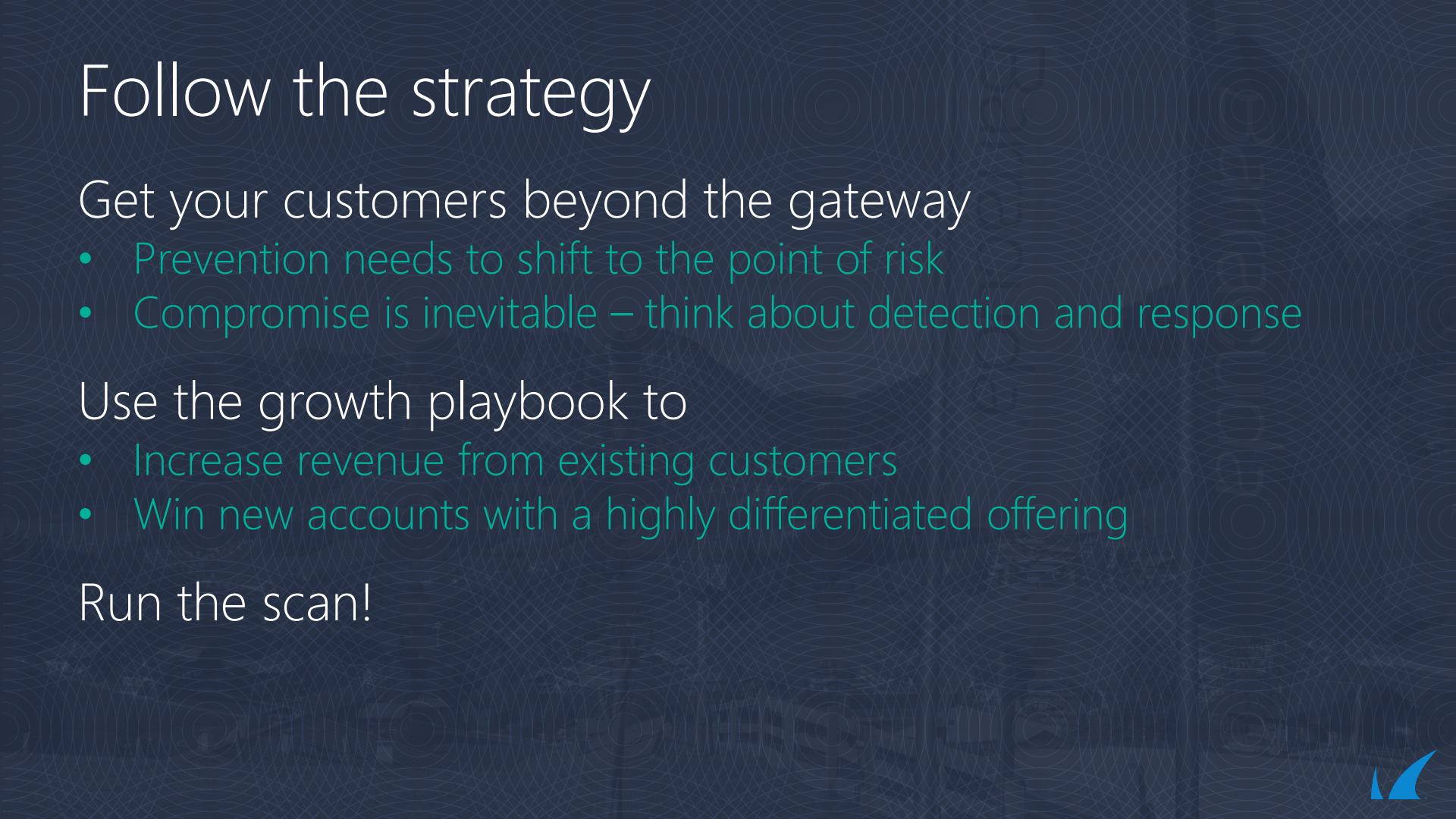
Get your customers beyond the gateway

- Prevention needs to shift to the point of risk
- Compromise is inevitable – think about detection and response

Use the growth playbook to

- Increase revenue from existing customers
- Win new accounts with a highly differentiated offering

Run the scan!



Thank you
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