

The SonicWall logo features the brand name in a white, sans-serif font. A stylized orange swoosh is positioned below the 'W' and extends to the right, ending under the 'L'.

SONICWALL®

GEN 7 NSa 2700/3700 SALES AND PARTNER TRAINING

Mar 2021

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AGENDA

- What is the problem and opportunity
- Introducing the NSa 2700/3700
- Features and Benefits
- Pricing & SKUs
- Opportunity – Gen 5/6 vs Gen 7
- Competitive
- Questions to ask
- Summary

CUSTOMER SITUATION

Exponential Growth in Network Traffic



35%¹ increase in Internet traffic in March 2020 alone.

Low Performing Firewalls with Added New Features



New features include content filtering, TLS decryption, and sandboxing

Increase Costs with Many Point Products



The average enterprise uses 75² security products to secure their network.

PRODUCT FOCUS AREAS

SMBs
&
Branches

Medium
Enterprises
&
Governments

Born In The
Cloud
Companies

NSa 2700/3700 for medium and disturbed enterprises

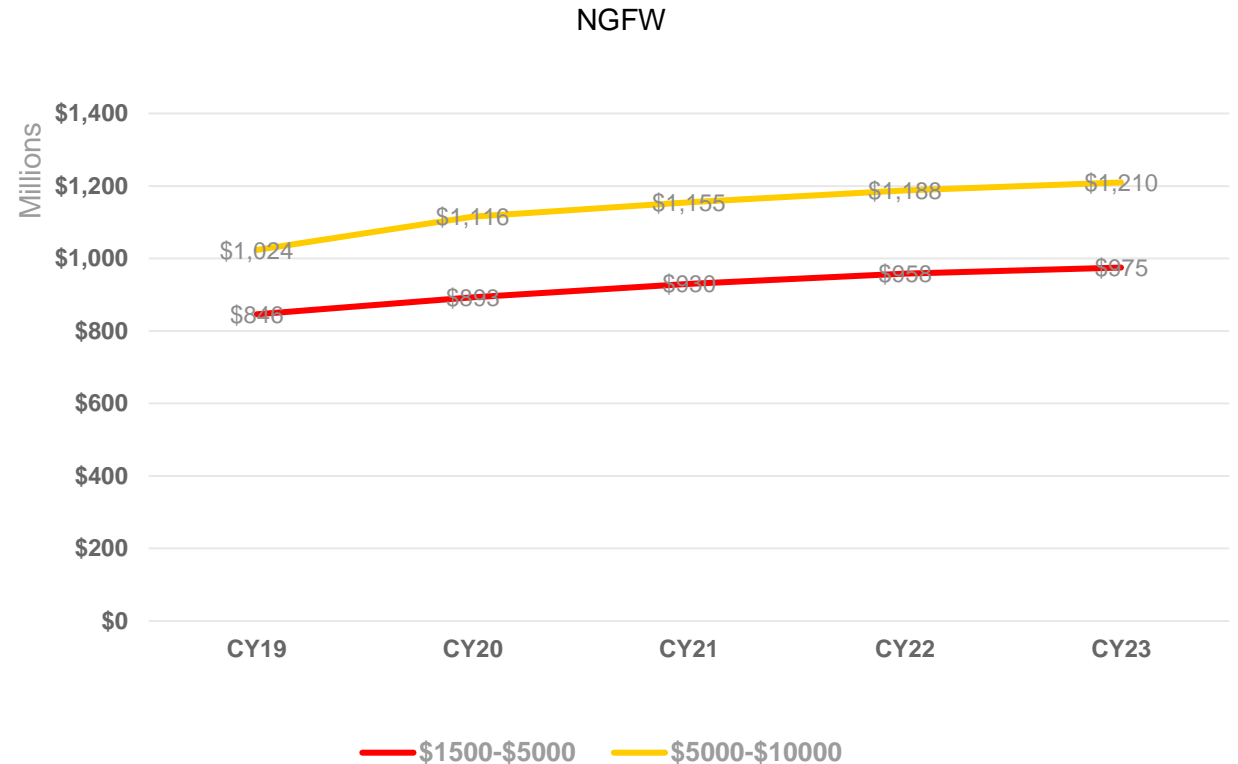
NGFW INDUSTRY MARKET SIZE AND TRENDS

Market Size

- Strong market in-terms of dollars.
- ~\$4B-\$5B SAM spread over 5 years, with 4%-5% growth per annum
- Market is defined from \$2K to \$10K for commercial(Low/Mid), and \$10K-30K(Small Enterprises) commercial select

Trends

- Consolidation of IPS to UM/NGFW
- Consolidation of dedicated VPN concentrators
- MSSP trends are increasing



VERTICAL MARKETS (\$1000 - \$25000 MARKET TILL 2023)

Retail/Whole
Seller
(\$1.5-\$1.8B)

- Management Scale
- SD-WAN
- S2S tunnel
- Comprehensive security (Malware)
- Compliance
- Direct Cloud Protection
- APIs
- Ease of deployment (Zero Touch, Auto VPN)
- Captive Portal
- Visibility
- Cloud Manager
- PCI

K12/HE
(\$900m-\$1B)

- Superior content filtering
- Application control
- S2S, RAVPN
- Application prioritization
- File Controls, Malware Inspection
- Active-Active
- SSL throughput and inspection
- APIs
- Ease of management (Security)
- Routing (BGP, OSPF)

Financial
Services/Professi
onal Services
(\$1.5—\$2B)

- Superior content filtering
- Application control
- RAVPN
- Comprehensive Security
- Active-Active
- SSL throughput and inspection
- APIs
- Ease of management (Security)
- Certifications
- Custom application detection

Government
(\$2B-\$2.5B)

- Superior content filtering
- Application control
- RAVPN
- Comprehensive Security
- Active-Active
- SSL throughput and inspection
- APIs
- Ease of management (Security)
- Ease of deployment (Zero Touch, Auto VPN)
- FedRAMP, Certifications

GEN 7 NSa NGFW VISION

Increase Market Share
Top 3 vendors in the market

**Capitalize on solutions/
technologies/features**
Sandboxing, SD-WAN

Refresh Opportunities
Transition from Gen5/6/6.5

Growth Opportunities
Mid. and Distributed Ent.

INTRODUCING 7TH GEN NSa – THE NSa 2700 & NSa 3700

Higher speeds, port density, & intuitive user interface

Superior
Technology

Enhanced
Features

Groundbreaking
Price/Performance



Faster Performance, More Ports, & Better Management

SONICWALL NSa LINEUP

Designed for Medium and Distributed Enterprises

Firewall Performance

NEW


NSa 2700
5.2 Gbps -- \$2595


NSa 3700
5.5 Gbps -- \$4095


NSa 2650
3 Gbps -- \$2495


NSa 3650
3.75 Gbps -- \$3995


NSa 4650
6.0 Gbps -- \$6495


NSa 5650
6.25 Gbps \$10995


NSa 6650
12 Gbps -- \$23595

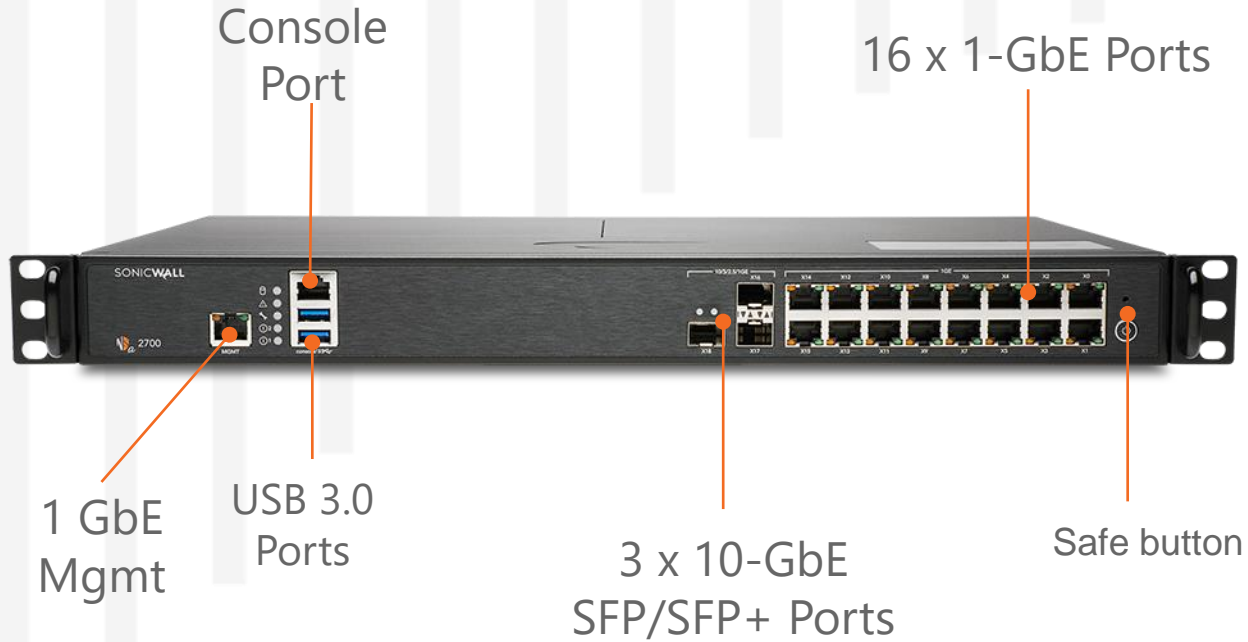

NSa 9250
12 Gbps -- \$25596


NSa 9450
17.1 Gbps -- \$30796

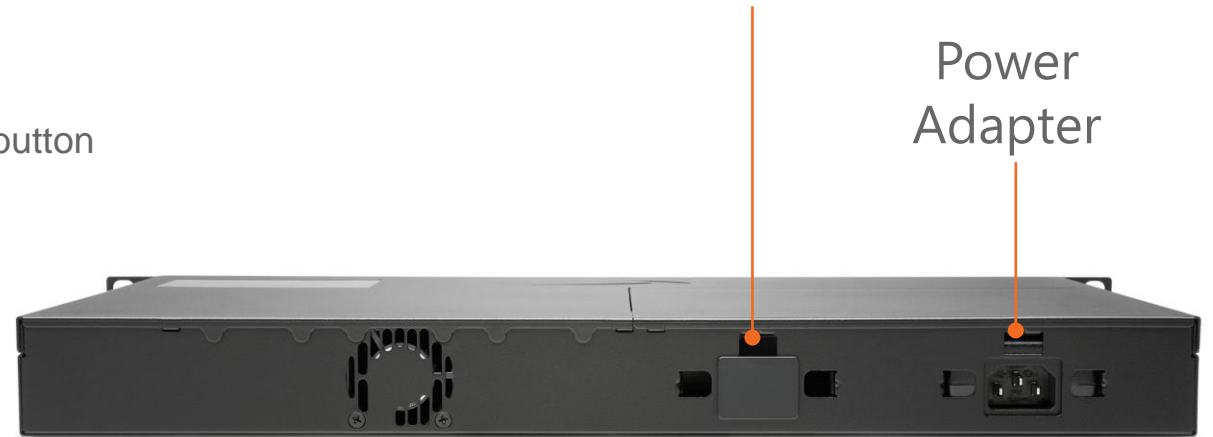

NSa 9650
17.1 Gbps -- \$46995

Price (Hardware MSRP)

NSa 2700 Hardware – Closer Look

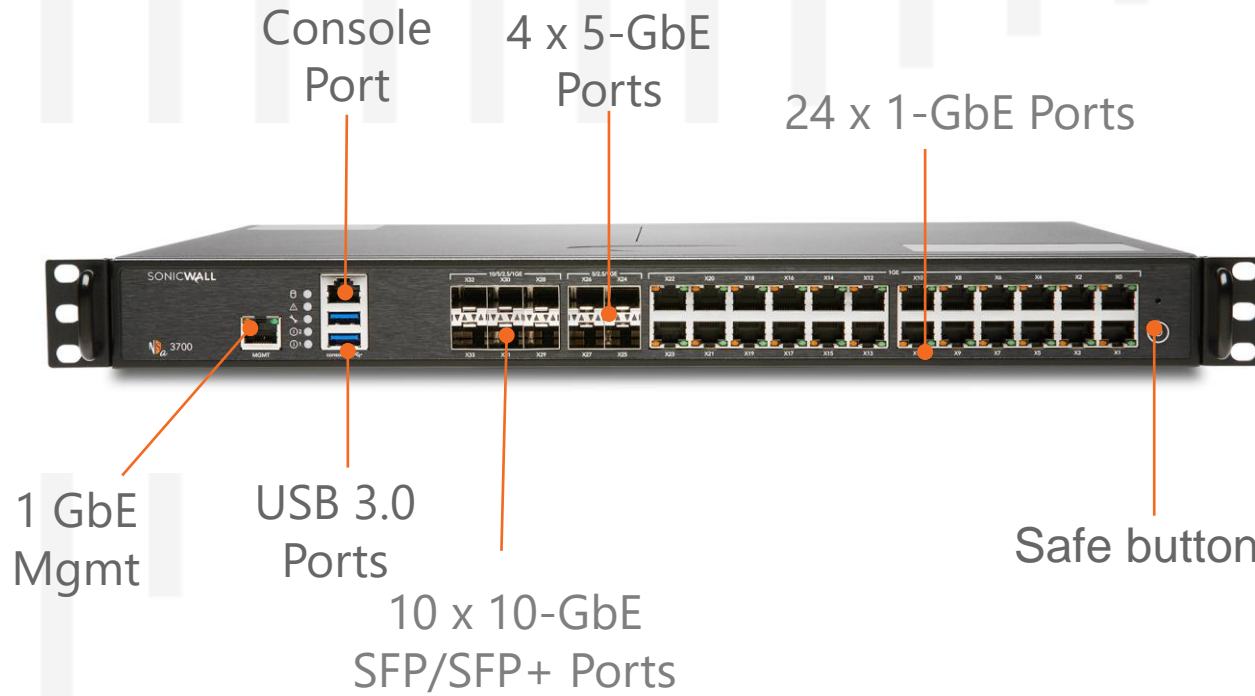


Optional Redundant Power Adapter

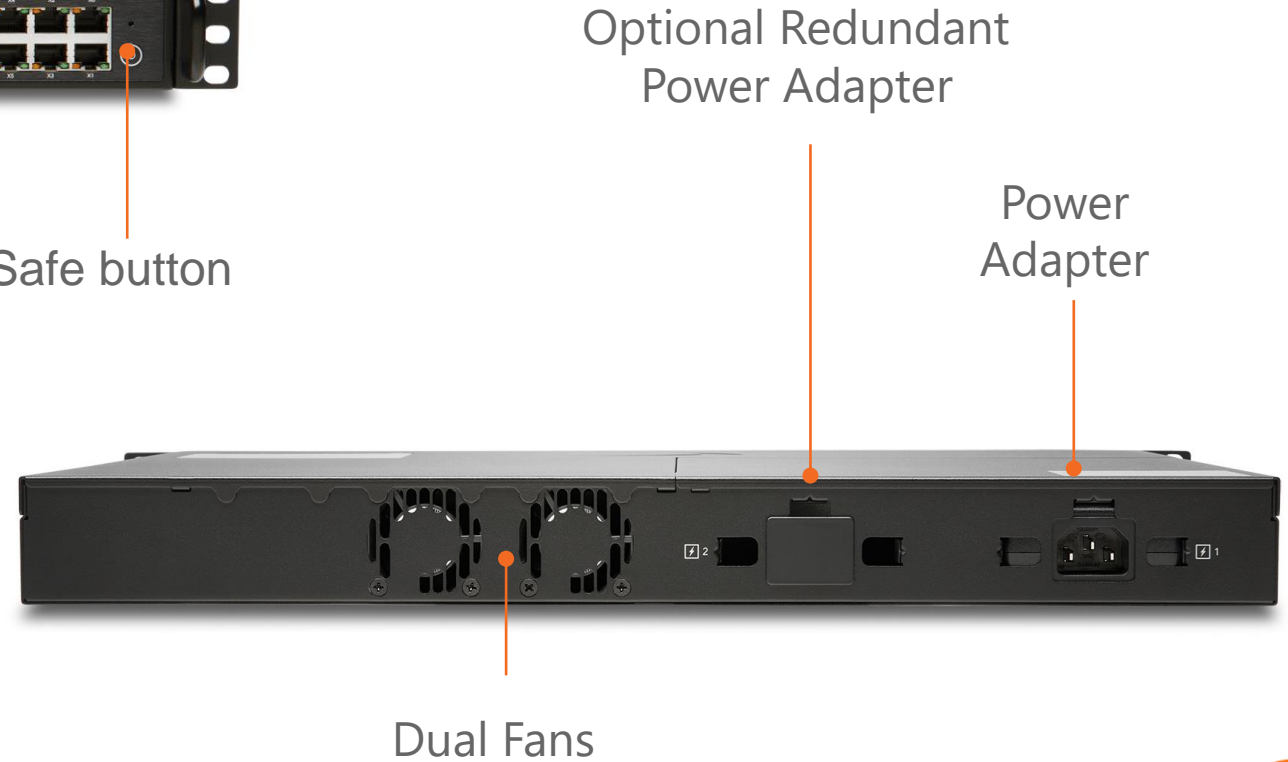


Built-in 64 GB Storage Module

NSa 3700 Hardware – Closer Look



Built-in 128 GB Storage Module



ACCESSORIES – GEN 7 NSa

Storage Module



64GB on NSa 2700 and 128GB on NSa 3700 module installed

Expandable Options:

- 128 GB
- 256 GB

Can be used to store:

- Diagnostic data
- configuration backup
- system logs

Power Adapter



Use a second power adapter for redundancy

SFP/SFP+ Modules

Copper



02-SSC-1874 SONICWALL SFP+ 10GBASE-T TRANSCEIVER COPPER RJ45 MODULE

Fiber



01-SSC-9785 10GBASE-SR SFP+ SHORT REACH MODULE

Copper



01-SSC-9791 1000BASE-T SFP COPPER MODULE

Twinax



01-SSC-9787 10GBASE SFP+ 1M TWINAX CABLE

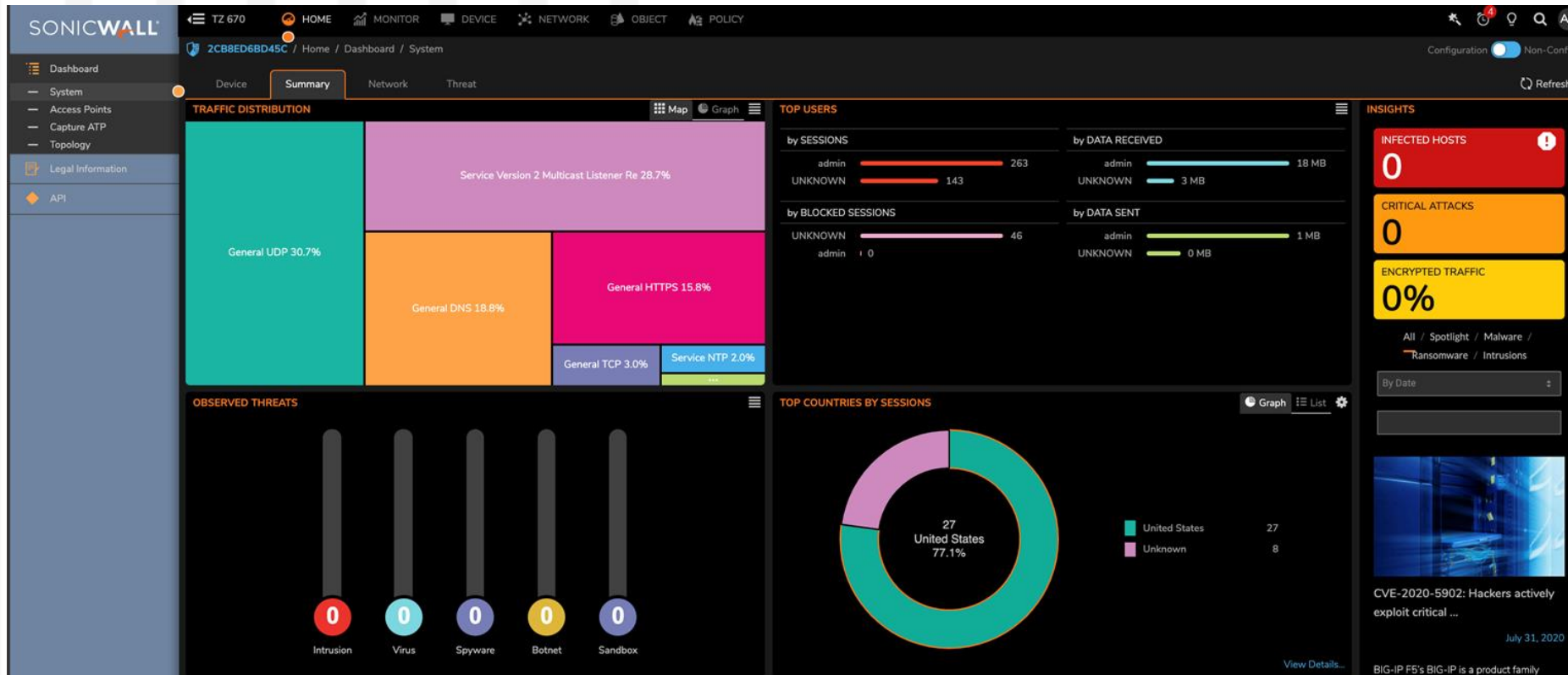
More modules available...

Use the SFP/SFP+ ports for speeds up to 10Gbps



INTRODUCING SONICOS 7.0

An Intuitive & Modern User Interface for all 7th Generation firewall products



New UI/UX

Grounds up new, modern look user interface and use-first design experience platform

API based Design

Rearchitected menu system with consistent UI between firewall & NSM

SonicCore Platform

Single architecture platform across all 7th gen. products

Unified Codebase

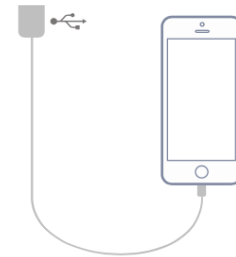
Supports all 7th generation physical & virtual firewall products

SONICEXPRESS MOBILE APP

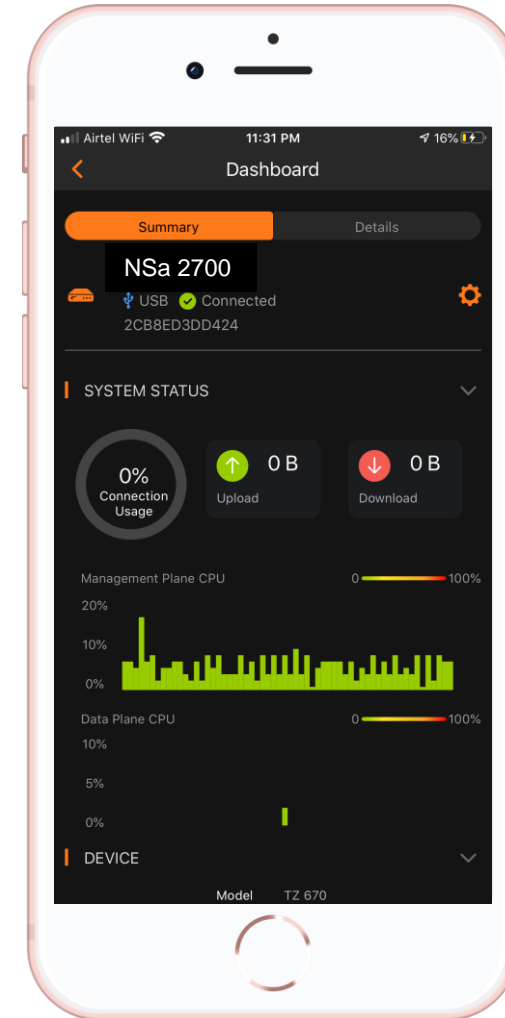
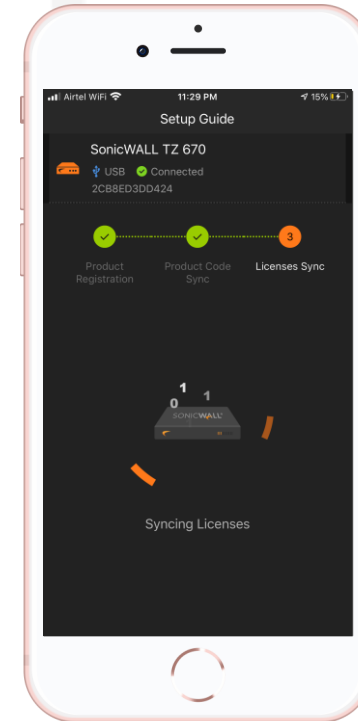
Easy Onboarding Experience



Open SonicExpress and log in using MySonicWall credentials to setup your TZ



Connect NSA 2700 USB interface to mobile device



1 Launch App



2 Plug-in



3 Set-up



NSa TRANSITION PATH



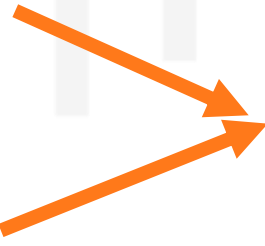
Gen5

NSa 2400/2400MX



Gen6/6.5

NSa 2600/2650



Gen7

NSa 2700



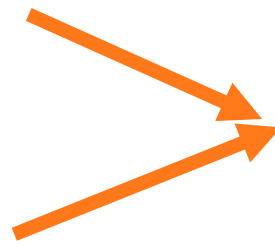
Gen5

NSa 3500



Gen6/6.5

NSa 3600/3650



Gen7

NSa 3700

Technology

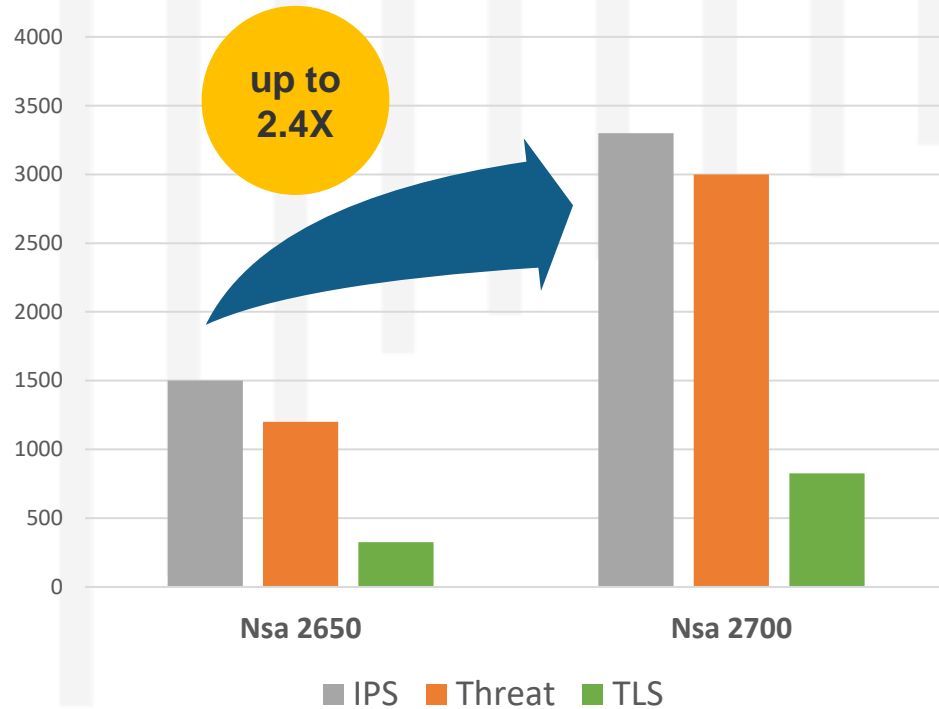
High Performance

Multi 10G SFP/SFP+ Ports

Up to 2.2X TLS Performance

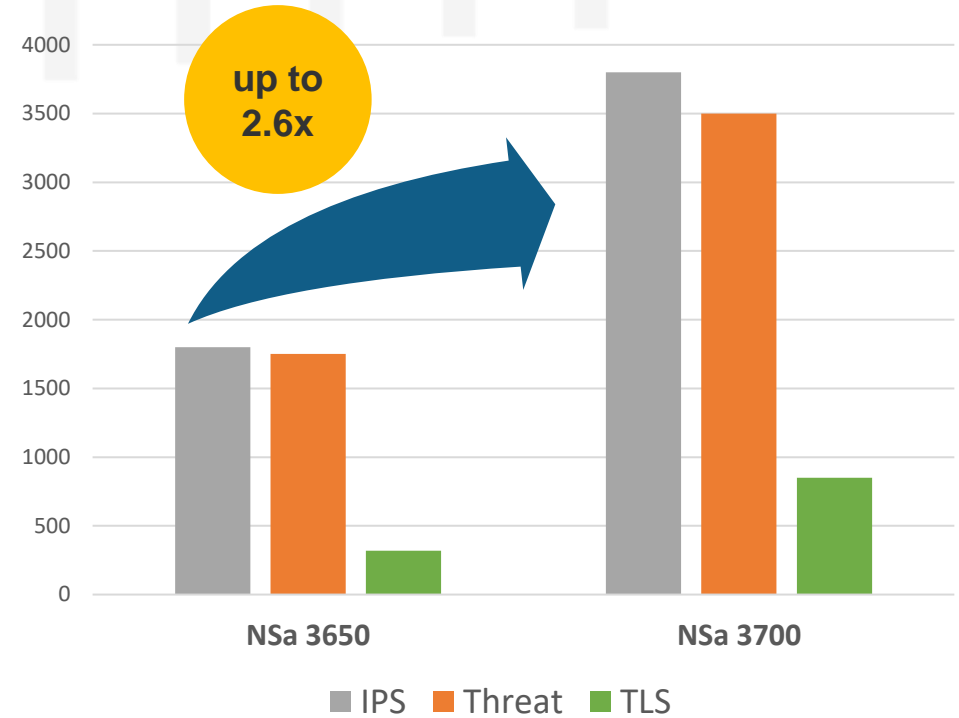
TLS1.3

GEN7 NSA HAS SUPERIOR PERFORMANCE



Total Aggregated Throughput: **26Gbps**

Total Aggregated Throughput: **46Gbps**



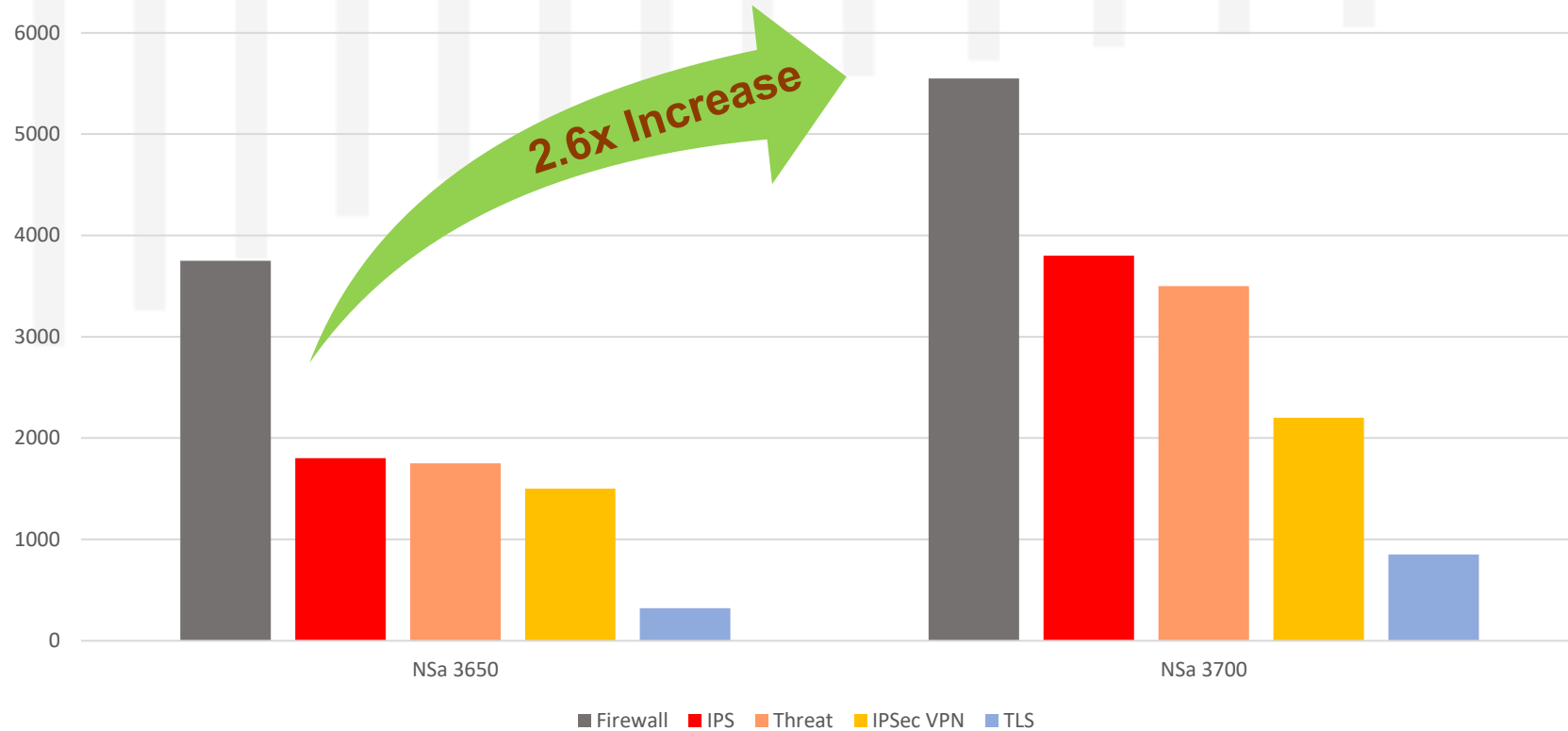
Total Aggregated Throughput: **52Gbps**

Total Aggregated Throughput: **104Gbps**

	NSa 2650	NSa 2700	NSa 3650	NSa 3700
1G RJ45	16	16	12	24
2.5/5/10G SFP/SFP+	4x2.5G	3x10G	12x2.5G and 2x10G	4x5G and 6x10G
Storage	16GB	64GB	32GB	128GB



NSA 3700: UP TO 2.6X PERFORMANCE INCREASE



Performance (Gbps)	NSa 3650	NSa 3700
Firewall	3.75 Gbps	5.55 Gbps
IPS	1.80 Gbps	3.80 Gbps
Threat	1.75 Gbps	3.50 Gbps
IPSec	1.50 Gbps	2.25 Gbps
TLS	320 Mbps	850 Mbps



GROWTH DRIVERS FOR MID MARKET

Key Enablers

Superior price-
performance
(Threat)

Easy central
management/
Operations
(SecOps)

Dev-
Ops/Automation

SSL Adoption

Solution/
integration with
the eco-system



FEATURES & BENEFITS

Superior Technology

Built-in Storage + Dual Power Supplies + 1U Appliance

Up to 24x1 GbE interfaces
Up to 6x10 GbE interfaces

Unique Single Pane of Glass Management

Secure SD-WAN

Integrations – Cloud App Security, NAC and Cloud Sandboxing

Enhanced Features

SonicOS 7.0 support
(New UI/UX)

TLS 1.3 Support

High Availability and Vertical Scale Clustering

Inspect Compressed Files including .rar and .7z

Enhanced URL Categorization and IP Reputation

Groundbreaking Price/Performance

Increased performance Vs. Gen6

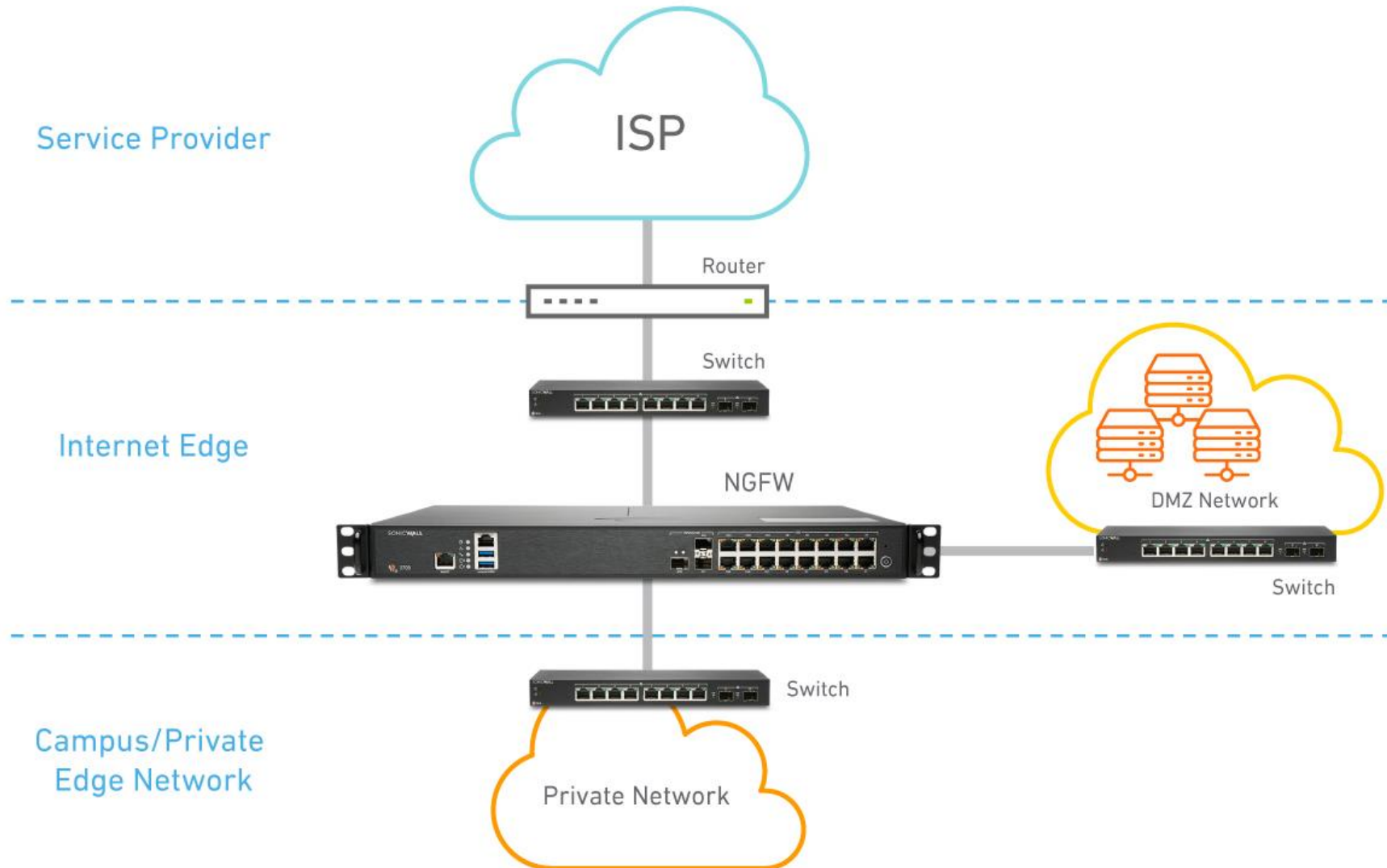
3.4/3.8 Gbps IPS Performance

3x better price/performance than competition

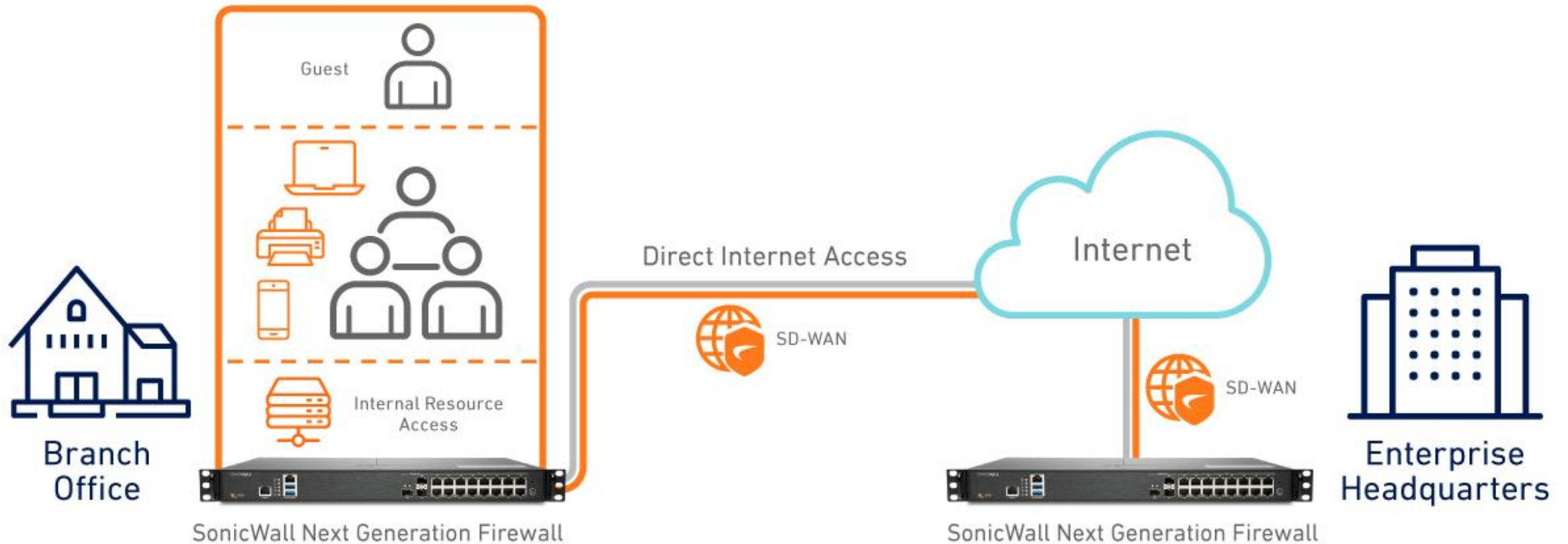
Millions of simultaneous connections

3 /3.5 Gbps Threat Prevention Throughput

DEPLOYMENTS – INTERNET EDGE DEPLOYMENT



DEPLOYMENTS - MEDIUM AND DISTRIBUTED ENTERPRISE



SOLVING OUR CUSTOMER PAIN POINTS



NSa SUBSCRIPTION BUNDLES

- ✓ Included
- Optional
- ✗ Not Available

	Essential Protect against known & unknown threats	Advanced Extend with essential Cloud Management services
FEATURE	ESSENTIAL PROTECTION	ADVANCED PROTECTION
Bundle Description	Essential Security to protect known & unknown threats	Extend Security with essential cloud & advanced security services
GAV, IPS, Application Control	✓	✓
Content Filtering Service	✓	✓
DNS Security – Basic	✓	✓
24x7 Support	✓	✓
Network Visibility (Topology w/ Host Info)	✓	✓
Anti-Spam	✓	✓
Capture ATP (Multi-Engine) Sandboxing	✓	✓
RTDMI Technology	✓	✓
Cloud Management	○	✓
Cloud based Reporting – 7 Days	○	✓
Advanced Cloud Analytics - Virtual (365 days Reporting)	○	○
Premier Support Add-on Option	✗	○



NSA 2700 PRICING (USD) & BUNDLE AVAILABILITY

MODEL OFFER	NSa 2700
Hardware (MSRP)	\$2,595
High Availability (HW)	\$1,795
Hardware + Essential Protection 1YR	\$4,595
Hardware + Advanced Protection 1YR	\$4,995

- Essential & Advanced Bundle – **Available only for Gen7 NSa**

NSA 2700 SKUS

Product	SKU
NSa 2700 with TotalSecure Essential Edition (1-year)	02-SSC-7369
NSa 2700 with Secure Upgrade Plus Essential Edition (3-year)	02-SSC-7370
NSa 2700 High Availability	02-SSC-7367
Services	
Essential Protection Service Suite - Capture ATP, Threat Prevention, Content Filtering, Anti-Spam and 24x7 Support for NSa 2700(1-year)	02-SSC-7346
Advanced Protection Service Suite - (1-year)	02-SSC-6905
Capture Advanced Threat Protection for NSa 2700 (1-year)	02-SSC-6911
Gateway Anti-Virus, Intrusion Prevention and Application Control (1-year)	02-SSC-6929
Content Filtering Service for NSa 2700 (1-year)	02-SSC-7358
Comprehensive Anti-Spam Service for NSa 2700 (1-year)	02-SSC-7371
24x7 Support for NSa 2700 (1-year)	02-SSC-6899

NSA 3700 PRICING (USD) & BUNDLE AVAILABILITY

MODEL OFFER	NSa 3700
Hardware (MSRP)	\$4,095
High Availability (HW)	\$2,865
Hardware + Essential Protection 1YR	\$7,095
Hardware + Advanced Protection 1YR	\$7,695

- Essential & Advanced Bundle – **Available only for Gen7 NSa**

NSA 3700 SKUS

Product	SKU
NSa 3700 with TotalSecure Essential Edition (1-year)	02-SSC-8719
NSa 3700 with Secure Upgrade Plus Essential Edition (3-year)	02-SSC-8207
NSa 3700 High Availability	02-SSC-7368
Services	
Essential Protection Service Suite - Capture ATP, Threat Prevention, Content Filtering, Anti-Spam and 24x7 Support for NSa 3700(1-year)	02-SSC-7349
Advanced Protection Service Suite - (1-year)	02-SSC-6908
Capture Advanced Threat Protection for NSa 3700 (1-year)	02-SSC-6914
Gateway Anti-Virus, Intrusion Prevention and Application Control (1-year)	02-SSC-6932
Content Filtering Service for NSa 3700 (1-year)	02-SSC-7361
Comprehensive Anti-Spam Service for NSa 3700 (1-year)	02-SSC-7374
24x7 Support for NSa 3700 (1-year)	02-SSC-6902

POSITIONING SONICWALL NGFWs' for CUSTOMERS

TZ

SMB/SOHO/Lean SD-Branch

- Desktop form factor with/without wireless
- Desktop form factor with PoE/PoE+ requirements
- Network Firewalling with Deep packet inspection
- Lean branches that backhaul traffic to the internet
- Lean Branches with compliance and direct Internet use case

NSa

Mid-Market/Hybrid Branch

- Rackmount form factor designed for Mid- Market or hybrid branches
- Firewall for network segmentation – better port density
- Branches with backhaul, DIA,DCA, and Compliance use cases
- Encrypted traffic inspection
- Scaled TLS sessions for high HTTP traffic density
- Core high performing inspection requirements

NSsp

Enterprise

- Rackmount form factor designed for enterprise.
- Super high-density ports for large enterprise network segment
- 40G and 100G port density
- Ability to run multiple instances of firewalls
- Low latency and high throughput inspection performance
- Scaled TLS sessions for high HTTP traffic density

WHY UPGRADE YOUR CUSTOMERS TO GEN7 NSa?

- Superior price to performance ratio
- 10 GbE connectivity and high port density
- New SonicOS 7.0
 - TLS 1.3 support
 - New Rest APIs for easy integration
 - Enhanced dashboards
- New hardware components
- Best in class NGFW with low TCO and high performance

NSa 2700 vs 3700

SPECIFICATIONS

Specification	NSa 2700 Gen 7	NSa 3700 Gen 7
Firewall Performance	5.2Gbps	5.5Gbps
Total aggregated LAN Throughput	46 Gbps	104 Gbps
Total No. of Ports	19	34
SFP(+) Interfaces	3 (10 GbE)	10 (6x10 + 4x5 Gbe)
Built-in Storage	64GB	128GB
Redundant Power Supply	Yes	Yes
IPS Throughput	3.4Gbps	3.8Gbps
Threat Prevention Throughput	3.0Gbps	3.5Gbps
Max. Connections	1.5M	2M
DPI SSL Connections	125K	150K

GEN 5 VS. GEN6 VS. GEN7 NSA 2000 SERIES

SPECIFICATIONS

Specification	NSa 2400 Gen 5	NSa 2600 Gen 6	NSa 2650 Gen 6/6.5	NSa 2700 Gen 7
Firewall Performance	775Mbps	1.9Gbps	3Gbps	5.2Gbps
Total No. of Ports	6	8	20	19
SFP(+) Interfaces	0	0	4 (2.5 GbE)	3 (10 GbE)
Built-in Storage	512 MB Flash	N/A	16 GB	64GB
Redundant Power Supply	No	Yes	Yes	Yes
IPS Throughput	275Mbps	700Mbps	1.4Gbps	3.4Gbps
Threat Prevention Throughput	N/A	300Mbps	1.5Gbps	3.0Gbps
Max. Connections	225K	500K	1M	1.5M
Default DPI SSL Connections	N/A	1K	60K	125K



GEN 5 VS. GEN6 VS. GEN7 NSA 3000 SERIES

SPECIFICATIONS

Specification	NSa 3500 Gen 5	NSa 3600 Gen 6	NSa 3650 Gen 6/6.5	NSa 3700 Gen 7
Firewall Performance	1.5 Gbps	3.4Gbps	3.75Gbps	5.5Gbps
Total No. of Ports	6	18	26	34
SFP(+) Interfaces	0	0	14	10
Built-in Storage	512 MB Flash	N/A	32GB	128GB
Redundant Power Supply	No	Yes	Yes	Yes
IPS Throughput	750 Mbps	1.1 Gbps	1.8Gbps	3.8Gbps
Threat Prevention Throughput	N/A	660 Mbps	1.75Gbps	3.5Gbps
Max. Connections	325K	500K	2M	2M
DPI SSL Connections	N/A	2,750	100K	150K



TZ GEN 7 IS DIFFERENT FROM NSa GEN 7

	TZ Gen 7	NSa Gen 7	Comments
Form Factor	Desktop	Rackspace	<i>Branch offices and Edge deployments</i>
Higher port density	10	19-34	<i>More ports to serve the high density networks</i>
Target Customer	SMB	Mid-Enterprise	<i>NSa offers superior support on below parameter required for mid to large deployments</i>
A/A clustering for scale and redundancy	N/A	Q1 2021	<i>Active/Active clustering on NSa not only provides scale and redundancy, but also provides better investment ROI for the customer</i>
Requirement for DPI-SSL at scale	Good	Better	<i>NSa supports higher DPI connections</i>
Multi-LDAP support	N/A	Yes	<i>Multi-LDAP support through authentication partitioning is supported on NSa and not available on TZ series (7.0.1)</i>
Native Layer 2 switching features	N/A	Yes	<i>NSa supports advanced switching feature that covers all these layer control capabilities (7.0.1)</i>

NSA USE CASES

Retail



- Ease-of-use
- Cloud management
- Deep packet inspection

Education



- Distributed Security
- Content Filtering
- Threat Inspection
- CIPA compliance

Mid enterprise



- Remote access
- High availability
- Threat Inspection
- High Port Density – Network Segmentation
- Application Control
- Distributed Security

Distributed Enterprise



- Site-to-site VPN
- SD-WAN
- Direct Internet Access
- Application Latency
- Centralized management
- PCI, HIPPA compliance



COMPETITIVE DIFFERENTIATORS – SONICWALL®



- No 2.5-GbE Interface to Support Wave 2 Speeds
- No 10-GbE Interfaces on sub \$5,000 products
- Unpublished Encrypted Connections

FG-100F (\$5,180/1.0 Gbps)
FG-200E (\$6,660/1.2 Gbps)



- No 2.5-GbE Interface to Support Wave 2 Speeds
- No 10-GbE Interfaces on sub \$5,000 products
- Low ports density & Threat Prevention Throughput
- No Expansion Module
- Less Than 3X of Encrypted Connections

PA-3220 (\$31,675/2.2Gbps)
PA-3250 (\$44,000/2.7Gbps)



- No 2.5-GbE Interface to Support Wave 2 Speeds
- No 10-GbE Interfaces on sub \$5,000 products
- No Expansion Module
- Unpublished Encrypted Connections

FP 2110 (\$16,605/2.3 Gbps)
FP 2120 (\$30,195/3.0 Gbps)

COMPETITIVE DIFFERENTIATORS – SONICWALL®

SOPHOS

- No 2.5-GbE Interface to Support Wave 2 Speeds
- Low number of ports (12, require upgrades for increased port count)
- Unpublished Encrypted Connections

XG 230 (\$4,898/1Gbps)

XG 310 (\$6,796/ 1.55Gbps)

WatchGuard

- No 2.5-GbE Interface to Support Wave 2 Speeds
- No 10G Interfaces on sub \$5,000 products
- No Redundant Power
- Low number of ports (less than 10, need expansion module to increase ports)
- Unpublished Encrypted Connections
- No Built-in Storage

M470 (\$6,805/3.1Gbps)

 **Check Point**
SOFTWARE TECHNOLOGIES LTD.

- No 2.5-GbE Interface to Support Wave 2 Speeds
- No 10G Interfaces on sub \$5,000 products
- No Expansion Module
- No Redundant Power
- Lower number of ports (6; require upgrades for increased port count)
- Unpublished Encrypted Connections

3600 (\$5k/780 Mbps)

3800 (\$9.9k/1.5 Gbps)

SONICWALL® **NSa 2700 (\$4,595/3.0 Gbps)** **NSa 3700 (\$7,095/3.5 Gbps)**

QUESTIONS TO ASK

- How will the firewall be used?
- How many Internet links are terminated on your existing Firewall?
- What is your Internet connection speed?
- What are your performance requirements criteria?
- How many remote sites are terminated on your Firewall?
- Total number of users/networks behind the firewall?
- Total number of sessions/connections at peak?
- How many remote users will be connecting to the firewall to access corporate resources?

RESOURCES

- NSa Webpage -- <https://www.sonicwall.com/products/firewalls/mid-range/>
 - Datasheet
 - Video
- NGFW Buyer's Guide - <https://www.sonicwall.com/resources/brief/sonicwall-next-generation-firewall-buyers-guide/>
- Customer Presentation (Salesforce)
- Product hot sheets (Salesforce)
- Brandfolder
- SonicWall University (Coming soon)

SUMMARY

- Low total cost of ownership in its class
- High performance and port density compared to competition
- Superior inspection of TLS1.3 traffic
- Multiple 10-GbE and 1-GbE interfaces
- Integrated security – sandboxing, URLF and cloud application security
- Unique single pane of glass with intuitive user interface



Q&A

THANK YOU

The SonicWall logo features the word "SONICWALL" in a white, bold, sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the final "L". An orange swoosh graphic is located below the "WALL" portion of the text, starting under the "W" and curving under the "A", "L", and "L".

SONICWALL®

www.sonicwall.com

