
Reimagine Your Security with Expert Guidance

Transform the Safety of Your Systems
with Industry-Leading Services



Digital Transformation Is Driving Increased Security Risk

Maintaining a competitive advantage in today's economy requires organizations to innovate faster while being more flexible, efficient, and profitable than ever before. While digital transformation has been happening for some time, the COVID-19 pandemic has driven urgency, with many companies expediting their business initiatives and adopting new technologies at an unprecedented pace. In fact, 96% of business leaders report COVID-19 will have accelerated their digital transformation by an average of 5.3 years.¹

What's more, Forrester reports that "investments in digital transformation are rising at more than three times the rate of overall IT spend," yet many organizations struggle to achieve the expected ROI because they miss a critical component: cybersecurity.² McKinsey calls cybersecurity "[the linchpin of the digital enterprise](#),"³ emphasizing the need for cybersecurity to be an integral part of any digital transformation. As Adrian Terence Culley, Palo Alto Networks Head of Industry, Asia-Pacific states in the blog, [How to Not Fail at Digital Transformation](#), "In short, there can be no Smart X without Secure X."⁴

"Investments in digital transformation are rising at more than three times the rate of overall IT spend."

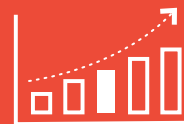
–Forrester

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1. Mark Foster, *How Smarter Businesses Transform in an Uncertain World*, IBM, September 2020, <https://www.ibm.com/uk-en/smarter-business#2868079>.
 2. Andrew Bartels, Matthew Guarini, Alyssa Danilow, *The Global Tech Market Outlook for 2019 to 2020*, Forrester, February 11, 2019, <https://www.forrester.com/report/The-Global-Tech-Market-Outlook-For-2019-To-2020/RES147915>.
 3. James Kaplan, Wolf Richter, and David Ware, *Cybersecurity: Linchpin of the digital enterprise*, McKinsey & Company, July 2019, <https://www.the-digital-insurer.com/wp-content/uploads/2020/04/1553-Cybersecurity-Linchpin-of-the-digital-enterprise.pdf>.
 4. Adrian Terence Culley, "How to Not Fail at Digital Transformation," last visited November 3, 2021, <https://www.paloaltonetworks.com/engage/cxo/how-to-not-fail-at-digital-transformation>.

As businesses evolve, so does the threat landscape. There is an urgent need to reduce the complexity and cost of security against the increasingly larger and more complex environments that are struggling with legacy technology. And yet, **increasingly understaffed** security teams are being challenged with the scale and velocity at which new technologies are being adopted, leaving many organizations exposed to cyberattacks, data breaches, and more.⁵ According to **Dell Technologies**, 48% of businesses fear their teams are at risk of burnout from trying to adapt IT strategies at the accelerated pace required by COVID-19.⁶

According to **Deloitte**, organizations that are able to successfully navigate this complex landscape in order to reach digital maturity do report significantly higher net profit margins than industry averages.⁷

Let Palo Alto Networks Professional Services guide your journey and supplement critical gaps in your security team. Through our people, know-how, and technologies, we can make your business transformation possible, with security as an enabler.



96%

Of business leaders report COVID-19 will have accelerated their digital transformation by an average of 5.3 years



48%

Of businesses fear their teams are at risk of burnout from trying to adapt IT strategies at the accelerated pace required by COVID-19

5. *State of Cybersecurity 2021, Part 2: Threat Landscape, Security Operations and Cybersecurity Maturity*, ISACA, July 27, 2021, <https://www.isaca.org/go/state-of-cybersecurity-2021>.

6. *Digital Transformation Index 2020*, Dell Technologies, <https://www.delltechnologies.com/en-us/perspectives/digital-transformation-index.htm>.

7. Jonathan Camhi, Ragu Gurumurthy, and David Schatsky, "Uncovering the connection between digital maturity and financial performance," Deloitte, May 26, 2020, <https://www2.deloitte.com/us/en/insights/topics/digital-transformation/digital-transformation-survey.html>.

Make Security an Enabler for Change

From your network and workloads to end user devices, Palo Alto Networks Professional Services helps you harness the power of your next-gen security solutions. We enable transformation by maximizing the power of your new and existing Palo Alto Networks investments and ensuring the best possible security outcomes. From architecture and design to deployment and optimization, our experts utilize best practices to build the trust in your people, capabilities, operations, and security outcomes that your organization requires.

Benefits of Palo Alto Networks Professional Services



Accelerate Time to Value

- Align your architecture, implementation, and operations with industry-leading best practices.
- Maximize uptime with exceptional support to ensure your business operates without disruption.
- Fully utilize all capabilities of the Palo Alto Networks product portfolio with guidance from experts.



Strengthen Security Posture

- Measure adoption of best practices to create a roadmap for continuous improvement.
- Optimize your configuration and operations to maintain cutting-edge security practices.
- Benchmark your security environment to identify opportunities to improve security effectiveness.

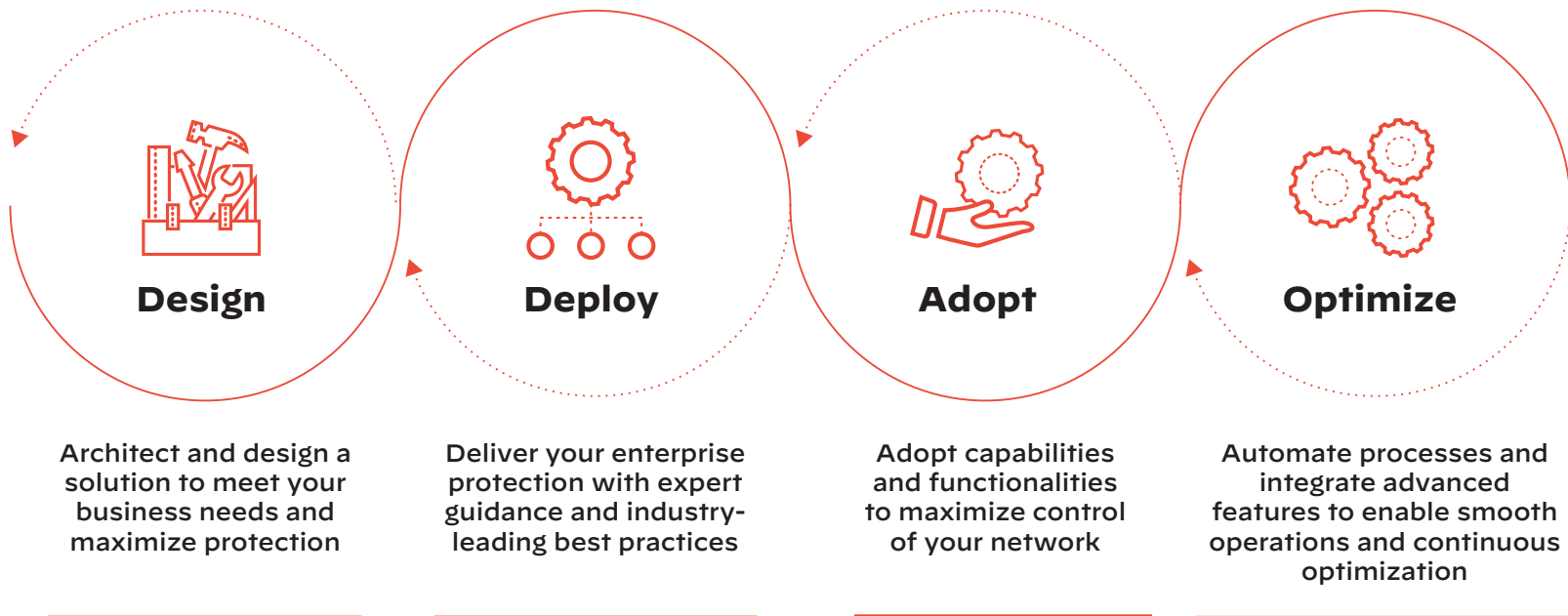


Transform Operations

- Adopt proven strategies that minimize opportunities for attack.
- Learn how to strengthen your security and reduce manual tasks through our workshops and team enablement.
- Leverage integrations between products in your multivendor environment to improve efficiency.

Palo Alto Networks Professional Services Offerings

Our offerings play a key role in helping you continually evolve your security posture as your organization continues to innovate.





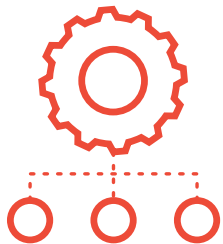
Architect and Design a Solution to Meet Your Business Needs and Maximize Protection

The Palo Alto Networks High-Level Design Service uses best practices based on your business requirements that you can execute to implement Palo Alto Networks technologies in a meaningful way, whether you are an existing customer expanding to a new deployment scenario, a new customer just starting your journey, on-premises, or in a public or private cloud.

Our Targeted Design Service provides a custom design that you can execute to implement specific platform capabilities determined essential to solving your technical and business requirements.

Benefits

- ✓ High-level or targeted design documents for management presentations and execution.
- ✓ Order of execution for adopting features of your Palo Alto Networks deployment.
- ✓ Identification of industry and regulatory compliance demands as they relate to the deployment of Palo Alto Networks technologies.
- ✓ Application of best practices from security consultants experienced in numerous technologies.
- ✓ Handoff and review of the design to the party responsible for executing the plan.



Deliver Your Enterprise Protection with Expert Guidance and Industry-Leading Best Practices

Palo Alto Networks QuickStart Services help you get the most out of your security capabilities and investments by assisting with the planning and execution of your implementation. We match these services with your technical capabilities to provide right-sized solutions for your business needs, offer confidence, and reduce the strain on your staff to optimize your implementation and capabilities. Knowledge transfer to your team is included, as is documentation upon completion of the engagement. The result is a well-planned and accelerated deployment based on industry-leading best practices that secures your enterprise.

Benefits

- ✓ Expedite time to value with your security investments.
- ✓ Accelerate capability adoption adhering to best practices.
- ✓ Minimize risk through expert planning and risk mitigation at every step.



Adopt Capabilities and Functionalities to Maximize Control of Your Network

Extended Expertise provides you with experts focused on your organization who are uniquely qualified to advise you on getting the most out of your Palo Alto Networks Security Portfolio deployment. Extended Expertise consultants are highly trained personnel who will understand your business needs from the inside out. Our experts have specialized product knowledge and domain expertise, from deployment to operations. Their focus is to provide you with proficiency in the chosen core specializations to help you maximize the value of your Palo Alto Networks investment.

Benefits

- ✓ Extend your security team with uniquely qualified consultants.
- ✓ Leverage expert resources with specialized expertise from deployment to operations.
- ✓ Design a right-sized solution with a range of flexible options.



Automate Processes and Integrate Advanced Features to Enable Smooth Operations and Continuous Optimization

Palo Alto Networks Security Operations Services strengthen your operations by increasing automation and improving response times. Customization of the platform delivers high-quality data your SOC can use to simplify investigations and consistently identify, investigate, and mitigate threats.

Benefits

- ✓ Explore the elements of security operations to understand the scope of the function.
- ✓ Consistently execute on the SOC mission to identify, investigate, and mitigate threats.
- ✓ Efficiently triage potential incidents through automation and streamlined processes.
- ✓ Integrate effectively with all functions of the incident response process.
- ✓ Increase protection against adversaries targeting your environment.

Palo Alto Networks Certified Professional Services Partners (CPSPs)

Palo Alto Networks has developed the Certified Professional Services Partner Program to enable and promote exclusively selected and qualified Palo Alto Networks partners who have demonstrated world-class professional services capabilities and expertise. Customers can have full confidence that our CPSPs are leveraging best-practice deployment methodologies with the support of our Professional Services subject-matter experts and resources.

Benefits

- Extended selection of professional service providers.
- End-to-end security support, from solution discovery and purchase through implementation and ongoing security health checks.
- Localized services, including local language and regional market knowledge.
- Multivendor consulting as a trusted security advisor.

Commitments

We are committed to the success of our customers, with the assurance that our CPSPs have the best preparation, training, tools, techniques, and information at hand. We provide our CPSPs with:

- Advanced consulting training, new product release technical training, and resources.
- Support for ongoing product recertification and accreditation requirements.
- Access to Palo Alto Networks Professional Services engineers and discussion forums.
- Knowledge Base designed to assist and streamline the delivery of services.
- Eligibility for CYBERFORCE Guardian level.
- Partner Training Reviews (PTRs).

85

Partner Organizations
Worldwide

63

Active Guardians

2,570+

Certified Partner
Consultants

Transform the Safety of Your Systems with Industry-Leading Services

Palo Alto Networks Professional Services is committed to helping our customers succeed, and in doing so, we deliver the overall vision of Palo Alto Networks by helping ensure each day is safer and more secure than the one before. Our team of experts and certified partners work together to help your organization achieve the best security outcomes.

Our cybersecurity professionals have thorough knowledge and expertise in cybersecurity solutions, threat landscapes, and emerging risks. We make significant investments in both our technology and our talent to ensure that we can fulfill our commitment to customers.

Challenges and Opportunities

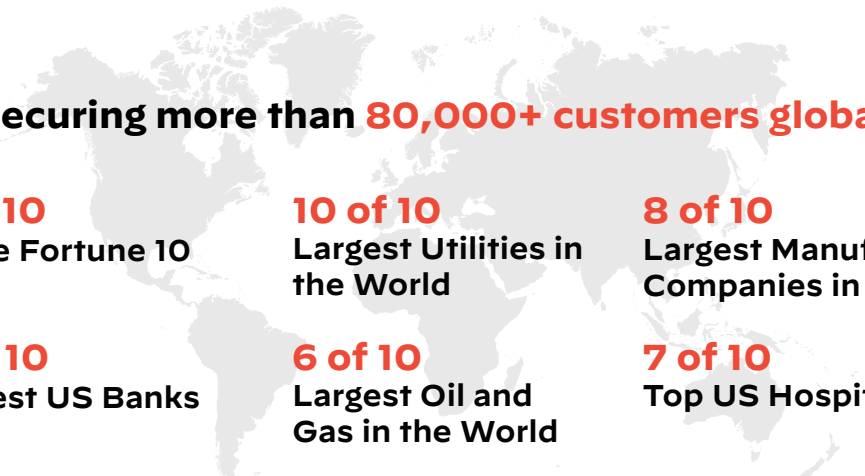
- Time constraints stifle implementation, adoption, and time to value of security solutions.
- Inadequate knowledge and expertise limit the full scope of cybersecurity in your operations and products, reducing ROI.
- Missing skill sets decrease productivity and efficiency and increase risk exposure.

Benefits

- Strengthen security posture.
- Accelerate design and deployment.
- Maximize the value of security investment.
- Simplify operations through best practices and automation.
- Minimize business disruptions and security risks.

Learn More

Get more information about Palo Alto Networks Professional Services by contacting your Palo Alto Networks sales representative or visiting <https://www.paloaltonetworks.com/services/consulting>.



Securing more than **80,000+** customers globally

9 of 10
of the Fortune 10

10 of 10
Largest Utilities in
the World

8 of 10
Largest Manufacturing
Companies in the World

8 of 10
Largest US Banks

6 of 10
Largest Oil and
Gas in the World

7 of 10
Top US Hospitals

77%

Of Global 2000
companies secured

150+

Countries

90%

CSAT



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