



Unlocking the future of secure connectivity



What are we offering to customers?



Who are the best targets?



How to engage with those targets and win



Where to go for further information

Transforming cybersecurity: The future of SOC with Palo Alto Networks and Orange Cyberdefense

Leading the charge: AI-driven SOC transformation with Palo Alto Networks and Orange Cyberdefense

Together with Palo Alto Networks, we deliver the SOC of the future enabled by AI.

AI has turned IT upside down as organisations scramble to both apply the technology and respond to the complexity it presents. With your SOC at the front line, SecOps teams don't have the luxury of waiting.

By combining Palo Alto Networks' cutting-edge technology with Orange Cyberdefense managed services, we provide a seamless and proactive security posture that adapts to the ever-changing threat landscape. This collaboration not only strengthens security infrastructure but also optimises operational efficiency, allowing your business to focus on growth and innovation while staying protected.

10x improvement in incident closure rate¹



NORTH
Dakota
Be Legendary.™

BOYNE RESORTS
EXPERIENCE THE LIFESTYLE

Our proven and reliable Cyber SOC model, built on years of expertise in SIEM technologies, ensures that our clients receive advanced, next-gen capabilities without losing the reliability and trust they need for their security operations.

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Where to find further information

 <https://www.paloaltonetworks.com/customers>

 <https://www.orange cyberdefense.com/global/case-studies>

What is this Win Sheet for?

Use this when you are discussing Palo Alto Networks Cortex XSIAM with Orange Cyberdefense SOC and managed services with clients and prospects to help them understand the value of leveraging AI in their SOC for improved performance and risk detection and remediation.

What is the service we are offering?

Our proven and reliable Cyber SOC model, built on years of expertise in SIEM technologies, ensures that our clients receive advanced, next-gen capabilities without losing the reliability and trust they need for their security operations. By leveraging Palo Alto Networks's Cortex platform, we provide an AI-enabled, fully integrated, end-to-end security solution that combines automation, machine learning, and advanced detection for comprehensive threat protection.

It's time to apply AI as an advanced measure against risk

"The repercussions of cyberattacks are far-reaching and costly, with data breaches costing an average of \$4.88 million in 2024."²

Clients need to:

- Elevate their cybersecurity with AI-driven solutions from Palo Alto Networks and Orange Cyberdefense
- Acquire skills and capabilities required to effectively transform and run their SOC
- Enhance threat detection and response with AI-powered capabilities

Small Business

One core location

**Business leader/
Persona: Founder,
owner**

- Overreliance on SaaS
- Wants peace of mind especially w/AI and cyber risk
- Needs to focus on business/outsource complex IT
- Needs more visibility into risk
- Overwhelmed by the sheer volume of security alerts
- Resource constraints

Medium Business

One geography,
multiple sites

**IT leader, IT Director/
VP, CISO, CIO**

- Lacks in-house expertise to monitor and respond to risk
- Increasing regulatory demands
- Experiencing staffing shortages
- Needs more expertise and assurance
- Difficulty in integrating new security tools with existing infrastructure and processes

Large/Enterprise

Global and distributed

**IT leader, IT Director/
VP, CISO, CIO**

- Moving to a SOC
- Need a global SOC
- New merger or acquisition
- Managing complex hybrid environment
- Developing AI strategy
- Needs to respond to constant evolution of threats in operational technology (OT) environments
- Having difficulty managing regulatory requirements

Commercial benefits of selling this solution:

- Discount opportunity and competitive advantage: backline support and 45% SKU discounts
- NextWave Global Diamond status: eligible for discounts, rebates, Partner Perks sales incentive, free online training, and NextWave Partner Portal access
- Most competitive SD-WAN pricing: giving a competitive edge against other partners
- SP Interconnect: additional percentage discount available (up to 87%)
- Managed Services on both strategic platforms(SASE & Cortex): up/cross sell deals available
- Eligibility to participate in our existing Incentive programmes through NextWave Promotions (where this is not an individual incentive)"

What not to pursue – signs not to proceed with a deal:

- Business leader, CSO or head of IT is leaving the business
- The customer not currently using a SOC
- Customer has deep in-house expertise and commitment to maintaining and managing network and infra internally
- Contact is neither an influencer nor a decision maker for security

Customer conversation guide

	Customer primary concerns/need	Some stats and facts to share	The benefits and value we deliver with this service
Small Business	<ul style="list-style-type: none"> • How can I keep my business safe and secure? • How can I focus on IT operations without all the right expertise? • Can I get visibility into SOC alerts and remediation? 	<ul style="list-style-type: none"> • 46% of all cyber breaches impact businesses with fewer than 1,000 employees. • 47% of businesses with fewer than 50 employees have no cybersecurity budget. • 51% of small businesses have no cybersecurity measures in place at all. 	<ul style="list-style-type: none"> • We can provide support or supplement internal expertise. • Our experts and technologies are proven and can be trusted.
Medium Business	<ul style="list-style-type: none"> • I need to ensure my SOC is utilising new tech. • How can I ensure I am meeting all regulatory demands? • How can I keep up with industry trends and emerging threats? • What are some immediate actions I can take to protect my business? • What services does a managed SOC (Security Operations Center) provider offer to enhance cybersecurity for organisations? 	<ul style="list-style-type: none"> • 50% of mid-sized businesses reported suffering at least one cyber-attack in the last year. • Palo Alto Networks is the number 1 pure player in cybersecurity with the largest portfolio. • Orange Cyberdefense retains a +25-year track record in information security. 	<ul style="list-style-type: none"> • Layers of security everywhere you need them; cloud, app, network. • More efficient threat detection and remediation.
Enterprise, 10+ locations	<ul style="list-style-type: none"> • How can I manage global operations and SOCs? • How can I ensure that I meet global regulatory requirements? • How can I scale up as the business grows? • How can I stay ahead of AI and innovation? • Which strategies should I be using to protect my business? 	<ul style="list-style-type: none"> • Palo Alto Networks' XSIAM is the industry leader. • Over 3,000 multi-skilled cybersecurity experts. • 24/7/365 continuous monitoring of security systems worldwide. • 17 SOCs, 13 CyberSOCs. 	<ul style="list-style-type: none"> • Central and uniform management and provisioning. • Global service, performance, security consistency. • Security for applications, including internet and cloud without reliance on hub and spoke.

Sources:

¹ Cortex XSIAM Infographic

² 2023 ESG Whitepaper