UNIFIED THREAT MANAGEMENT (UTM) BUYER'S GUIDE

What to Expect from Today's UTM

INTRODUCTION

As the owner, or key business leader, of a small or medium business, you have a tremendous responsibility—not just for the success of the organization but also for the livelihood of those who work there. As a result, your number 1 (as well as number 2 and 3) responsibility is the financial viability, growth, and profitability of the endeavor.

You must determine the right strategic course for the organization, empower your employees, and ensure they have the technology necessary to do their jobs. That means embracing mobility and personal devices in the workplace, utilizing cloud services to reduce cost and increase business agility, welcoming a growing number of Internet-connected devices onto the network, and more. Yet each new technology brings a new risk at a time when cyber crime—phishing, ransomware and more—continues to grow. And at this stage of the business, any significant security incident that leads to downtime or lost customer data can have major consequences. Even spending substantial time managing a growing number of networking and security products takes attention away from organizational goals.

So, as a business leader, how do you ensure that your business is protected while still enabling it to grow? One way is to find a quality unified threat management (UTM) solution that not only stops cyber threats from entering your network but also simplifies your network, freeing up time and money to drive the business.

WHAT MAKES A QUALITY UTM SOLUTION?

There are so many UTM vendors and products available today. Some are from well-known networking brands, others are from leading endpoint providers, and even more are from network security companies focused on the small business space. It can be challenging to select a good one, even after getting a couple of recommendations from trusted resellers. Here are four things to look for before choosing:

1 Proven Effectiveness

As discussed above, the primary job of your UTM is to protect your business. Yet not all offerings have the same effectiveness. Some products on the market today use open-source technologies to keep cost down. Others include acquired security technologies as a bolt-on to their traditional portfolio. Still others have stripped-down enterprise capabilities in order to run on the smaller UTM devices. Be sure to look for UTM solutions, ideally homegrown, that go through routine, independent testing of security effectiveness to know how well your business will be protected.

2 Breadth of Functionality

With threats constantly changing, the security capabilities needed in a UTM continually expand. The same can be said for your business network and the networking capabilities of your UTM, which often require more physical wireless access and wired switch ports as well as intelligence to manage traffic across it. Look for vendors that continually add the latest security services—today, things like web application firewall and cloud sandboxing—as well as those that offer a wide range of networking options. Those options should ideally include wireless capability—both integrated in the UTM as well as stand-alone access points—and network switches with a varying number of connection ports and newer options like Power over Ethernet (PoE). This extensibility ensures that your solution can grow as your business does, delivering ongoing value to your initial investment.

3 Ease of Management

Purchasing different security and networking components from different vendors can not only become expensive but getting them all set up and then managing them on a regular basis can be time-consuming. Consider how well-integrated a vendor's security and networking products are and whether they can be controlled from the same console. Do they deploy quickly? How much ongoing tuning and other administration is required? Look for solutions that require minimal effort to manage and maintain, ideally by a trusted partner.

4 Market Adoption

While technology always evolves and new players and products may appear on the scene, it doesn't take long for the market to recognize which products deliver value. In 2016 there were more than 1 million UTM-style devices shipped (more than 300,000 every quarter), which provides a huge sample set to determine which vendors and products are known for delivering value and security. Look to see who the market of your peers is voting on with their dollars based on units sold. A bonus if you know someone at another organization who uses that product and has firsthand experience to share.

Given the scarcity of time, money, and IT knowledge, it's very easy to just pick a UTM solution based on price. While the UTM you choose needs to, of course, fit your budget, it's worth a bit of extra effort when selecting a product, you will rely on to protect your growing business for the next four to five years, to make sure it's a good one.

THE FORTINET CONNECTED UTM

The requirements above are exactly what has driven the evolution of Fortinet's original Unified Threat Management appliance to become the more powerful Connected UTM it is today, enabling business productivity and mitigating security risks.

Fortinet delivers enterprise-grade security, right-sized for small and midsize businesses, that has earned the most independent validation in the industry. Rigorously tested by NSS Labs, Virus Bulletin, AV-Comparatives, and many more, Fortinet consistently demonstrates high security effectiveness.

At the same time, Fortinet offers the broadest integrated portfolio that includes the full set of security services and networking capabilities on the UTM device as well as dedicated, but still integrated, security components—like secure email gateways or web application firewalls—and networking devices to ensure that everything works well together. This enables you to extend your initial investment with more robust enterprise-class capability as your business grows.

And the Fortinet FortiGate installs in minutes, comes with default, recommended security settings, and receives regular threat intelligence updates from our FortiGuard Labs to keep you protected. Little ongoing management is typically required, and additional components like switches are automatically discovered and controlled from the same UI. This preserves your precious headcount to focus on business success.

Fortinet is clearly the UTM of choice all around the world, selling and shipping the most devices of any vendor by far. To date, 3 million Fortinet devices have been delivered to protect businesses large and small all around the world.

BUYER'S CHECKLIST

VALIDATED SECURITY EFFECTIVENESS

☐ AV Comparatives tested

☐ NSS Labs tested

☐ Virus Bulletin tested

BROAD PORTFOLIO. UTM APPLIANCE PLUS

☐ Wireless APs

☐ Network switches

☐ Secure email gateway

☐ Web application firewall

☐ IP telephony

EASY MANAGEMENT

☐ Quick install wizard

☐ Single console

☐ Low ongoing administration

MARKET VALIDATION

☐ IDC rank by units shipped

☐ Gartner Magic Quadrant position

☐ Peer recommendations

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