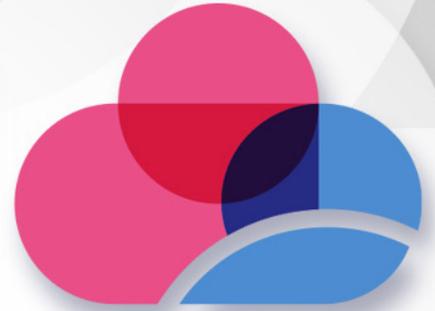




Check Point
SOFTWARE TECHNOLOGIES LTD



SECURE YOUR EVERYTHING™

Realizing Cyber Strategies on the Road to Recovery

A Check Point Executive Brief



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NEW WORLD
NEW OPPORTUNITIES
2021



Introduction

The words and pictures of the devastating global pandemic will forever be etched in our memories. As we usher in 2021 and focus on pandemic recovery, we re-calibrate our strategies to build on the opportunities in a new world.

Much like our customers and partners, Check Point Software felt the extremes of the pandemic. Over 5,000 employees in every corner of the world vacated offices and continued work from homes. We were one of the fortunate ones as we possessed remote access security know-how and solutions. The suddenness and enormity of this relocation, however, put our technology to an unprecedented stress test. Our protections stood up admirably, allowing us to share business continuity strategies with our customer and partner communities.

New World, New Opportunities 2021 is Check Point Software's vision and strategies as we elevate our cyber security solutions to the next tier of excellence. This Executive Strategy Brief lays out the essentials of a game plan to safeguard the connectivity of a digital-based cyber world that proved so important during this pandemic.

Now, as we battle back from a devastating biological pandemic, we're positioning to tackle another worldwide contagion, the cyber pandemic. The increase in cyberattacks in a pandemic-stricken 2020 have been well-publicized. Even healthcare organizations involved in saving lives and pharmaceutical firms producing and distributing vaccines were not spared by cybercriminals.

The World Economic Forum (WEF) in its Global Risks Report 2021, named "cybersecurity failure" as a top five concern and short-term clear and present danger.¹

The biological and cyber pandemics share a common thread - the need for vaccination. To defeat them, science needs to deliver prevention. Detecting and understanding the intricacies of the coronavirus was a vital first step. Rapidly developing and administering vaccines was the next.

The parallels in cyber security are enormous.

¹ "Hackers Try to Phish Business Executives With COVID-19 Bonus Promise," PCMag, Michael Kan, July 7, 2020.

For many years, cyber security providers marketed detection and response technologies. You detect a cyberattack and then, put up a response. Check Point realized years ago, this was not going to be enough to stem the rising tide of advanced and targeted Gen V cyberattacks. Detection, such as a COVID-19 test, is a partial solution. Effective vaccines with high efficacy to prevent the spread is acknowledged as the required response to a pandemic.

In the cyber world, think of prevention technology as solutions that block and debilitate cyberattacks before they can inflict damage to your operations. Check Point has come to market and perfected its real-time prevention technologies. It is a mainstay of our company DNA, and it differentiates us from traditional security methods to become a recognized global leader in cyber security.

Bold New Opportunities

The “new norm” workspace has expanded the organization’s perimeter. Business data continually transfers between Bring-Your-Own-Devices, SaaS applications such as Salesforce.com and running on multi-cloud environments including AWS and Azure. With remote work as the new standard, remote employees are more prone to careless behaviour and non-compliance to corporate policies.

The organization’s attack surface has become wider, now more than ever.

Modern organizations need to recalibrate their cyber security approach around three main elements: Securing their corporate networks and datacenters, securing cloud environments and lastly, securing employees – wherever they are.

Achieving complete protection across the expanded attack surface, requires security solutions that deliver:

1. Complete security against Gen V, zero-day attacks
2. Solutions that are easy to deploy and manage
3. Eliminate patchwork security architectures and high TCO with integration and interoperability

Check Point’s mission is to provide any organization with the ability to conduct their business on the internet with the highest level of security. We address organizations’ most imminent cyber security needs based on three core principles:

1. **Prevention-first approach** – deploy pre-emptive user protections to eliminate threats before they reach the users
2. **Gold Standard Management** – single pane of glass to manage the entire security estate
3. **Consolidated Solution** – Realize complete, preemptive protection against the most advanced threats while achieving better operational efficiency

Secure Your Everything with Check Point Infinity

In this new normal, we believe our customers deserve to maintain productivity while staying protected in everything they do. Wherever you connect from, whatever you connect to and however you connect – Your home, your devices, your privacy and your organizational data must be secure and protected from any cyber threat.



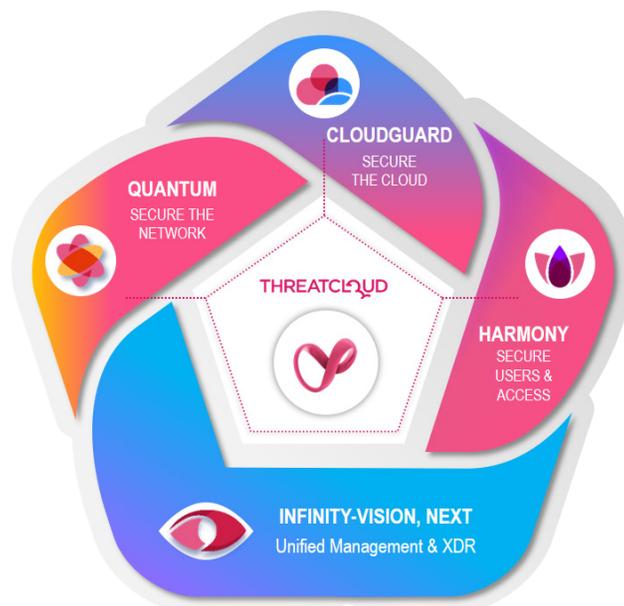
CHECK POINT
INFINITY

"Check Point is starting 2021 with a strong, focused, and ambitious strategy to make our customers secure in this new era of Gen V cyberattacks. This strategy relies on the technologies we have developed over many years, and it will achieve the required level of security in a much simpler way than ever before."

– Gil Shwed, CEO and Founder, Check Point Software

To make our vision a reality, in 2021 we have recalibrated our Infinity portfolio of products to focus on those technologies and capabilities that will provide uncompromised security based on our three core principles.

Check Point has taken over 80 products and technologies and organized them into three main pillars: Harmony, CloudGuard, and Quantum, with Infinity-Vision as their foundation.



HARMONY: HIGHEST LEVELS OF SECURITY FOR REMOTE USERS



Check Point Harmony protects remote employees, devices and internet connectivity from malicious attacks, while ensuring secure, remote zero-trust access at any scale to any corporate application. Check Point Harmony is first to market in providing endpoint and secure connectivity (SASE), as a consolidated, unified cloud-based solution including the easiest and most secure remote access (Based on Odo acquisition), safe internet browsing with the market's lower TCO, endpoint and mobile security and email security. The solution delivers the broadest coverage of attack vectors with the industry's leading, AI-driven threat prevention.

Harmony features the technologies that support secure Work From Anywhere (WFA) hybrid environments. Securing legions of home-based employees has become a top priority for organizations worldwide. The new Harmony product family brings together over seven product categories to provide full preventative protection for remote users. It includes secure connectivity from anywhere and a secure work environment on any device, including company managed, personal and mobile devices, both client and clientless.

CLOUDGUARD: AUTOMATICALLY SECURE YOUR CLOUD



CloudGuard sets the gold standard for securing critical cloud workloads, both public and private. It offers cloud posture management, serverless security, and a new generation of Web Application Firewalls powered by contextual AI that secures APIs, Web applications as well as hosted and on-premise web servers.

CloudGuard provides consolidated security and threat prevention across all cloud environments, assets, and workloads. Aligned with the agile nature of cloud development and deployment, CloudGuard delivers the ultimate solution for both cloud security practitioners and for Cloud DevOps, from the initial DevSecOps phase, through cloud network security into cloud applications security (WAAP), as well as securing containers and serverless functions

QUANTUM: ENTERPRISE NETWORK SECURITY FOR PERIMETER AND DATACENTER



In 2021 we will continue to leverage Maestro, our unique and disruptive scalable performance solution. We will accelerate data center firewall innovation with the introduction of a super-fast firewall gateway with 200 Gbps firewall throughput and sub-3 microseconds latency.

Quantum reflects the most complete network security solution for every organization, perimeter, and datacenter, encompassing IoT Nano-Security to Terabit super-networks. It delivers the highest levels of security and performance to manage datacenter environments.

Check Point Quantum Security Gateways deliver superior security beyond any Next Generation Firewall (NGFW) and are designed to manage the most complex policy requirements. Powered with over 60 security services, these gateways are the best at preventing the fifth generation of cyberattacks.

In addition, we've launched a new series of branch and office appliance series targeted at Small-Medium Business – the Quantum SPARK. Later in 2021, we will be expanding our IoT capabilities.

INFINITY-VISION: UNIFIED MANAGEMENT AND XDR



Achieve gold standard unified security management and 100% breach prevention. Manage your entire security estate with the Check Point Infinity Portal, a cloud-based Security Management-as-a-Service (SMaaS). Deliver unified policy, Monitoring and intelligence from a single point. Expose, investigate and shut down attacks faster, with 99.9% precision with SOC and XDR capabilities used by Check Point Research.

Conclusion

We attribute the above to Check Point's three decades of experience, leadership, and innovation. 2021 is yet another example of our listening to our customers and partners to form strategies and vision and turn them into reality. Consolidated architecture and visibility, real-time prevention of known and unknown threats across all attack surfaces, superior threat intelligence, and unparalleled security management are cornerstones of our innovations.

Now is the time to prepare your organization for a new normal in cyber security. Move with your pandemic recovery with the new Check Point in 2021 to incorporate new cyber security strategies created for a New World filled with New Opportunities.

Click [here](#) to obtain the strategy brief and make sure to visit our latest technologies [online](#).

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