WatchGuard Launches Cloud-Based Security Service, Reputation Enabled Defense

New WatchGuard Reputation Enabled Defense Provides Unparalleled Web Protection; Sets New Standards for Business Security

Sydney – June 23, 2010 - WatchGuard Technologies, a global leader of business security solutions, today announced the launch of Reputation Enabled Defense™, an innovative cloud-based security services that provides unmatched web security. Coupled with WatchGuard XTM or XCS security appliances, Reputation Enabled Defense gives businesses and their employees superior protection against viruses, malware, spyware, keyloggers, botnets and other web-based threats, in addition to faster, more productive web surfing experiences.

The web is a minefield. According WatchGuard researchers, 38 percent of the web contains malicious code, and this number is growing exponentially. Additionally, 77 percent of websites with malicious code are legitimate sites that have been hijacked by hackers, which is directly attributable to why 57 percent of data theft occurs over the web. Because of this, WatchGuard developed Reputation Enabled Defense to protect users against stealthy next-generation web threats.

"Safe Internet practices are no longer limited to avoiding high-risk websites or utilising black and white lists," said Charles Kolodgy, research vice president, Security Products at IDC. "Criminals are becoming more clever at injecting malware into innocuous websites, which forces businesses to scan every packet of network traffic, thus degrading network performance. An ideal solution to address this problem is the utilisation of reputation services, which leverages the cloud to mitigate web-based threats before they can bog down the network."

The WatchGuard Reputation Enabled Defense delivers highly secure web browsing experiences via a cloud-based reputation lookup that scores URLs as either good, bad or unknown. The lookup leverages a dynamic global database that aggregates data from multiple feeds, including industry-leading anti-virus engines. URLs with bad reputations are immediately blocked. URLs with unknown reputations are scanned by WatchGuard XTM or XCS appliances to ensure that they are malware free, and URLs with good reputations are accelerated through the WatchGuard appliances. This significantly boosts web traffic performance over the network while keeping employees safe from drive-by-downloads and other web-based attacks. WatchGuard gives administrators the ability to configure reputation thresholds, which allows businesses to optimise and control IT risk management.

Users will appreciate improved web surfing speeds with Reputation Enabled Defense. With it, browsing is accelerated by eliminating the need to scan all web traffic for threats. Up to 50 percent of URL scanning can be avoided without compromising security, resulting in greater throughput at the gateway and more efficient use of appliance resources.

"WatchGuard is the first and only security vendor to have full URL reputation services integrated with its multifunction, next-generation firewalls," said Scott Robertson, ANZ Regional Director, WatchGuard Technologies. "While other security vendors promote faster appliances, the focus at WatchGuard is to develop superior security offerings to address the real threats and needs of businesses today."

Reputation Enabled Defense is available now for all WatchGuard XTM and XCS appliances. One-year service subscriptions begin at $199 per year excluding GST. More information about WatchGuard Reputation Enabled Defense is available at www.WatchGuard.com.

About WatchGuard Technologies, Inc.
Since 1996, WatchGuard Technologies, Inc. has been the advanced technology leader of business security solutions, providing mission-critical protection to hundreds of thousands of businesses worldwide. The WatchGuard family of wired and wireless unified threat management appliances, messaging, content security and SSL VPN remote access solutions provide extensible network, application and data protection, as well as unparalleled network visibility, management and control. WatchGuard products are backed by WatchGuard LiveSecurity Service, an innovative support, maintenance, and education program. WatchGuard is headquartered in Seattle and has offices serving North America, Europe, Asia Pacific, and Latin America. To learn more, visit www.watchguard.com.