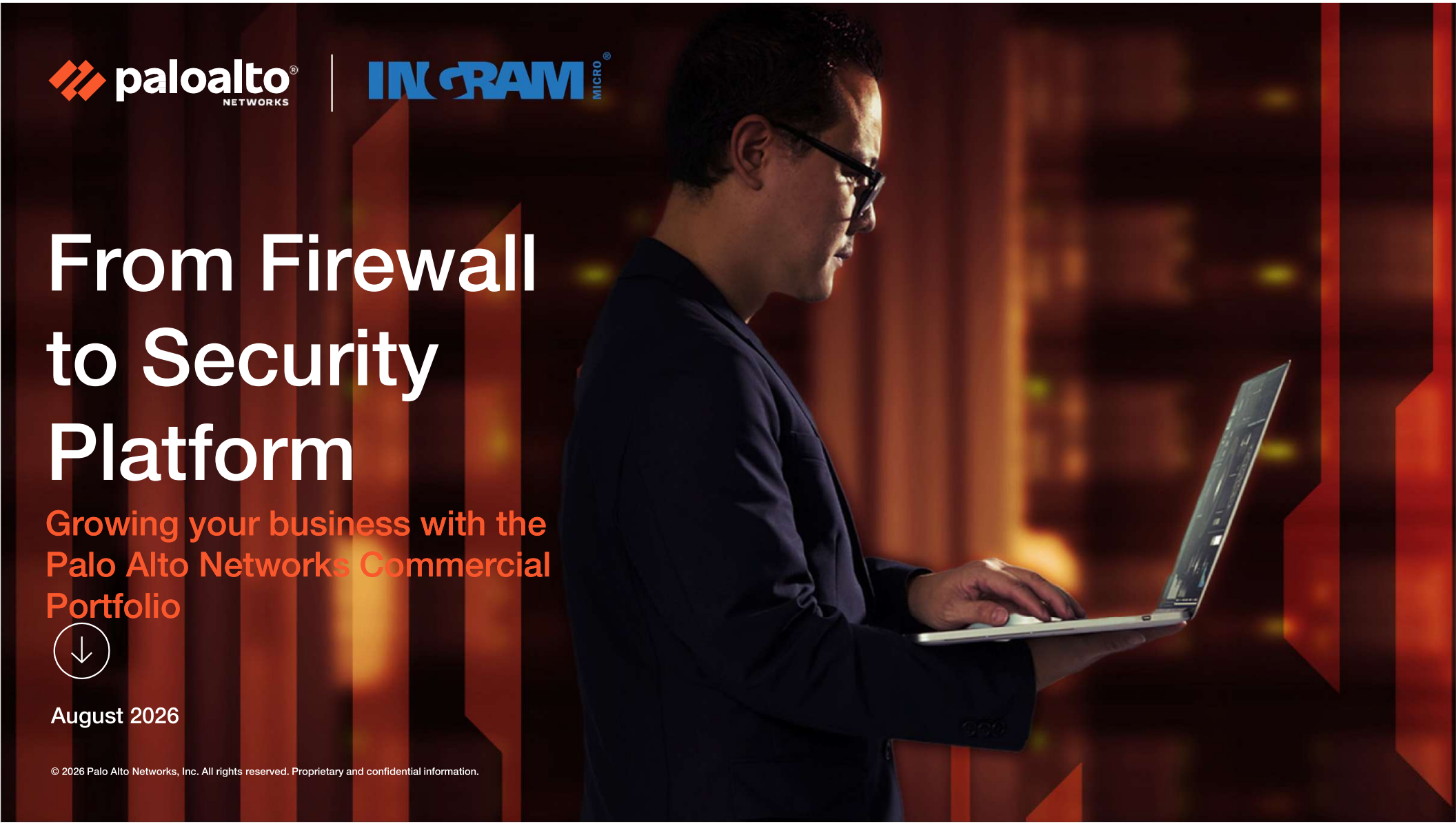


From Firewall to Security Platform

Growing your business with the Palo Alto Networks Commercial Portfolio

August 2026

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Why Palo Alto Networks?



1. Why P2alo Alto Networks?
   1.1 Why Choose Palo Alto Networks?
   1.2 Unlock Multiple Security Opportunities
2. The Cybersecurity and AI Story
   2.1 The Threat Landscape has Accelerated with AI
   2.2 Precision AI vs. Legacy Sandbox
   2.3 Neutralizing Every Stage of the Attack Lifecycle
3. Featured Products: PA-500
   3.1 What's New for the PA-500?
   3.2 Sales Kit
   3.3 Commercial Levers

Why Choose Palo Alto Networks?

Palo Alto Networks is the global AI and cybersecurity leader delivering unparalleled cybersecurity for enterprises of all sizes. Founded in 2005, it is headquartered in Santa Clara, California, and serves more than 150 countries.

We believe that partnerships should be built on mutual trust and ongoing investments in knowledge, skills and services. True collaboration, grounded in shared context, visibility, accountability, and unified security capabilities, is critical for our shared success.

Many organizations protect their networks with multiple point security products from different vendors. This may solve individual problems, but often leads to tool sprawl, operational complexity, and security gaps.

Our platformization approach replaces patchwork security tools with a unified, end-to-end strategy, one that is amplified by a strong partner ecosystem.

Our partners understand our customers' unique environments, help tailor deployments and act as an extension of their teams. And when partners collaborate closely with us, everything moves faster, with less friction and better business outcomes.

The Market Leader in Cybersecurity



Integrated Solutions

Our industry-leading solutions work together to strengthen security, simplify operations, and improve ROI



Extensive Product Portfolio

Address security challenges with Network Security, Cloud Security, Security Operations Center (SOC) operations, and Threat Intelligence solutions



High-fidelity Automation

Our Precision AI™ proprietary system helps security teams trust AI outcomes



Proven Industry Leader

Recognized by major analyst firms including Gartner, IDC, Forrester, and Omdia for over 25 years

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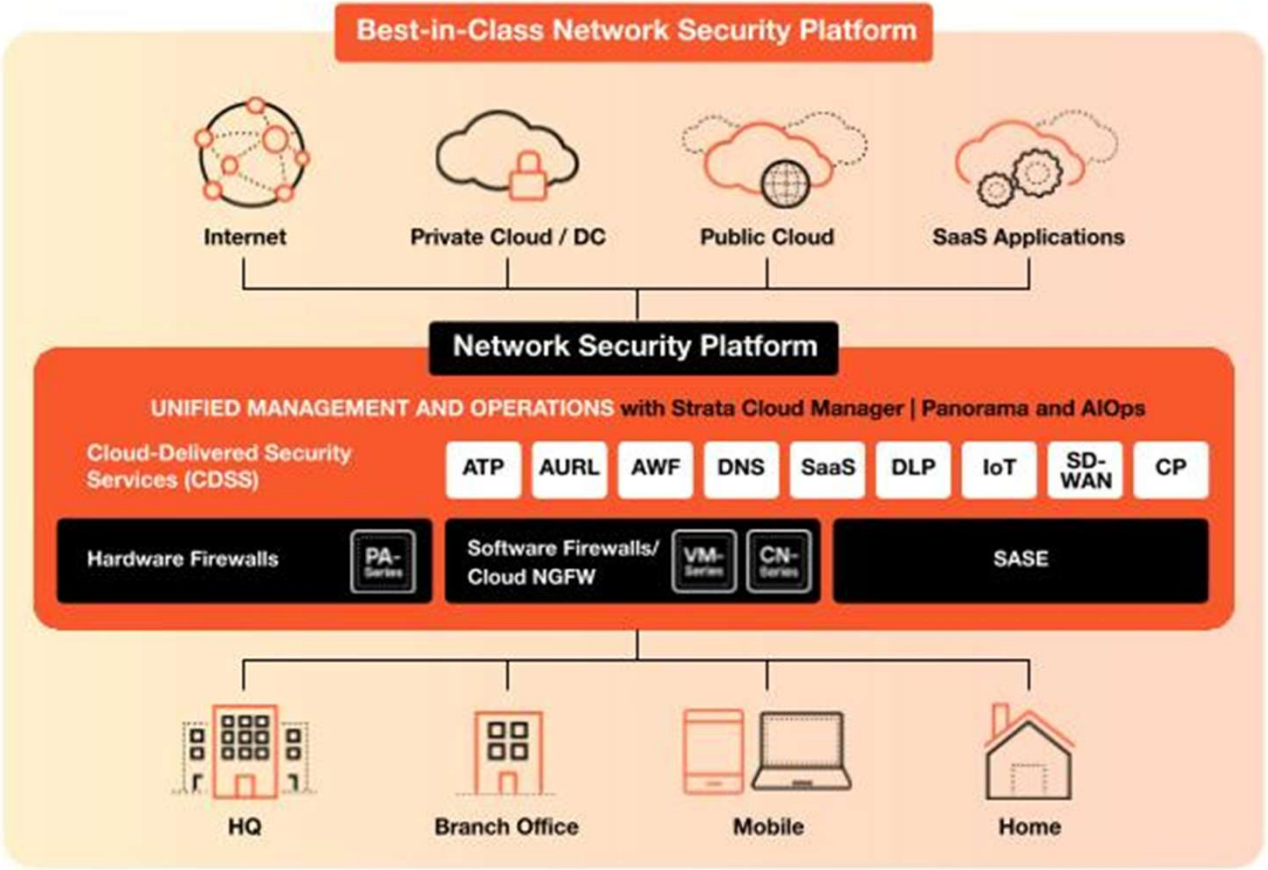
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Unlock Multiple Security Opportunities

When you start with a firewall deployment, you create a **strategic security foundation** inside your customer's environment. This platform approach allows partners to:

- Cross-sell integrated capabilities without introducing new vendors
- Increase deal size and recurring revenue through subscriptions
- Simplify deployment and management for customers
- Build long-term trusted advisor relationships

We're committed to supporting you with **training, tools, incentives,** and **programs** so that together we can **win more deals, deliver stronger security outcomes,** and **grow the business together.**



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The Cybersecurity and AI Story



paloalto NETWORKS

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The Threat Landscape has Accelerated with AI

Traditional signature-based security cannot keep up with the velocity of AI-driven attacks.

Attackers are using AI to scale their operations, reaching data exfiltration in as little as 25 minutes.[1]



73%

YoY increase in red team tools used to establish unique Command & Control (C2) channels.[2]



560K

new, always-changing malware variants detected every single day.[3]



1100%

increase in evasive SaaS-hosted phishing attacks hiding from traditional web crawlers.[4]

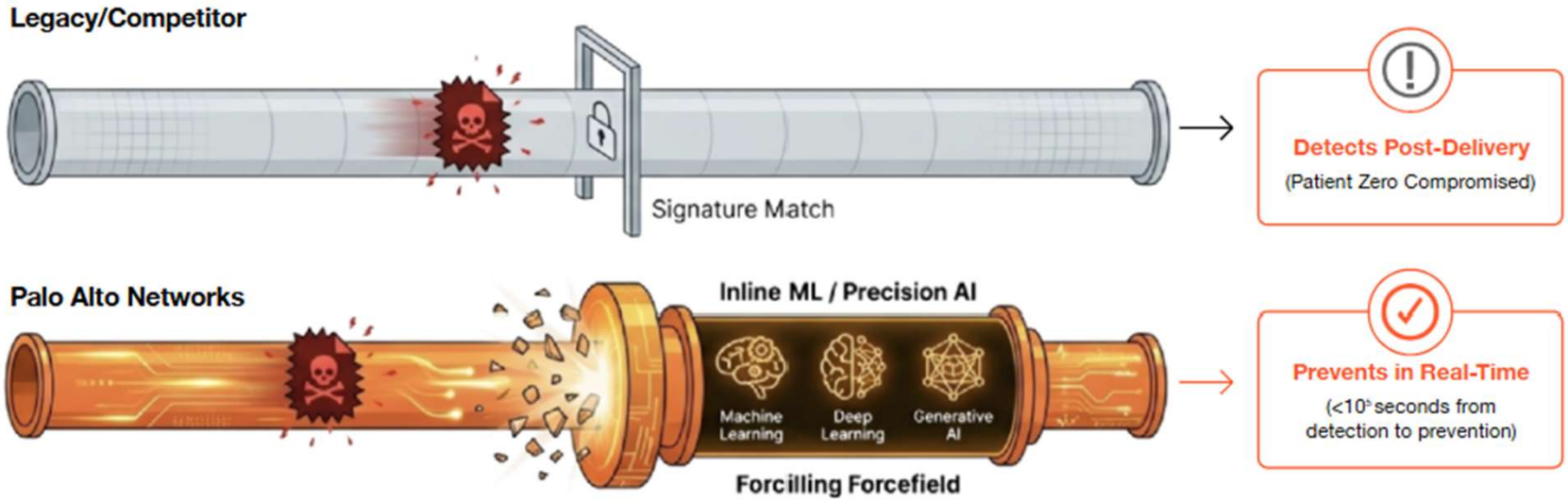
There is no time to detect and respond post-delivery. Threats must be stopped inline.

1 Global Incident Response Report 2026, Palo Alto Networks Unit 42, February 2026
2 2022 Unit 42 Network Threat Trends Research Report, Palo Alto Networks Unit 42, July 2022
3 Malware Statistics & Facts, Statista, August 2023
4 Legitimate SaaS Platforms Being Used to Host Phishing Attacks, Palo Alto Networks Unit 42, August 2022

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Precision AI vs. Legacy Sandbox



Security services are run inline to detect and prevent known and unknown threats in real time

Leverage rich and holistic threat data from 70K+[6] customers to better identify new and emerging threats

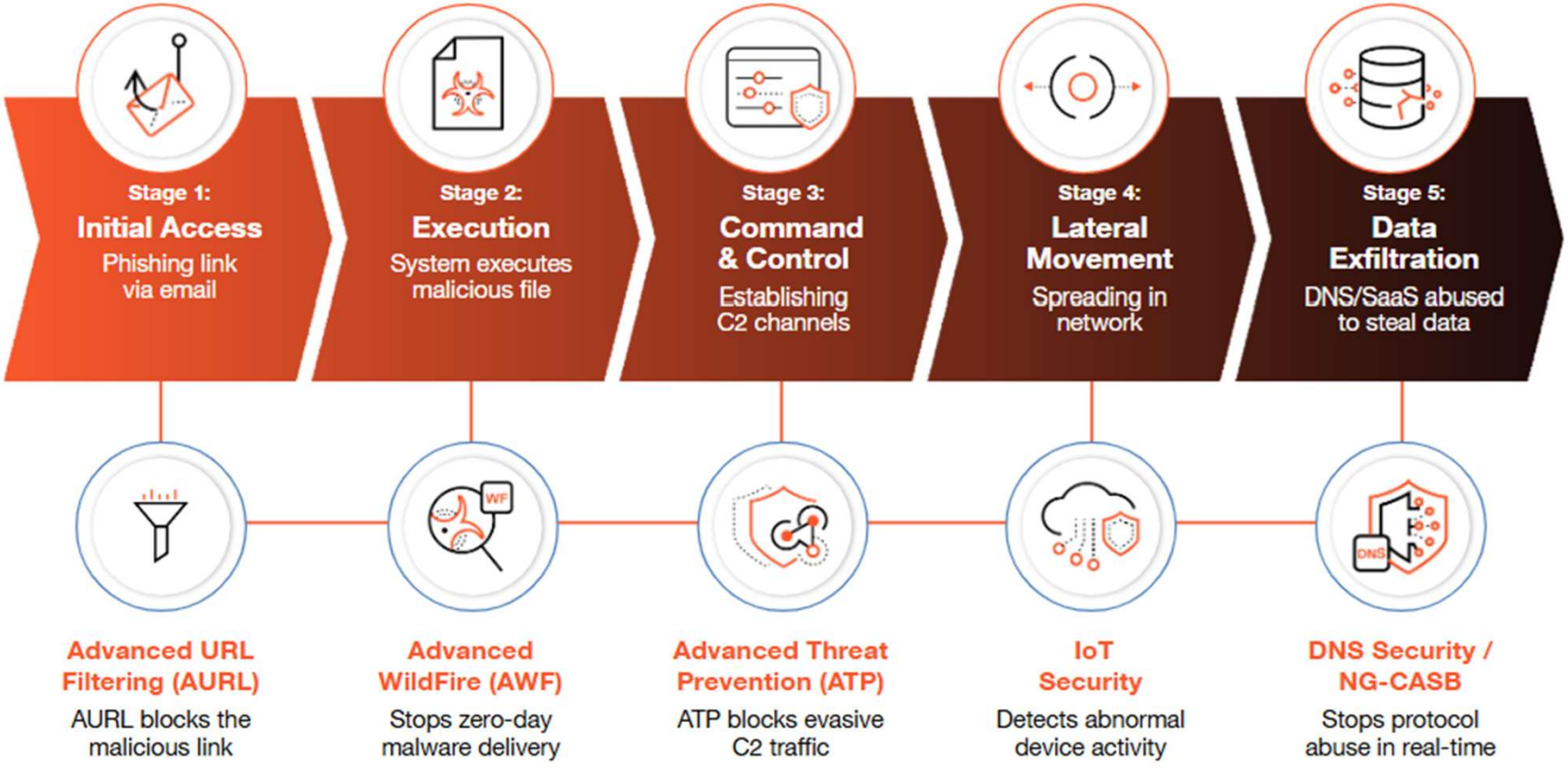
Real time security is delivered consistently through a robust global cloud infrastructure

5 Compromise not included, Palo Alto Networks, accessed July 2026
6 Stay ahead of the most complex threats with ML-powered, cloud-based network security, Palo Alto Networks, accessed June 2026

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Neutralizing Every Stage of the Attack Lifecycle



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Featured Products: PA-500



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Best-of-Breed Across the Board

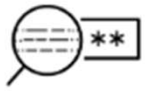
Leading the Way in Network Security Innovation



NGFW

A **Leader** in Gartner Magic Quadrant Network Firewalls 11-Time Leader

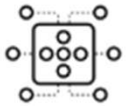
Gartner



Zero Trust

A **Leader** in Forrester Zero Trust eXtended Ecosystem Platform Providers Wave

FORRESTER



SD-WAN

A **Leader** in Gartner Magic Quadrant WAN Edge Infrastructure

Gartner



ZTNA

A **Leader** in Forrester Zero Trust Network Access New Wave

FORRESTER



SASE

Frost & Sullivan's Global **Company of the Year** Award for SASE

FROST & SULLIVAN



SASE

Gartner Single Vendor **Leader** in SASE Magic Quadrant (Aug 16, 2023)

Gartner

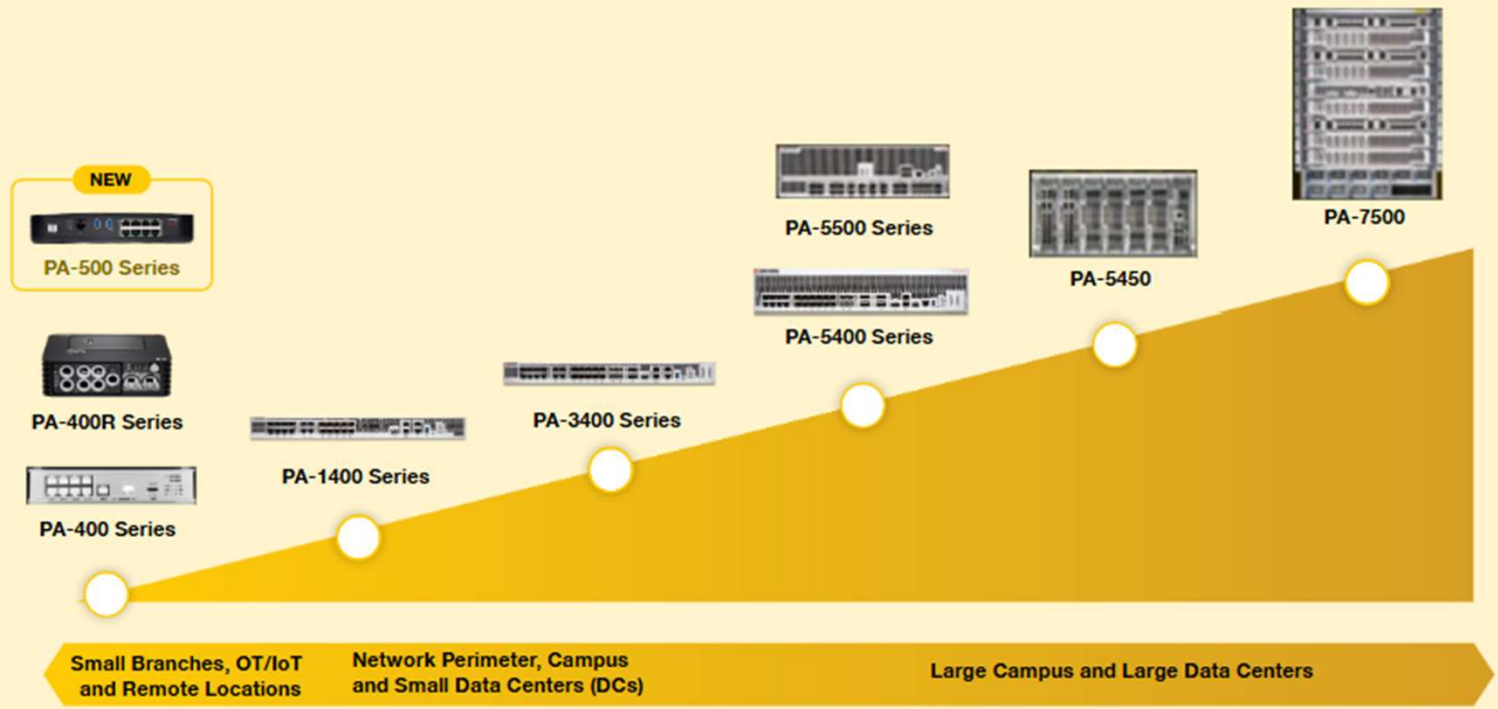
Leadership In Critical Third-Party Assessments

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   3.1 What's New for the PA-500?

High Performance ML*-powered NGFWs for Every Use Case



*ML stands for machine learning.

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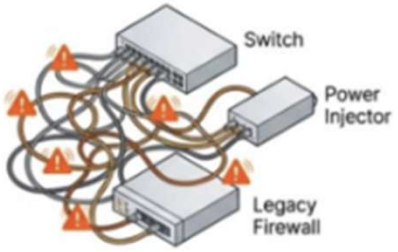
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3.1 What's New for the PA-500?

The PA-500 Series Next-Generation Firewalls

The PA-500 Series firewalls are designed to address a growing challenge for distributed enterprises and SMB environments: hardware sprawl and operational complexity at branch locations. Enterprise-grade security and networking capabilities are delivered in a single compact platform, purpose-built for branch and remote office deployments. The series is also made to scale down for SMBs with features like cloud-managed firewalls, simplified interfaces, and pre-configured security bundles to ensure ease of use.

What the PA-500 Delivers

Fragmented Security



Deploying multiple devices at the branch increases management complexity, hardware sprawl, and infrastructure costs. It leaves dangerous security gaps.

The Platform Approach



A unified network security foundation that prevents tool sprawl, consolidates hardware, and allows seamless expansion into advanced security services from a single console.

48%[7]

more zero-day attacks stopped in real-time compared to legacy vendors due to the platform advantage.

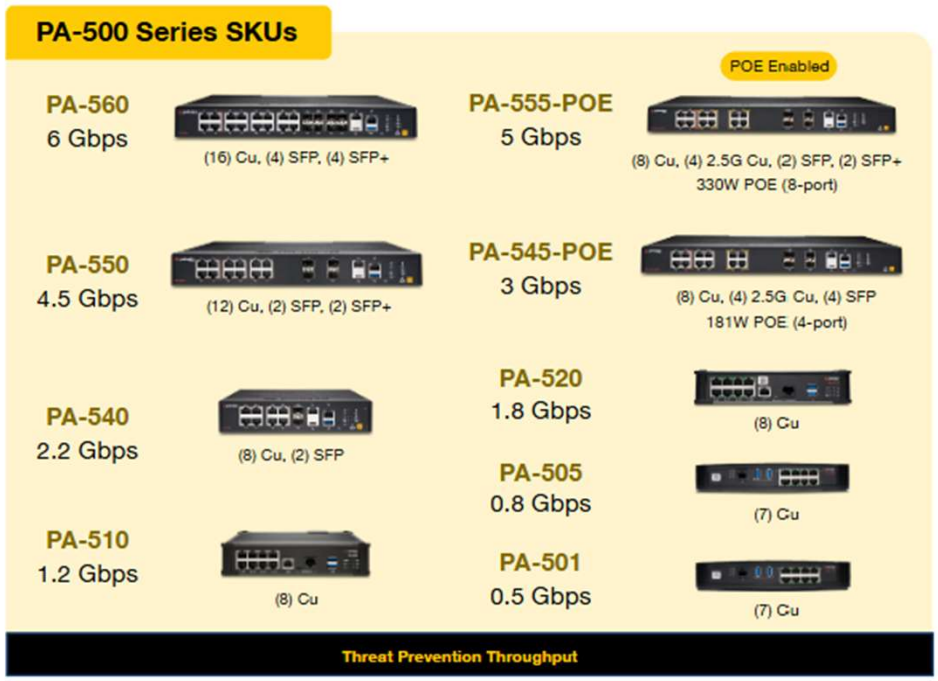
7 Stop Zero-Day Threats in Zero Time with Nebula, Palo Alto Networks, February 2022

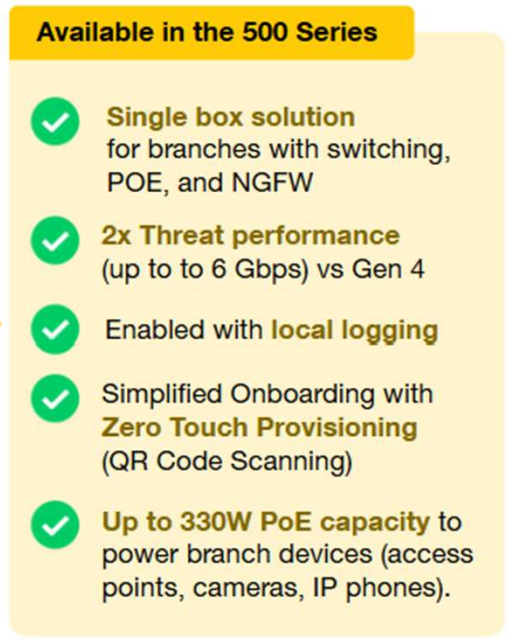
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3. Featured Products: PA-500
3.1 What's New for the PA-500?

Enterprise-Grade Security in a Compact Form Factor

The PA-500 Series delivers best-in-class price, quality, and performance. Palo Alto Networks was named a Leader in the 2025 Gartner® Magic Quadrant™ for Hybrid Mesh Firewall and Leader in The Forrester® Wave™: Enterprise Firewall Solutions, Q4 2024. Miercom also recognized the PA-500 in 2026. Learn more about Enterprise & Branch Security with Palo Alto Networks New NGFWs.





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Model-Level Specifics (Quick Guide)

PA-501 / PA-505 / PA-510 / PA-520

TARGET

Small/Home Office and Retail



Highlights Include:

Silent, fanless design (PA-501, PA-505, PA-510) with performance exceeding the PA-410

PA-540 / PA-545-POE / PA-550 / PA-555-POE

TARGET

Mid-sized Regional Offices and Advanced Branch sites



Highlights Include:

Advanced price-to-performance with increased and maximum POE power

PA-560

TARGET

Very Large Branches, Maximum Density sites



Highlights Include:

Maximum number of ports (24) and ultimate port configuration options

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MICRO