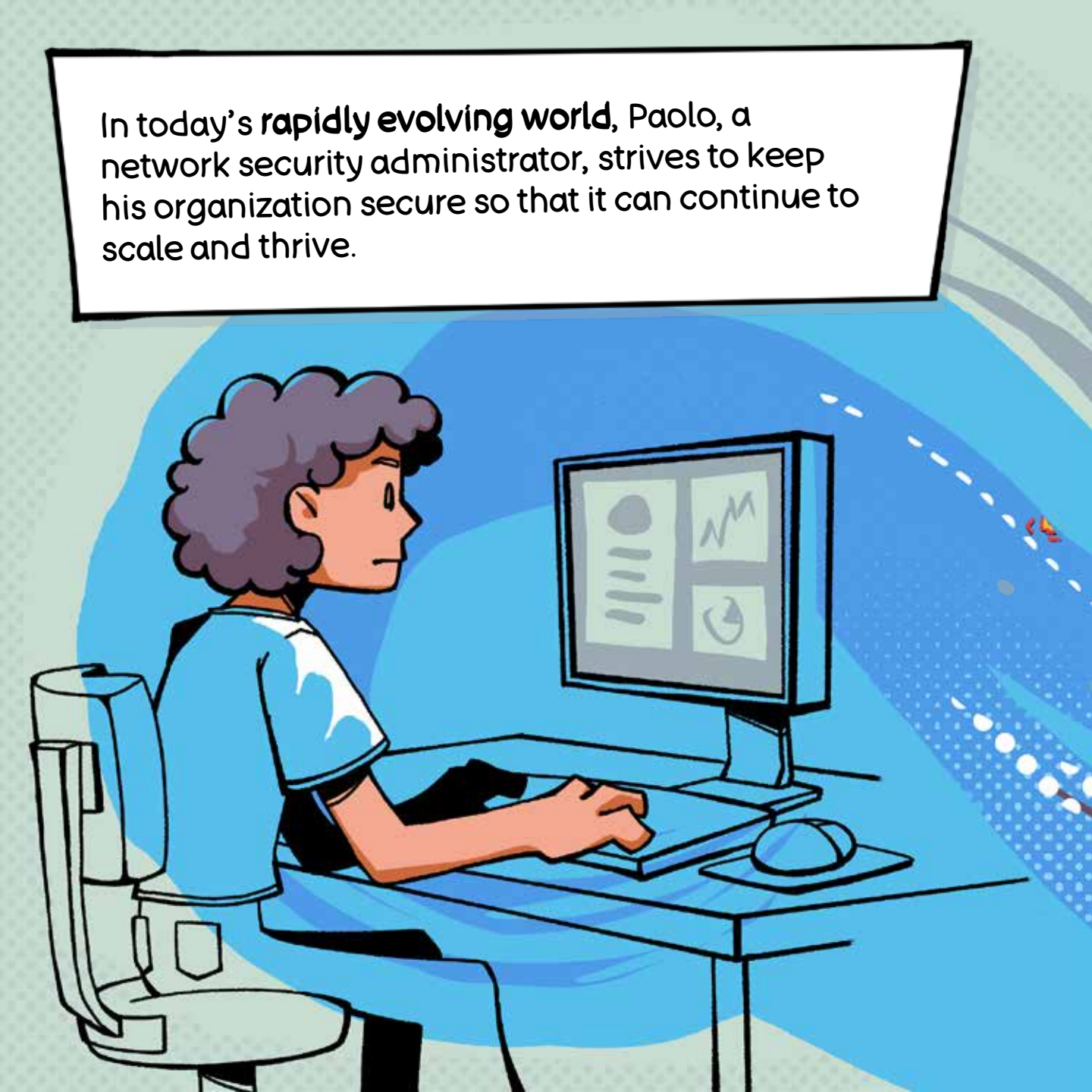
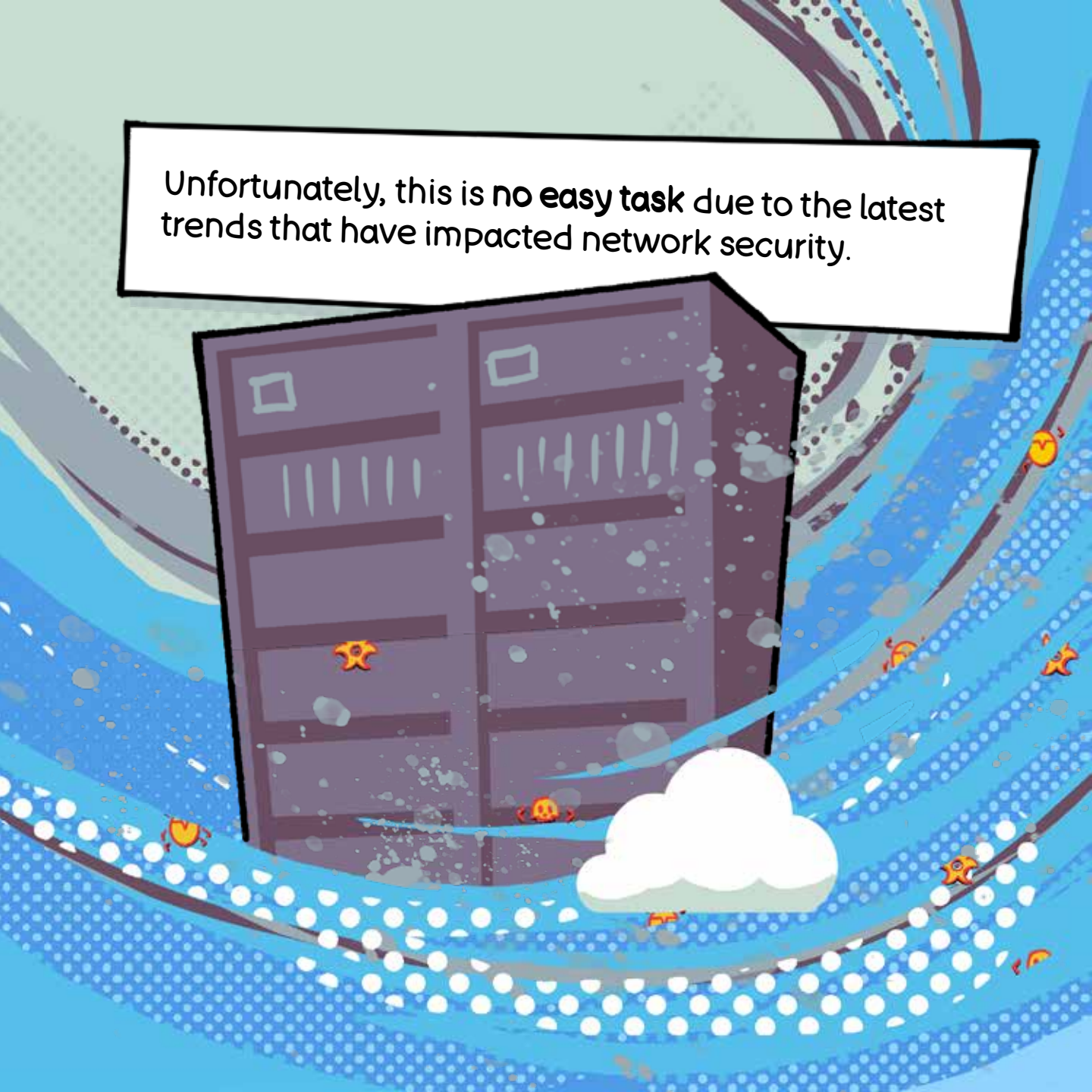
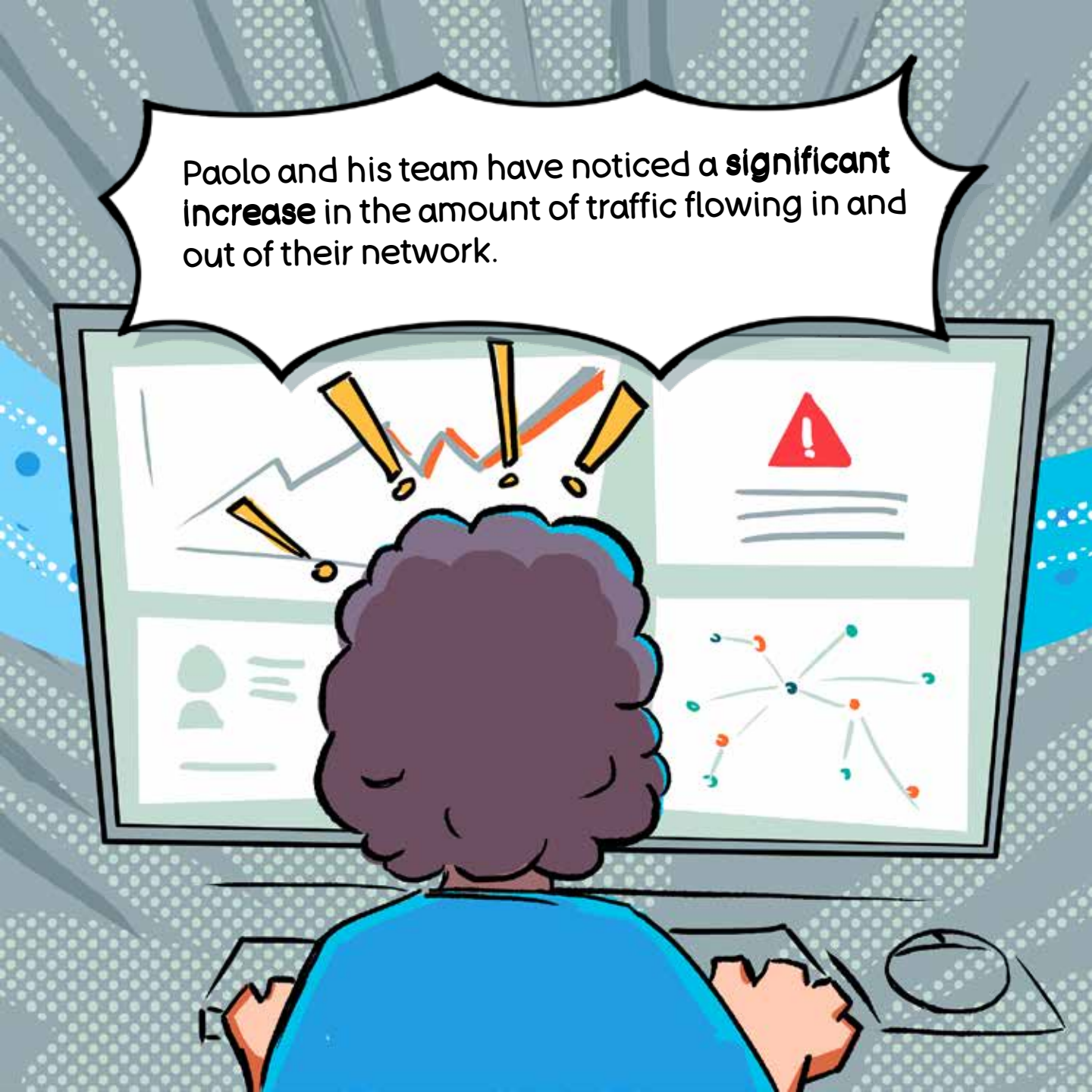
paloalto NETWORKS

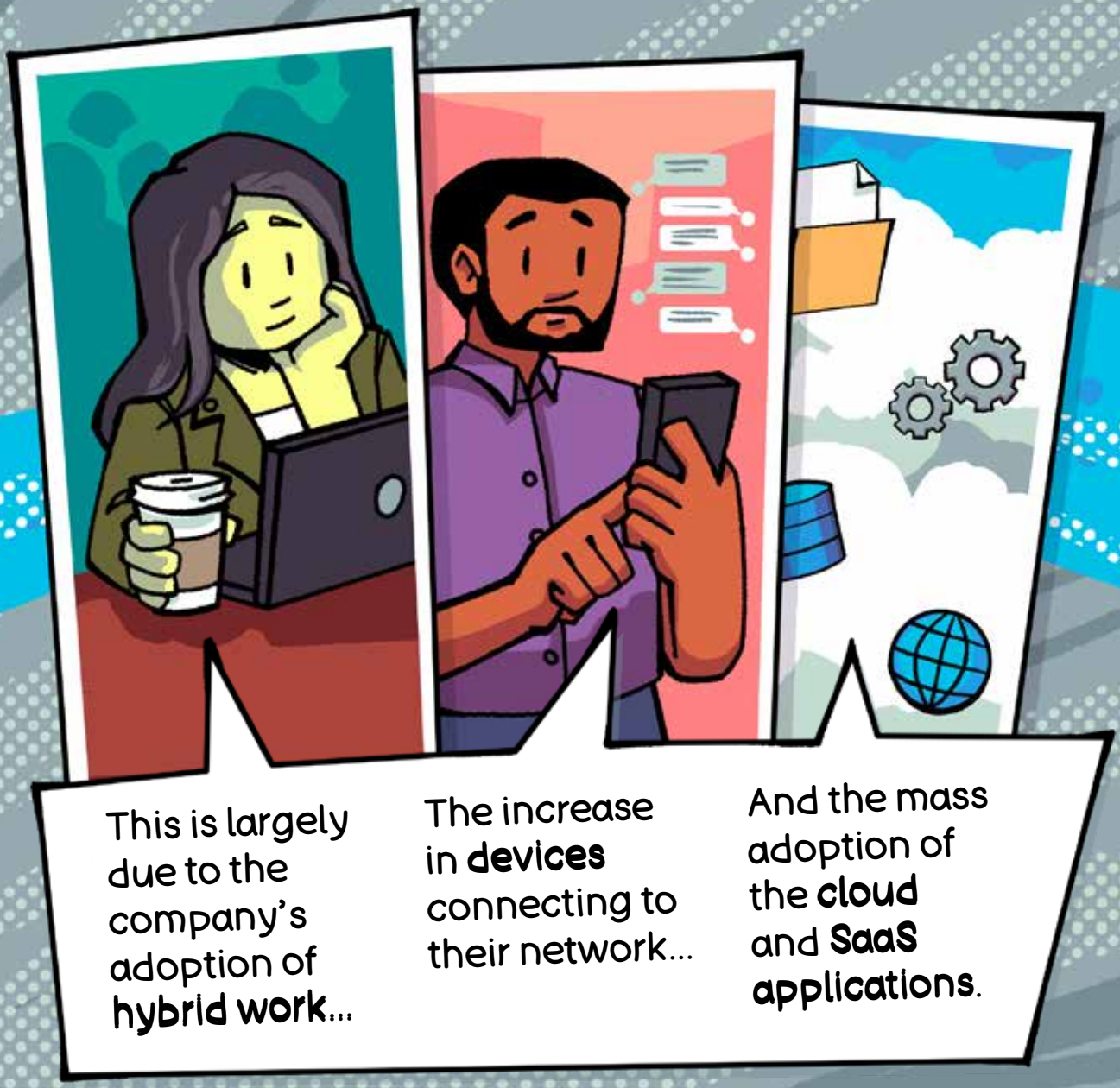
Network Security Guardians

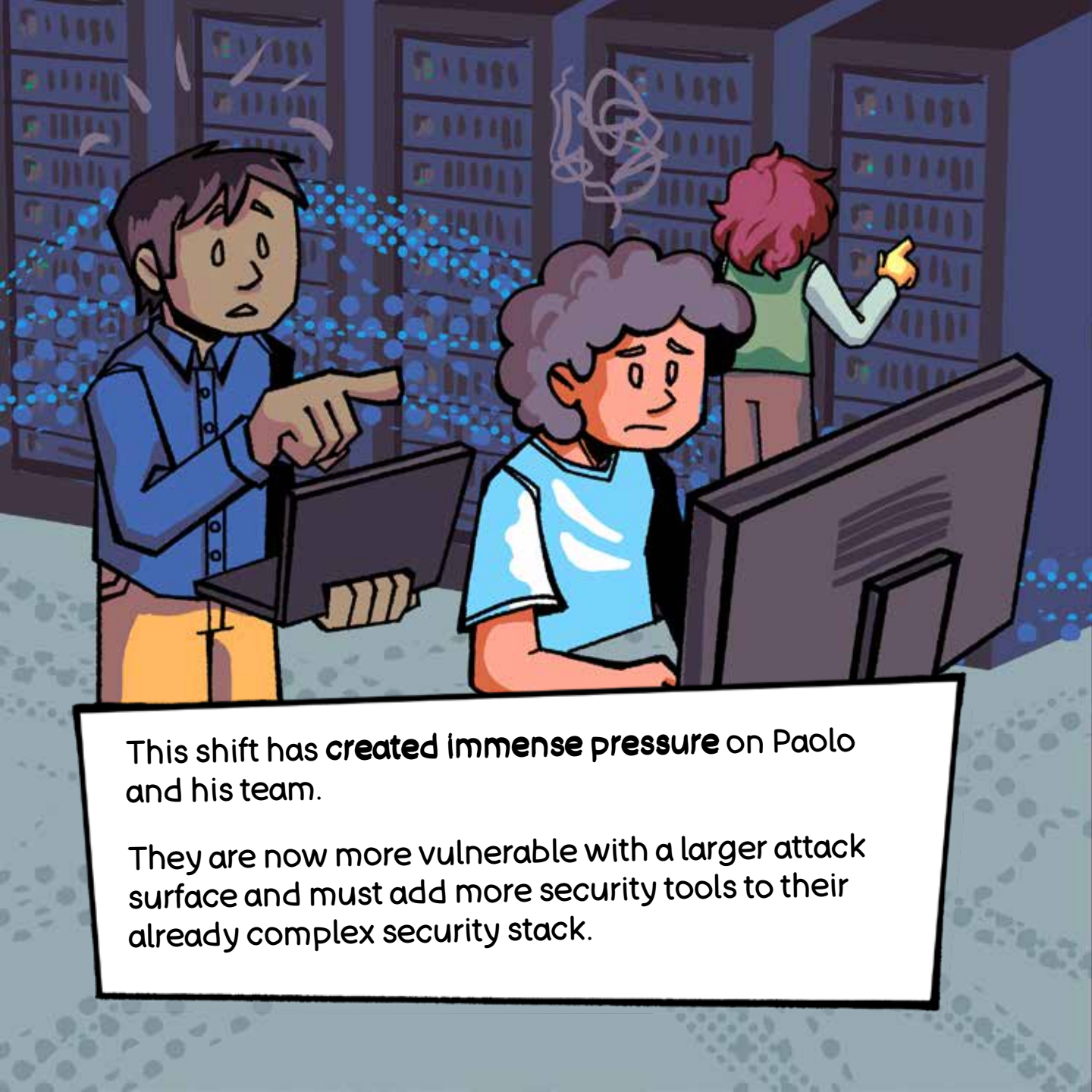
Staying Ahead of Attackers to Protect the Digital Realm


In today's **rapidly evolving world**, Paolo, a network security administrator, strives to keep his organization secure so that it can continue to scale and thrive.


Unfortunately, this is **no easy task** due to the latest trends that have impacted network security.

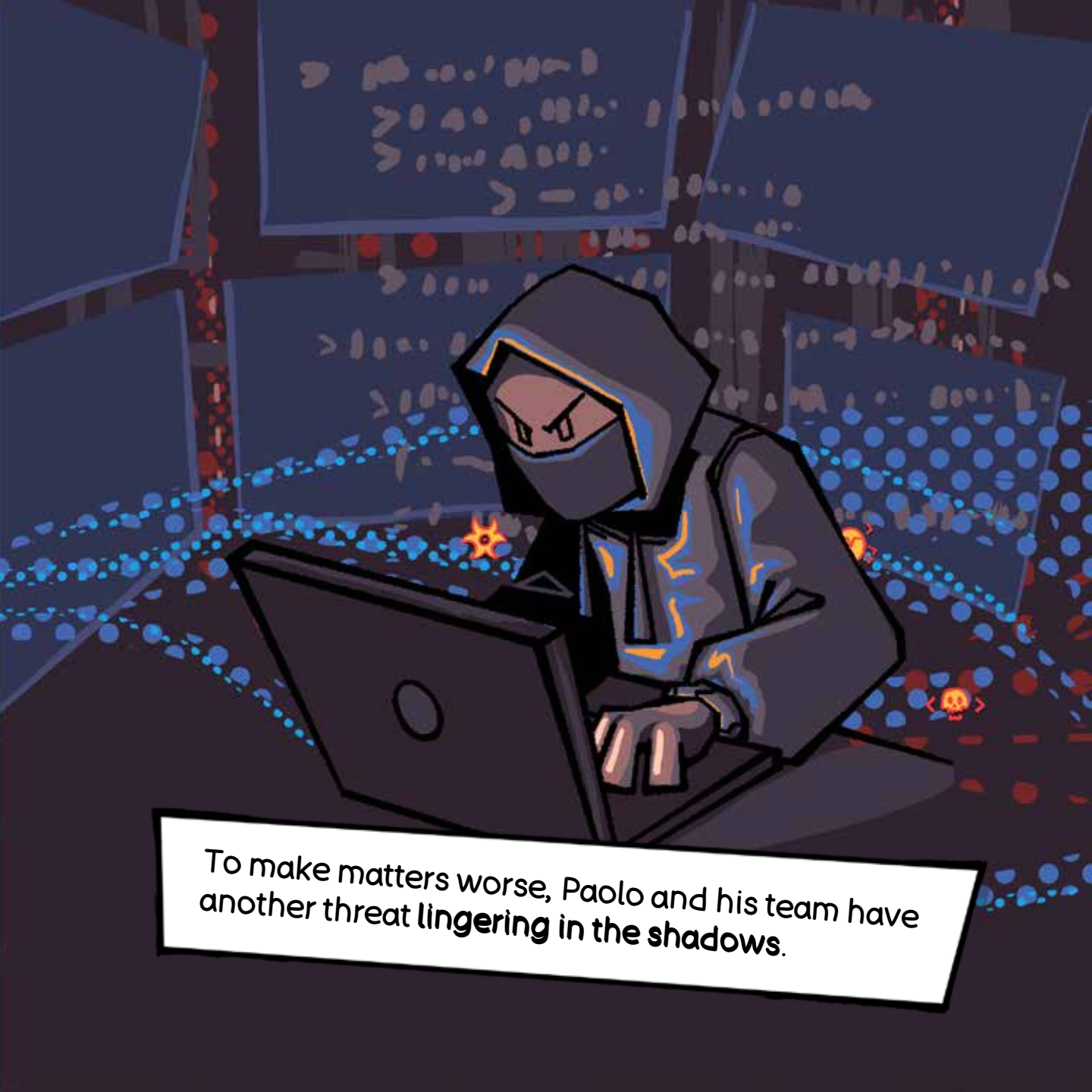

Paolo and his team have noticed a **significant increase** in the amount of traffic flowing in and out of their network.

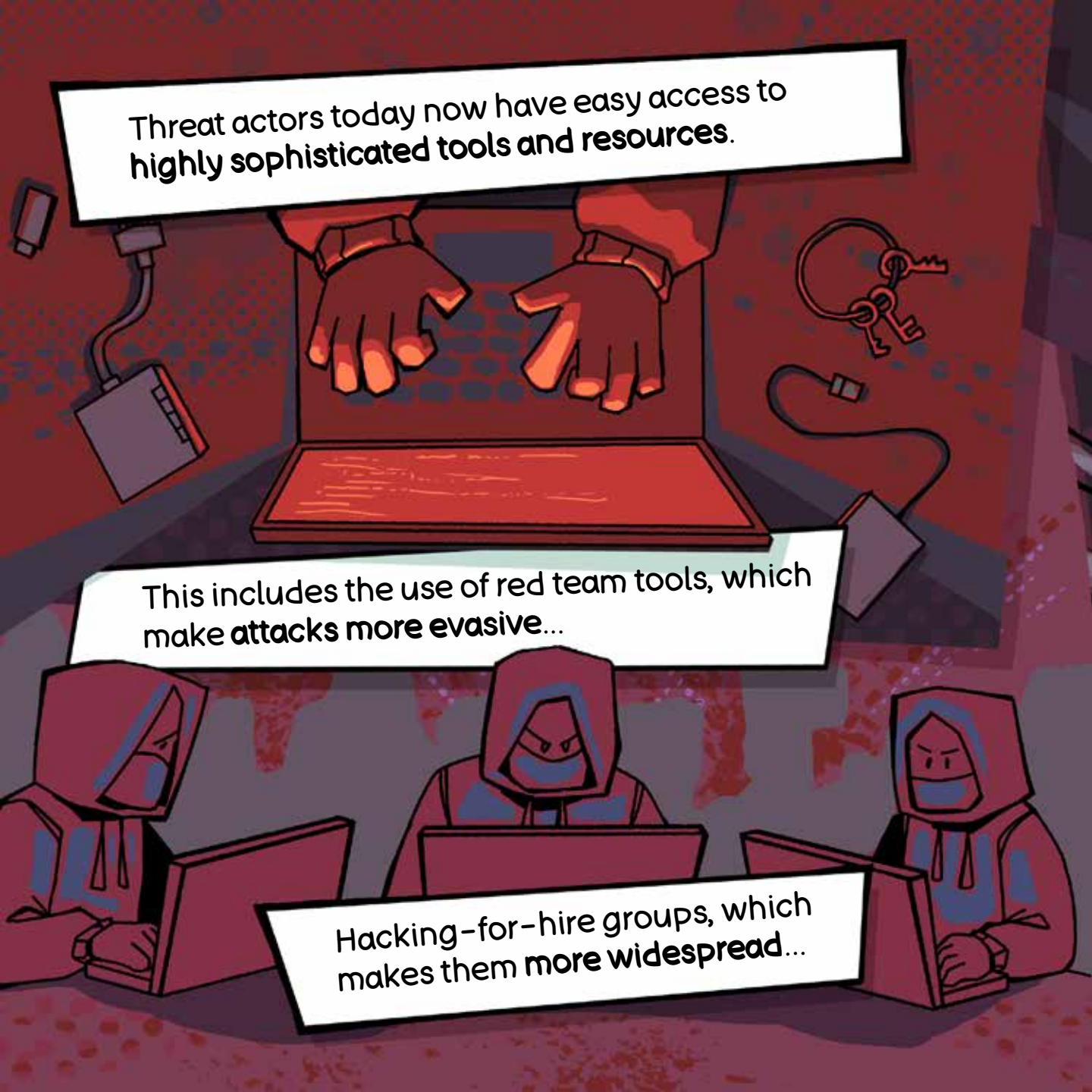

This is largely due to the company's adoption of **hybrid work**...
The increase in **devices** connecting to their network...
And the mass adoption of the **cloud** and **SaaS applications**.



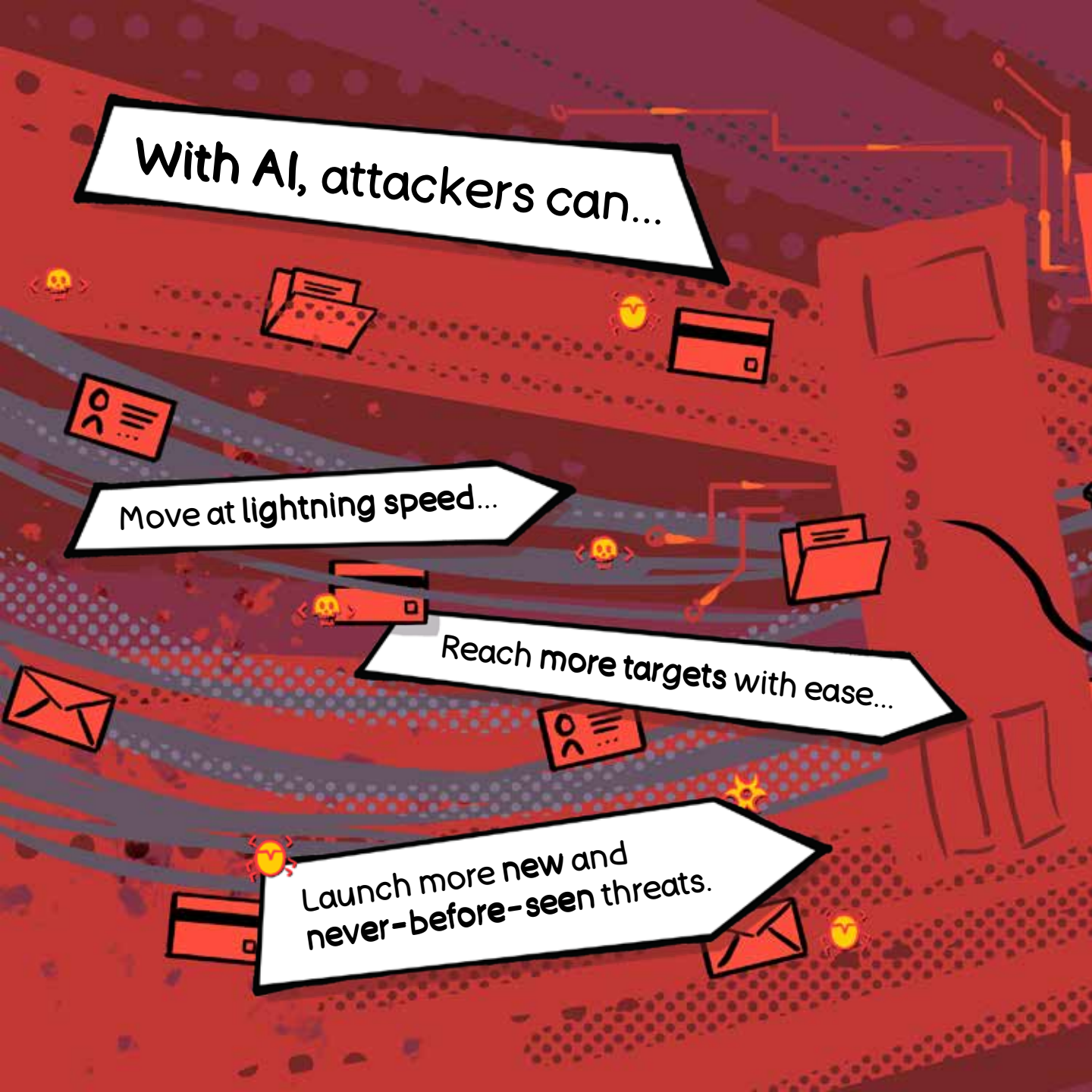
This shift has **created immense pressure** on Paolo and his team.

They are now more vulnerable with a larger attack surface and must add more security tools to their already complex security stack.


To make matters worse, Paolo and his team have another threat **lingering in the shadows**.

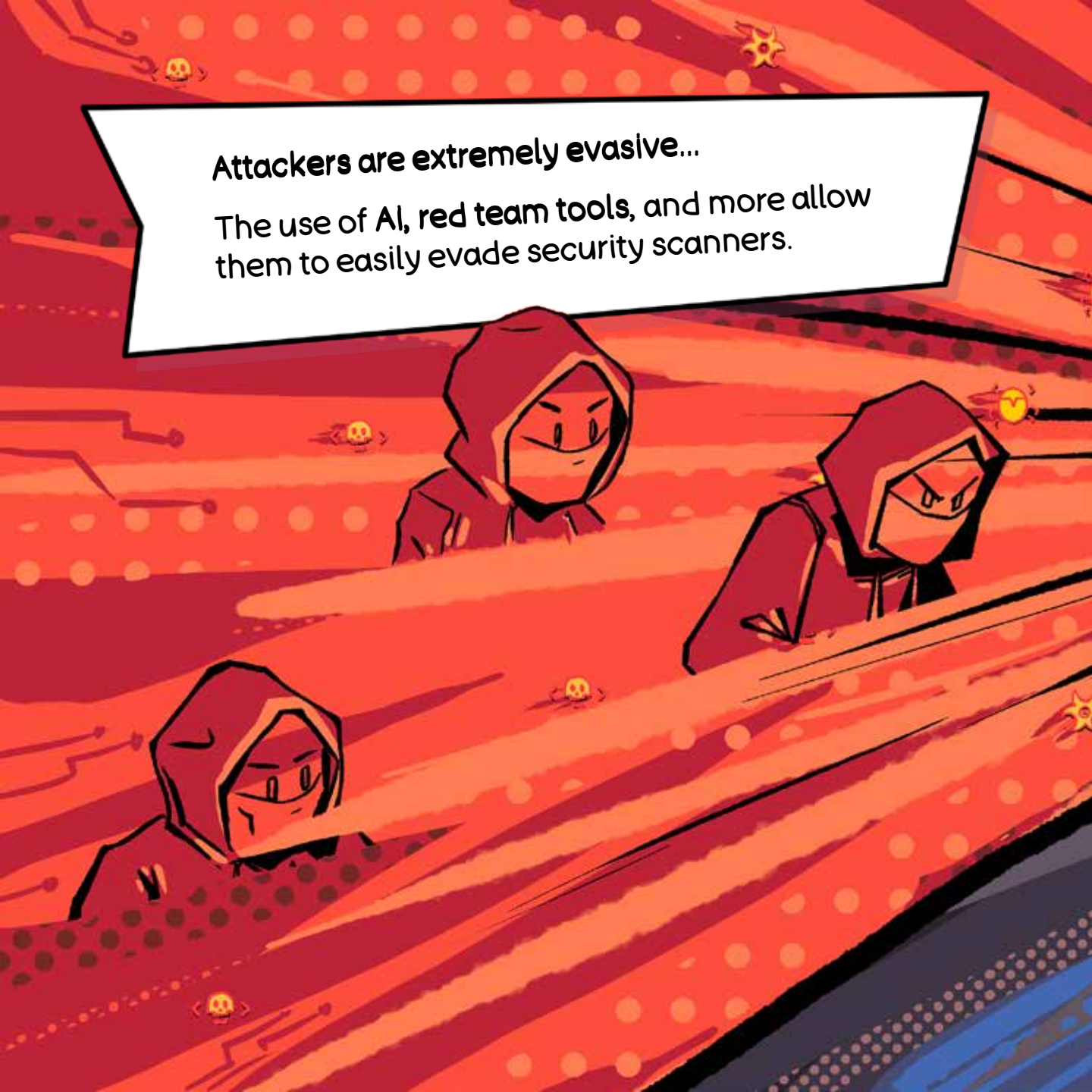

Threat actors today now have easy access to **highly sophisticated tools and resources**.
This includes the use of red team tools, which make **attacks more evasive**...
Hacking-for-hire groups, which makes them **more widespread**...

And most importantly, **artificial intelligence**, which amplifies the **scale**, **speed**, and **sophistication** of today's attacks.


With AI, attackers can...
Move at lightning speed...
Reach more targets with ease...
Launch more new and never-before-seen threats.

Unfortunately, Paolo's current security tools are **no match** for **AI-enabled attackers**...

Paolo and his team solely rely on **static signature databases**, which are often **too slow and outdated**.


Attackers are extremely evasive...
The use of AI, red team tools, and more allow them to easily evade security scanners.

Now, Paolo and his team are **struggling** to protect their network against attackers, while also trying to **manage their large and complex security stack**...

Enter Palo Alto Networks

Cloud-Delivered Security Services...

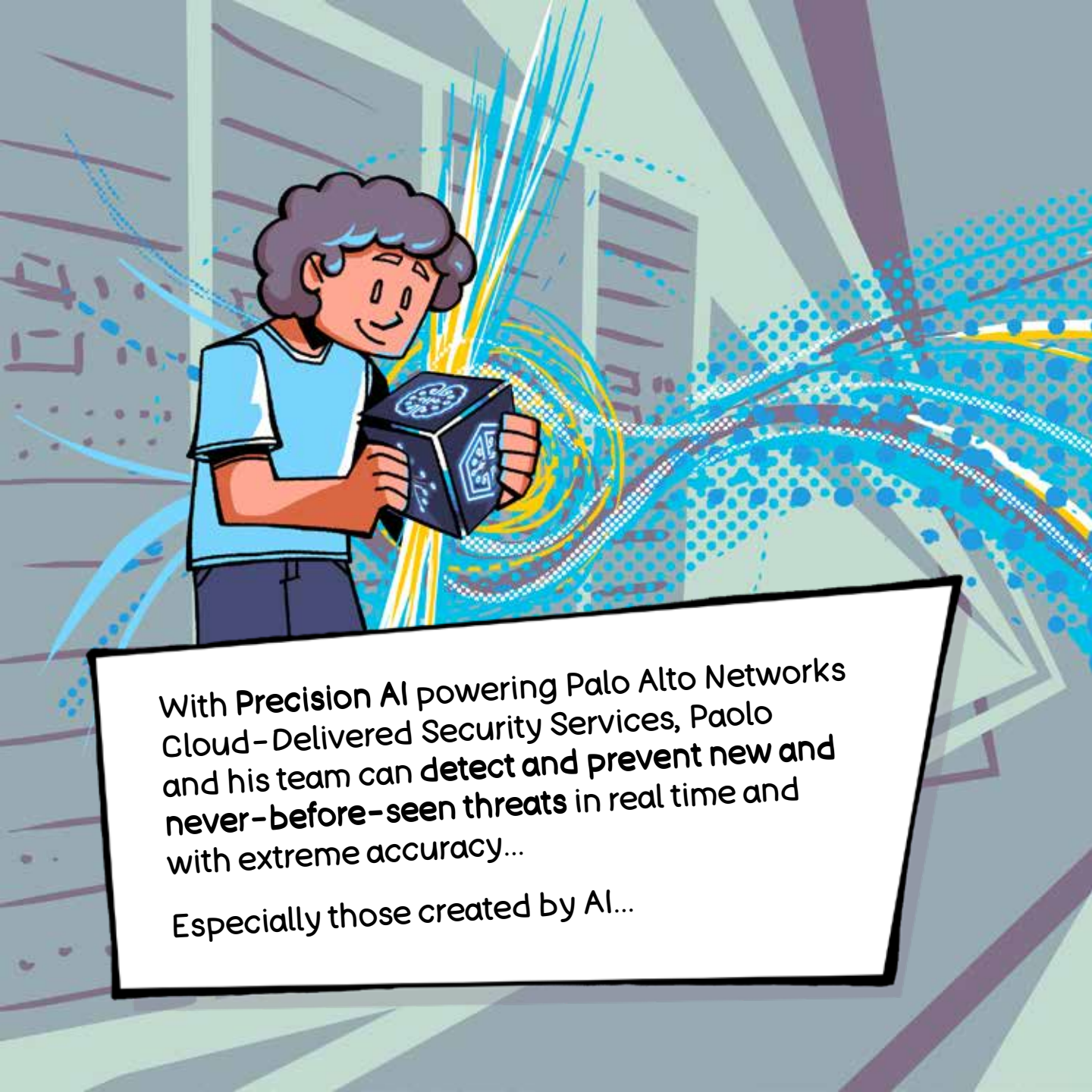
Powered by

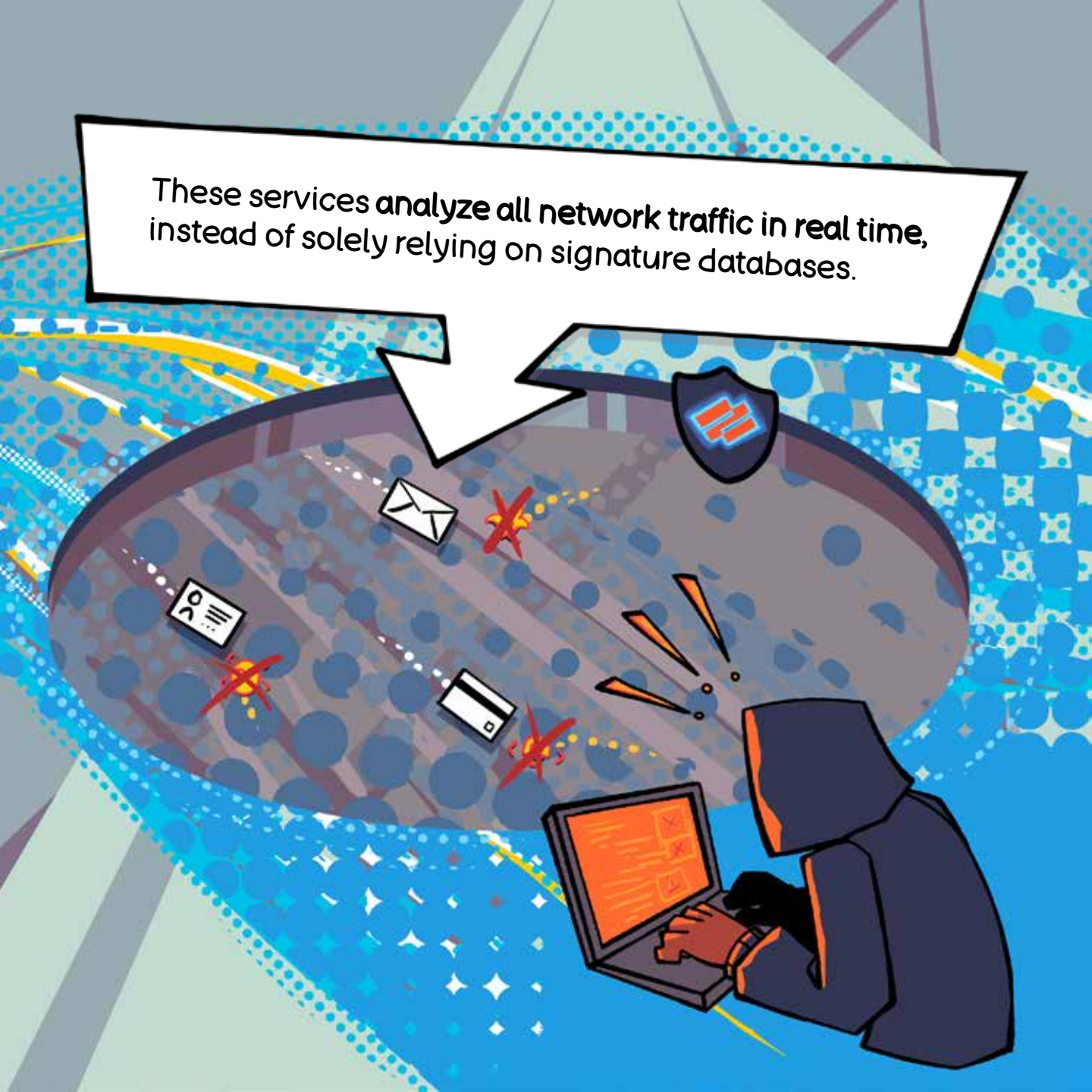
Precision AI™

Palo Alto Networks **Precision AI™** harnesses the strengths of **machine learning**, **deep learning**, and **generative AI**, and applies it to rich and diverse threat data for accurate and real-time protection against today's most advanced threats.

- ADV TP — Advanced Threat Prevention
- ADV WF — Advanced WildFire
- ADV DNS — Advanced DNS Security
- AI AS — AI Access Security
- ADV UF — Advanced URL Filtering
- NG CASB — NG-CASB
- IoT — IoT Security

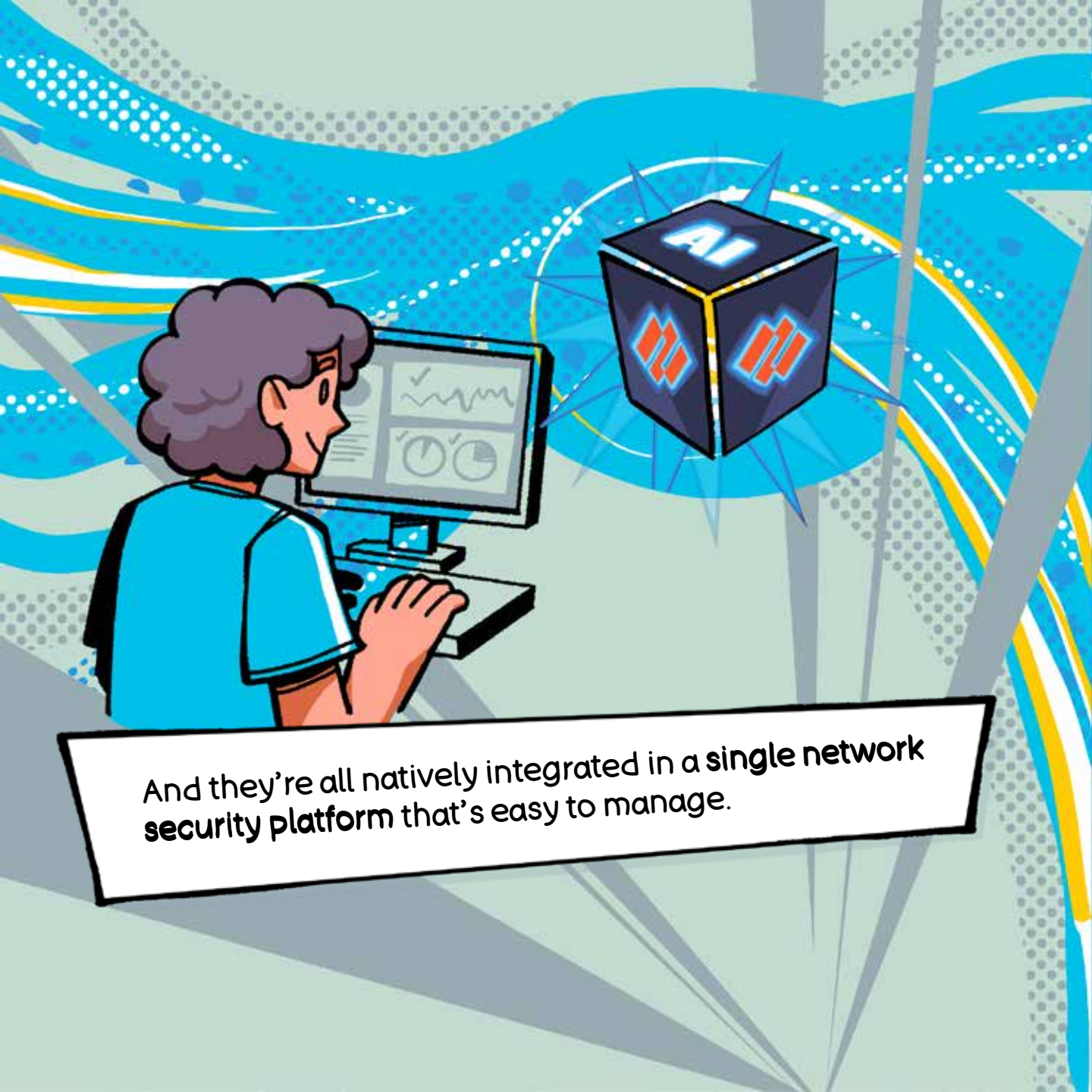
Precision AI™
Machine Learning
Generative AI
Deep Learning


With **Precision AI** powering Palo Alto Networks Cloud-Delivered Security Services, Paolo and his team can **detect and prevent new and never-before-seen threats** in real time and with extreme accuracy...
Especially those created by AI...


These services **analyze all network traffic in real time,** instead of solely relying on signature databases.

They use security models that **continuously train** on data for **faster and more accurate detection**.

That phishing link?
BLOCKED
That file loaded with ransomware?
DENIED
The hacker trying to gain access through a security camera?
THWARTED


AI
And they're all natively integrated in a **single network security platform** that's easy to manage.

Now with Palo Alto Networks on their side, Paolo and his team can always stay ahead of attackers and be **prepared for whatever comes next**.

paloalto NETWORKS

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