Capitalize on the New Flexible Firewall Consumption Model

Palo Alto Networks introduces agile, predictable utilization options tailored for cloud-based environments
The Traditional Firewall Consumption Model Is Ripe for Innovation

To make network security more flexible and predictable, security teams can now take advantage of the new Palo Alto Networks software firewall consumption model. Thanks to a flexible system of credits, our VM-Series virtual and CN-Series container firewalls can now be procured with the speed and agility to match rapidly changing cloud requirements—which allows our customers to maximize their ROI and keep security moving at the speed of innovation.

Dynamic Infrastructures Require Agility and Speed

More and more IT groups are frustrated by discrete firewall procurement due to scaling limitations, poor investment protection, and complex procurement processes. This is largely because modern virtualized and cloud infrastructures bear little resemblance to traditional data centers originally designed for relatively predictable levels of computing, storage, and networking resources. Now those requirements change rapidly, sometimes by the hour. As a result, it is incredibly challenging for network security teams to predict their firewall needs for years to come.

Legacy firewall consumption models still require software firewalls to be procured as discrete components though, just like the products that run a data center. Users choose the appropriate firewall with fixed capabilities based on projected traffic levels and needed security services—such as IPS or anti-malware capabilities—from a catalog of available models and services bundles, and then hope for the best. However, there is no intrinsic technical reason why virtual firewalls must be consumed and procured this way.

Credit-based Licensing Enables Flexible Consumption

To address these limitations, Palo Alto Networks introduces a flexible consumption model designed so you can consume software NGFWs and security services with the same freedom and agility as the rest of your cloud infrastructure. Now with credit-based licensing, organizations can make the most of a more granular, agile approach to firewall procurement that allows them to pay for what they use and consume their network security tools as needed. Customers purchase Software NGFW Credits, which can then be allocated to VM-Series virtual and CN-Series container NGFWs, Cloud-Delivered Security Services, and VM Panorama management services (see figure 1). As needs change over time, Software NGFW Credits can be reallocated to new resources, without having to go through additional procurement cycles.

Thanks to the flexible consumption model, security groups can take advantage of rapid procurement and deployment, and improved scalability.

Figure 1: How credit-based software firewall licensing works

1. Buy credits in bulk.
2. Allocate credits to procure needed security products and services in just minutes.
3. Manage and monitor credits via the Palo Alto Networks portal.

Cloud-delivered Security Services
- VM Panorama Management
- TP
- UF
- WF
- DNS
- GP
- IP
- SD-WAN
- IOT
- LDP
- DLP

Software Firewalls
- VM-Series
- CN-Series
Scale Security Easily to Accommodate Changing Requirements

The flexible consumption model eliminates the inflexibility of discrete software firewall models based on size. You, not the vendor, determine how many cores (vCPU) and memory are allocated to your software firewalls to meet specific scale demands and requirements. When needs change, you simply allocate or remove additional cores to scale the software firewall up or down, rather than procure a new firewall model that fits the new size requirements (see figure 3). Software NGFW Credits will automatically be deducted or refunded from your credit bank accordingly. For example, if you have deployed a VM-Series firewall with 10 Gbps throughput, you can easily scale it to 11 Gbps today and 13 Gbps tomorrow with just a few clicks.

Streamline Procurement and Deployment Cycles

Now software firewall consumption can be aligned with the consumption models of other resources, simplifying and speeding up the time to deployment from days or weeks to minutes (see figure 2). The flexible consumption model moves upstream time-consuming processes such as purchase orders, approval, and procurement. When a need arises, the focus is on deploying security, not navigating the bureaucracy.

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**Figure 2:** Time to deployment comparison, credit-based versus license-based purchasing

**Figure 3:** Discrete versus continuous sizing
Protect Network Security Investments and Maximize ROI

With the flexible consumption model, you can consume any of the Palo Alto Networks cloud-delivered security services on demand without having to commit to a rigid bundle. Use Software NGFW Credits to procure the latest security services as soon as they become generally available without additional procurement processes. Leverage VM–Series virtual firewalls to protect today’s applications and grow into using CN–Series container firewalls as you transition to cloud native architectures tomorrow. (see figure 4).

Making the Transition

Going forward, the new consumption model will soon be the way you will procure network security. However, we realize the need for a transition period and clear communication about how the new model works. No matter which licensing model you currently use—perpetual license or enterprise licensing agreement (ELA)—Palo Alto Networks will support you during the transition and inform you when older licensing models are no longer available. Customers consuming firewalls through service provider marketplaces using pay-as-you-go licensing will continue to use the current model and are not affected by this change.

Track Your Network Security Resource Consumption and Deployment

The new approach is also designed to help organizations get the most out of budgets by providing comprehensive firewall inventory oversight. Now you can leverage a centralized view to see precisely how many software firewalls have been procured—and where they have been deployed, whether on-premises or in public clouds. With this capability, you can accurately track, audit, and adjust firewall use based upon consumption and need.

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Figure 4: Bundling versus a la carte
Why It Matters

Palo Alto Networks has a history of innovation and a tradition of excellence. Gartner’s Magic Quadrant for Network Firewalls has listed us in the leader category for **nine straight years**—and counting. In the last six months alone, we released the world’s first **machine learning-powered NGFW** and the first **5G-native security offering**.

Reimagining the consumption model aligns perfectly with our history of innovation. After all, the best security in the world doesn’t help you until it’s in place, and that’s what the new model is all about. Here are four good reasons why you should care about this revolutionary innovation from Palo Alto Networks.

1. **Your Security, Your Way**
   The new model represents freedom. Freedom to only pay for what you really value. Freedom to build and innovate as fast as possible. Freedom to consume value-added services instantly and on demand.

2. **Firewall at the Speed of Threats**
   Deploying network security and protection against advanced threats faster is not a “nice to have.” It’s essential in today’s more virulent threat environment when things happen fast. New exploits hit your network daily. Ransomware works in minutes. Security has to be just as fast—exactly what the new model provides.

3. **Always Up-to-Date**
   Now you have access to newly released cloud-delivered security services almost instantly. Credit-based procurement moves the administrative functions of approval and purchasing upstream, so you don’t have to wait to take advantage of innovations from Palo Alto Networks.

4. **Tomorrow’s Consumption Model Today**
   Now you can procure security just as you procure other resources in your cloud environments. Instead of dragging around a legacy consumption model designed for legacy hardware firewalls, security deployment is perfectly aligned with the cloud paradigm for the first time. License-based consumption is the past; the flexible consumption model is the future.

**For More Information**

To find out how to get the most out of flexible software firewall consumption, speak with your Palo Alto Networks sales representative or find the latest VM-Series and CN-Series technical resources at LIVEcommunity.