

# CloudProtect Positioning

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## One-Line Positioning:

AEP's CloudProtect is an industry-leading, Secure Application Access product customized and priced for Managed Service Providers (MSPs) to deliver secure remote access as a subscription-based, "Security as a Service" (SECaaS).

<b>For ...</b> (target customers)	<ul style="list-style-type: none"> <li>Managed Service Providers (MSPs) interested in offering Security as a Service (SECaaS)</li> </ul>
<b>Who ...</b> (have the following problems)	<ul style="list-style-type: none"> <li>Want to provide a Secure Application Access service to their customers that delivers remote and mobile access to a broad range of applications at all times while fulfilling their customers' stringent security requirements</li> </ul>
<b>Our product is a ...</b> (product category)	<ul style="list-style-type: none"> <li>Virtual, secure remote application access product</li> </ul>
<b>That provides ...</b> (breakthrough capability)	<ul style="list-style-type: none"> <li>Industry-leading, secure application access on a Pay a You-Use pricing model that directly matches the business model of MSPs</li> </ul>
<b>Unlike ...</b> (reputable product leadership alternative)	<ul style="list-style-type: none"> <li>Other virtual appliance solutions which are simply software versions of the suppliers' existing hardware appliances and sold on the same up-front product and licence purchase basis that requires usage guesstimates at time of purchase.</li> </ul>
<b>Our product ...</b> (key point of differentiation)	<ul style="list-style-type: none"> <li>Is a true zero CapEx<sup>1</sup>, secure application access solution</li> </ul>

## Complete Product Positioning

### Product Range Overview

Secure application access products enable users to reach their corporate business resources from anywhere at any time, with a level of access appropriate to the trust level of the user and security of the connection. CloudProtect is built on AEP's Series A which is a comprehensive, approved range of physical and virtual appliances providng:

- Universal Application Support – truly independent access to a range of applications from Microsoft, Citrix and VDI remote desktops to Web and legacy applications and remote desktop control with the inbuilt Series A My-Desktop service. Authorized applications are presented to users in a single web page regardless of the back end hosting environment.
- Seamless Authentication – integrates with most common authentication mechanisms, including Active Directory, Novell NDS, LDAP, Open Directory, RADIUS, RSA SecurID, PKI and HSPD-12. Series A also supports stand-alone user authentication using password/ID, or 2-factor authentication via its own VASCO authentication server (Only Digipasses are needed).
- Network Security –three different network access services all encrypted to the highest standard offering a variety of application delivery methods in one appliance.
- Client Security - client health checks to validate the level and quality of client security measures including checks of anti-virus software, personal firewall, service packs and patches. Limited access can be pre-approved based on the results of client "fingerprinting". In addition, all traces of session data (cache) such as browser history and cookies are deleted.
- Unified, Policy-Based Management – single, common and simple way to manage users and groups to provide controlled access to varied applications, significantly reducing management and operational costs.

## CloudProtect

CloudProtect Secure Application Access is a Security as a Service (SECaaS) offering that delivers highly secure, policy-based application and network access. It is a pre-packaged, full feature virtual version of AEP Series A specifically designed for MSPs delivering cloud services to customers. CloudProtect can be deployed and expanded rapidly to match the flexible, elastic nature of the cloud.

CloudProtect brings all the benefits of Series A in a true Zero CapEx solution, with no dedicated hardware or licenses to purchase up-front. With its unique and comprehensive built-in reporting, CloudProtect provides a detailed daily billing service to match the MSPs' businesses.

CloudProtect is:

**Highly Secure.** Delivers full Series A application, network, and client security in a single solution.

**Quick and easy to deploy and manage.** Download and install to enable rapid service provisioning.

**Highly Scalable.** Spin up new virtual appliances without time-consuming hardware deployments.

**Flexible.** Can be fully integrated into the current cloud offering, including comprehensive reporting.

**Green.** No dedicated hardware. Save on power and cooling costs as well as rack space.

**Hypervisor Independent.** Seamless hypervisor integration including VMware ESX/ESXi, Microsoft Hyper-V and Citrix XenServer.

Scalable and disaster proof, multiple instances can be installed as separately addressable appliances, or clustered with a Series A Virtual Load Balancer for scale and redundancy, all on the same Pay as You Use basis.

### Key Features / Benefits

Feature		Benefit
<b>Security</b>		
	Full range of Series A security features supported in standard product	<ul style="list-style-type: none"> <li>Powerful endpoint security ensures only users with trusted devices can access sensitive information.</li> <li>Broad user authentication support enables MSPs to offer customers a choice of user identity checks.</li> <li>3-factor authentication gives powerful multi-stage user access control.</li> <li>Multiple network access modes allow MSPs to offer different levels of access to their customers' internal networks, depending on the user's security level.</li> </ul>
<b>Usability</b>		
	Custom Login Page & Unified Application Access Page	Enables MSPs to offer individual, customized landing pages to their customers. Simplified user experience by providing a web page with all authorized applications.
	Broadest range of applications supported	MSPs can offer their customers a comprehensive remote access solution covering the broadest range of applications in a single product.
	Universal printing	Users can print locally without complex print queue management by the MSPs or their customer.
	Policy based user management	MSPs have a single point from which to manage all remote user security, endpoint security and access policy, maximising efficiency and minimising the scope for errors.
	High Availability & Load Balancing options	Provides MSPs with flexible deployment options to match their operational needs.
<b>Compliance</b>		
	Comprehensive reporting	<ul style="list-style-type: none"> <li>Enables AEP to bill the customer on a Pay as You Use basis with no up-front CapEx.</li> <li>Provides MSPs with unique billing data by customer, by user and time enabling truly flexible customer charging and billing.</li> <li>MSPs can offer their customers a full audit trail to meet compliance needs.</li> </ul>

### Value Proposition for Individual MSP and End Customer Buyers:

	<b>Problem</b>	<b>Solution</b>
<b>Economic Buyer</b> (MSP finance dept)	<ul style="list-style-type: none"> <li>How do I provide a new SECaaS product at the least cost?               <ul style="list-style-type: none"> <li>Up-front costs?</li> <li>Lifecycle?</li> </ul> </li> <li>How do I minimise economic risk?</li> </ul>	<ul style="list-style-type: none"> <li>Zero CapEx pricing and best value secure remote access solution enables immediate new product deployment.               <ul style="list-style-type: none"> <li>Zero up-front costs</li> <li>Flexible cost model varies with customer usage and therefore with customer revenue</li> <li>Support &amp; licensing fully included in daily cost</li> </ul> </li> <li>All economic risk is shared with AEP— no costly licence purchase and running costs flex with business</li> </ul>
<b>User Buyer</b> (MSP business manager)	<ul style="list-style-type: none"> <li>How can I provide customers with a value-added security service delivering best in class secure remote access?</li> </ul>	<ul style="list-style-type: none"> <li>Offers best in class, secure remote access solution with comprehensive security &amp; application support.</li> <li>Solution is fully virtual— deploy, manage and scale to match customer needs.</li> <li>Simple, customisable user access page enables unique per-customer front-end for tailored service while minimising user errors and help-desk support.</li> </ul>
<b>Technical Buyer</b> (Customer IT dept)	<ul style="list-style-type: none"> <li>How do I deliver a remote access service to each customer, while maintaining their individual security, separation and...               <ul style="list-style-type: none"> <li>match their user authentication needs?</li> <li>provide maximum application coverage?</li> <li>reduce overhead to minimum?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>CloudProtect is a solution specifically designed for MSPs. It is an industry-leading, secure remote access solution which:               <ul style="list-style-type: none"> <li>Supports customers' existing user identity schemes, and has built-in user access support if needed.</li> <li>Provides detailed reporting— drill down to individual daily use, to match the service billing model.</li> <li>Works seamlessly with a broad range of enterprise applications and desktop operating environments.</li> <li>Performs reliably with a proven track record of successful deployments in virtual infrastructures.</li> </ul> </li> </ul>



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