



*Juniper Networks Recognized for*

**2021**

**Enabling Technology Leadership**

Global Network Firewall Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Juniper Networks excels in many of the criteria in the Global Network Firewall space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### *Network Firewalls and the Digital Transformation Journey*

Network firewalls are the cornerstone of organizational cybersecurity. Like firewalls that create a boundary that prevents a fire from spreading, network firewalls emerged to separate organizations' private networks from the public internet and keep the malicious activity outside the organizational perimeter. Firewalls safeguard organizations' networks by inspecting and filtering all incoming traffic. Because of that, they typically rest on the security principle of trusting connections inside of the organizational network and distrusting all external traffic.

The outbreak of COVID-19 had a profound impact on people's lives, the world economy, and business practices. The rapid transition to work-from-home caught many organizations off-guard as they lacked infrastructure, resources, and policies to facilitate remote working. Companies had to expedite their digital transformation initiatives, such as cloud migration, to cope with new hurdles. The acceleration of digital transformation also led to new security challenges that require a differentiated approach.

The rapid increase in the number of remote workers changed the organizational boundaries and network security use cases. Because most employees work outside the corporate perimeter, the security model revolving around internal and external traffic became partly outdated. Since organizations also increasingly move applications from on-premises data centers to the cloud, they need to secure cloud-hosted assets. The new decentralized infrastructure and a distributed global workforce call for a new generation of network security solutions that are easy to manage and do not impact performance.

There is a growing transition to cloud-based firewalls and firewall as a service (FWaaS) solutions offered as part of the secure access service edge (SASE) architecture. While these innovative offerings are promising for vendors and customers alike, digital transformation initiatives did not make traditional network security solutions obsolete. Most organizations still maintain on-premises data centers and will do so in the foreseeable future.

At the same time, cloud migration and remote work trends will continue to reshape organizations. Today, security professionals have to navigate a complex technological environment that is consistently changing. They need to ensure that employees, regardless of their location, can securely access data and applications hosted both in traditional data centers and in the cloud. Because of that, it is imperative to partner with vendors who not only continue to invest in improving both hardware and virtual firewalls but also provide a consistent way to manage the security of hybrid environments.

### ***Enabling Technology to Support Hybrid Use Cases***

Juniper Networks is a publicly-listed technology company headquartered in the United States. With more than 20 years of experience in both networking and security, Juniper is well-positioned to support hybrid use-cases and pave the way for a seamless transition to SASE.

Juniper's firewall product line, also known as the SRX Series Firewalls, consists of next-generation appliances available as physical, virtual, and container-based firewalls. Although the company recognizes market trends and makes strategic investments in enabling the next generation of security and networking practices, the company remains committed to developing the functionality of firewalls regardless of their form factor.

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***- Mikita Hanets, Research Analyst***

As the transition to SASE will not happen overnight, innovations in virtual and hardware firewalls remain equally important. On the physical firewall side, Juniper upgraded its high-end SRX5000 firewalls and enhanced the performance of these appliances by nearly five times. Apart from enhancing performance, Juniper also extended the product lifecycle of its firewalls, allowing customers to get a better return on investment.

On the virtual firewalls side, Juniper continues to innovate to secure customers' assets outside the traditional data center. In addition to protecting applications and workloads in the public cloud with its Cloud Workload Protection agent and vSRX product, the company developed one of the first firewalls for Kubernetes environments. The solution enables organizations to build a stronger security posture by isolating workloads and monitoring traffic between applications.

Juniper closely communicates with customers to ensure that technologies that underpin both virtual and hardware firewalls address emerging security challenges. As the growth in encryption leads to limited visibility into network traffic and hinders the performance of firewalls, Juniper introduced a feature that uses machine learning models to analyze traffic without decrypting it. Moreover, in the past three years, the company rolled out such capabilities as Adaptive Threat Profiling, SecIntel, Juniper

Secure Connect, and a technology partnership with WootCloud HyperContext®. Juniper's product development initiatives reflect the awareness of customer pain points and allow the company to ensure continued adoption of its firewalls across organizations of every industry and size.

### ***Enabling Technology to Provide Consistent Management Experience***

Juniper is also particularly aware of the administration challenges that customers with hybrid environments face. Organizations have to separately administer virtual and hardware firewalls and lack a unified view into the state of their network security posture. In May of 2021, Juniper introduced Security Director Cloud, a virtual portal designed to streamline network security operations.

Security Director Cloud allows organizations to manage firewalls from the cloud regardless of their form factor from a single-pane-of-glass portal. The solution has intelligent features designed to help security professionals focus on more strategic tasks. Apart from augmenting rule creation, analysis, and management, Security Director Cloud provides visibility into application and user traffic with the most relevant insights appearing on a threat map in real-time.

Security Director Cloud is an open platform that integrates with third-party solutions through Security Director Insights. In addition to managing all SRX series firewalls in a single place, Juniper's customers can correlate threat telemetry from the whole security stack to improve their detection and response.

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More importantly, Security Director Cloud facilitates a seamless transition to security-driven networking or SASE. Customers do not have to recreate policies associated with hardware appliances to set up virtual

firewalls. Security Director Cloud reduces risk of misconfiguring rules and takes the burden off security professionals by automatically migrating controls to the cloud.

Security Director Cloud is a future-proof solution that addresses several issues that are important to Juniper's customers. Customers can centrally manage the security of their hybrid environments and scale their protection as they move along the cloud migration journey. They can also rely on Security Director Cloud to transition to SASE without ripping and replacing existing investments.

## Conclusion

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Juniper Networks is one of the leaders in the network firewall market. With the growing convergence between security and networking practices, Juniper's experience in both areas positions it well for market growth. The company recognizes that the transition to SASE will take several years and remains committed to improving firewalls regardless of their form factor. In addition, as most organizations rely on traditional data centers and the cloud, the recent rollout of the Security Director Cloud is a very timely offering that will significantly streamline the security of hybrid environments. Apart from streamlining policy management, the solution will enable organizations to centrally and consistently manage physical and virtual firewalls. Overall, Juniper's innovation strategy not only reflects a commitment to addressing customer pain points but also making the most of their investment.

For its strong overall performance, Juniper Networks is recognized with Frost & Sullivan 2021 Enabling Technology Leadership Award.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



