

pylones\*

Aran Erel

Country Manager - Israel, Greece & Cyprus













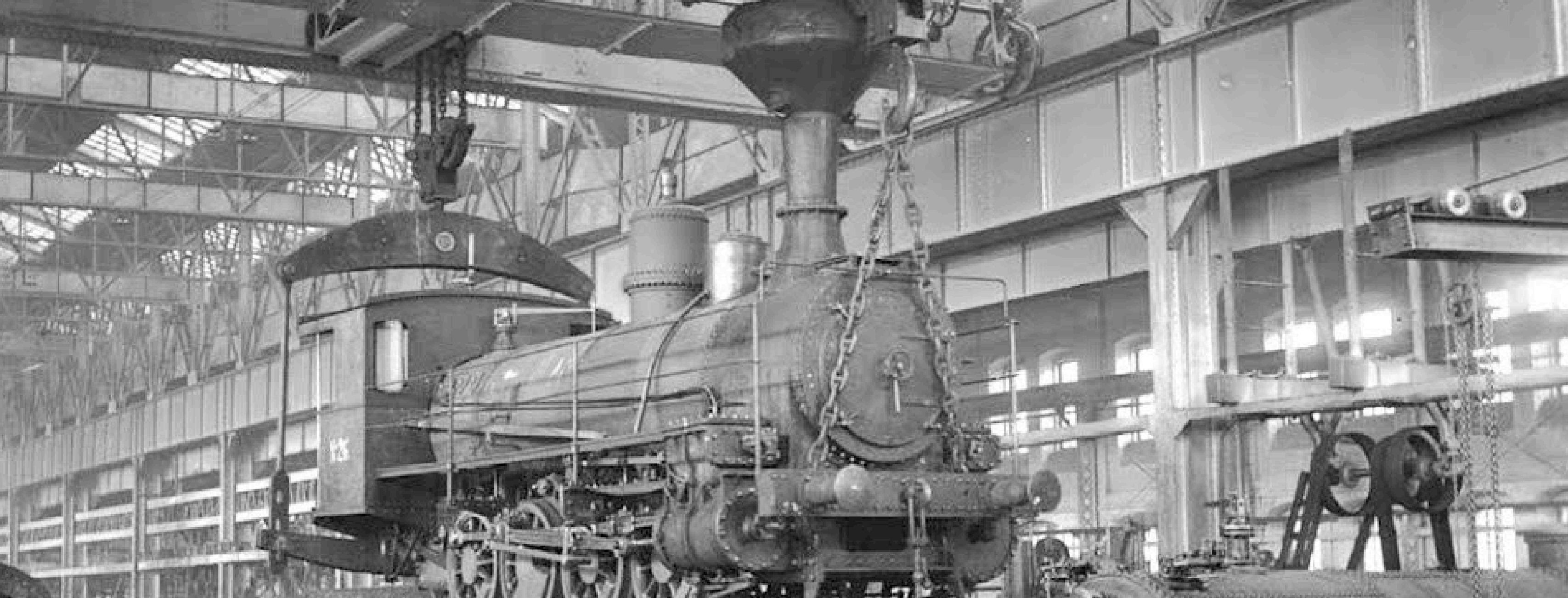






Applications are the most valuable asset of the modern enterprise





**It started with physical capital**

*Carnegie, Rockefeller, Ford*

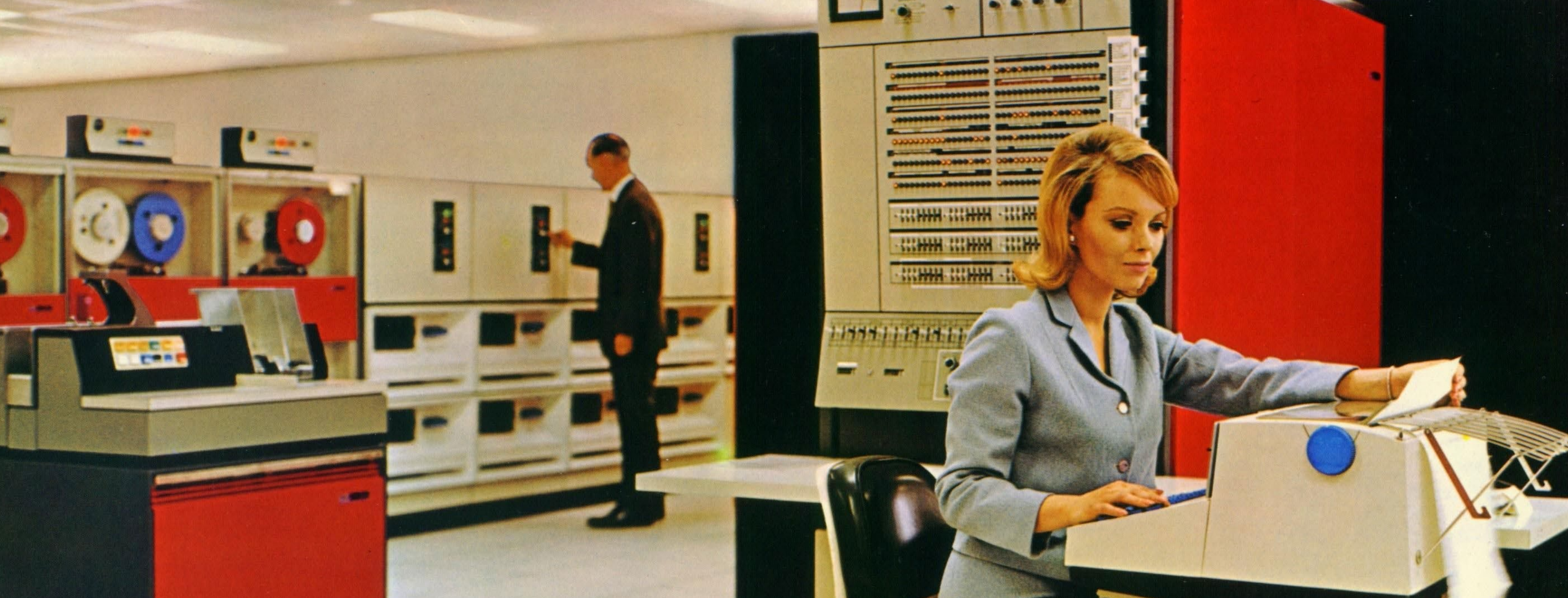




It evolved into **human capital**

*McKinsey & Company, IBM*





It evolved into **human capital**

*McKinsey & Company, IBM*



We're now seeing **application capital** growing and becoming more & more significant





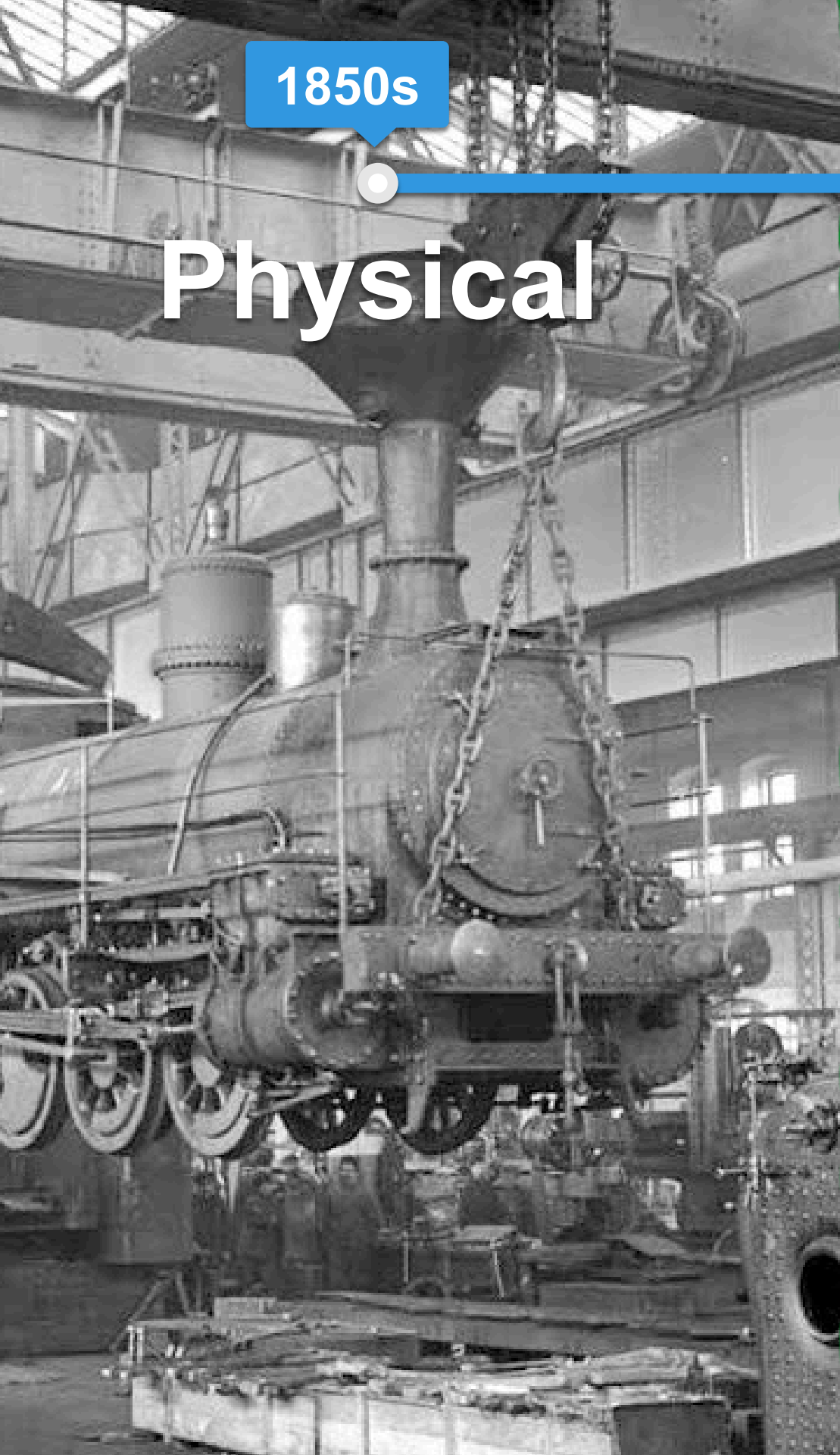
Now, we are building **application capital**

*Facebook, Uber, Starbucks, Nike and many many more*



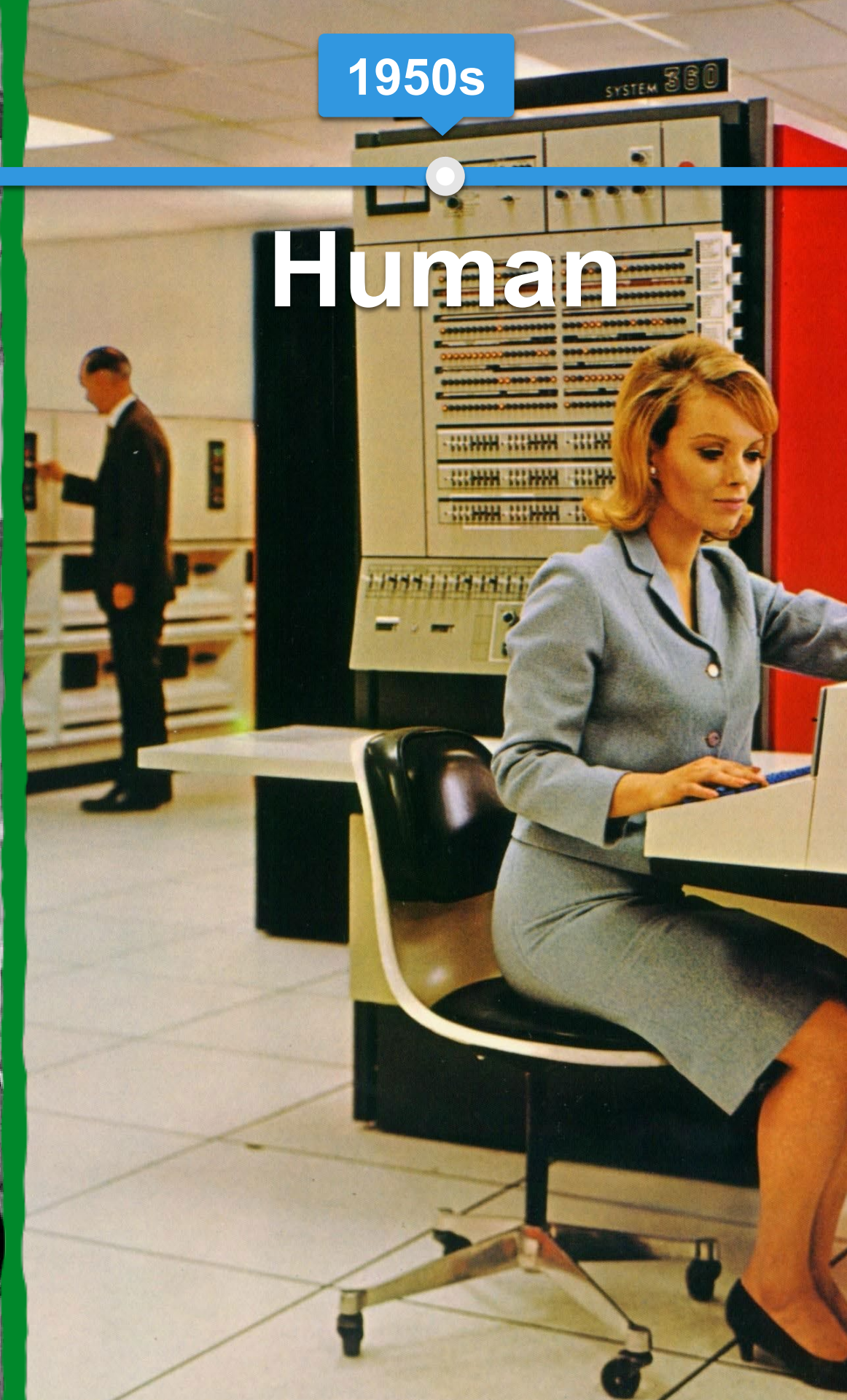
1850s

Physical



1950s

Human



Nowadays

Application





2018


250  
M

2020

~1.7B  
Applicati  
ons

The number of applications is booming





Not driven by  
humans or  
physical  
assets

Ability to  
scale and  
secure digital  
services

Ability to  
adopt faster  
to customer  
needs

# Applications economy



A 3D-rendered hallway with three whiteboards mounted on a wall composed of large, colorful geometric panels in shades of orange, green, blue, and pink. Each whiteboard is held by a black clip. The central whiteboard contains the text 'Applications Portfolio'.

# Applications Portfolio



App  
Por

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**Securing & optimizing** applications on a **portfolio level**

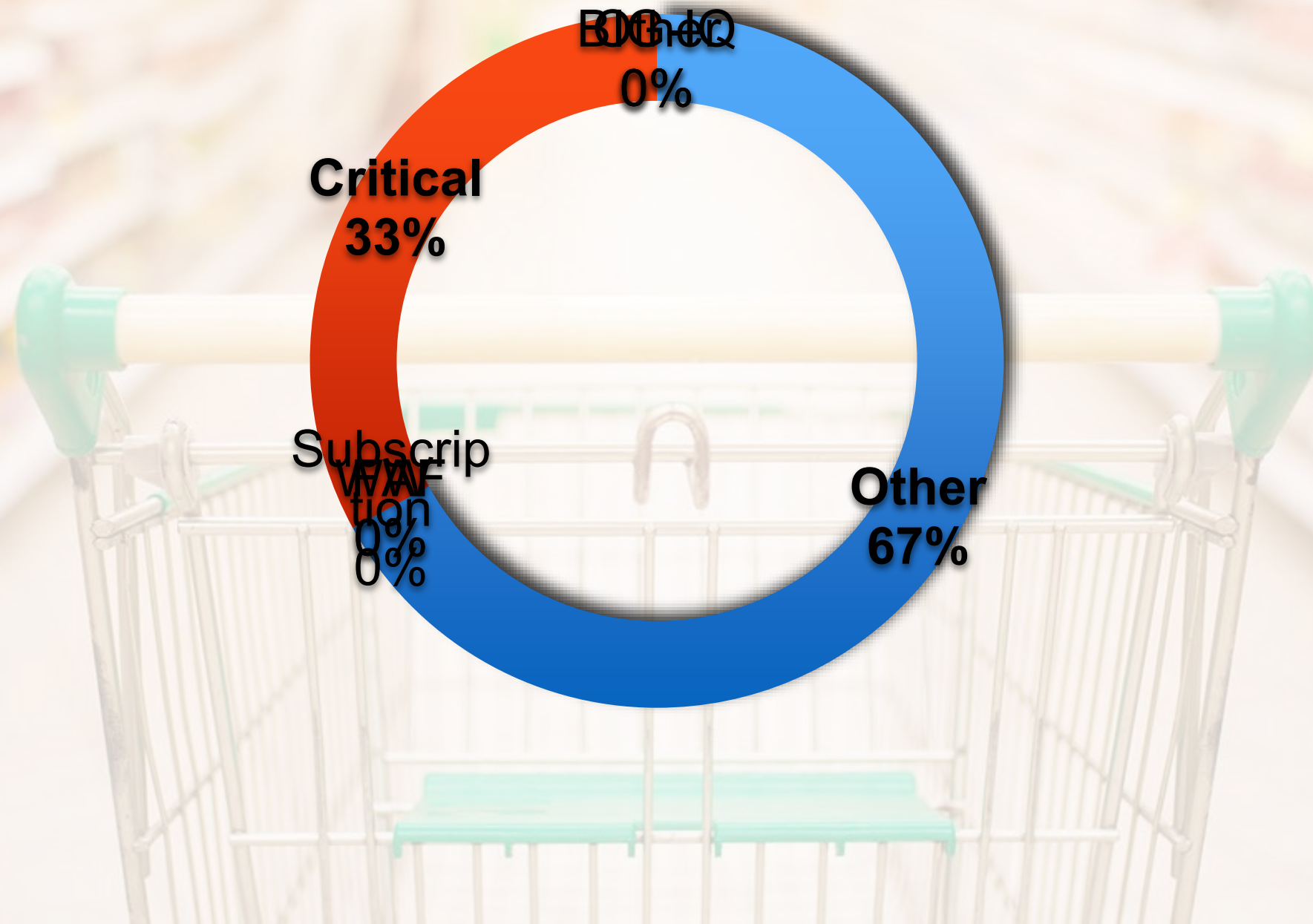


**Every** app must be protected, not  
just the critical ones



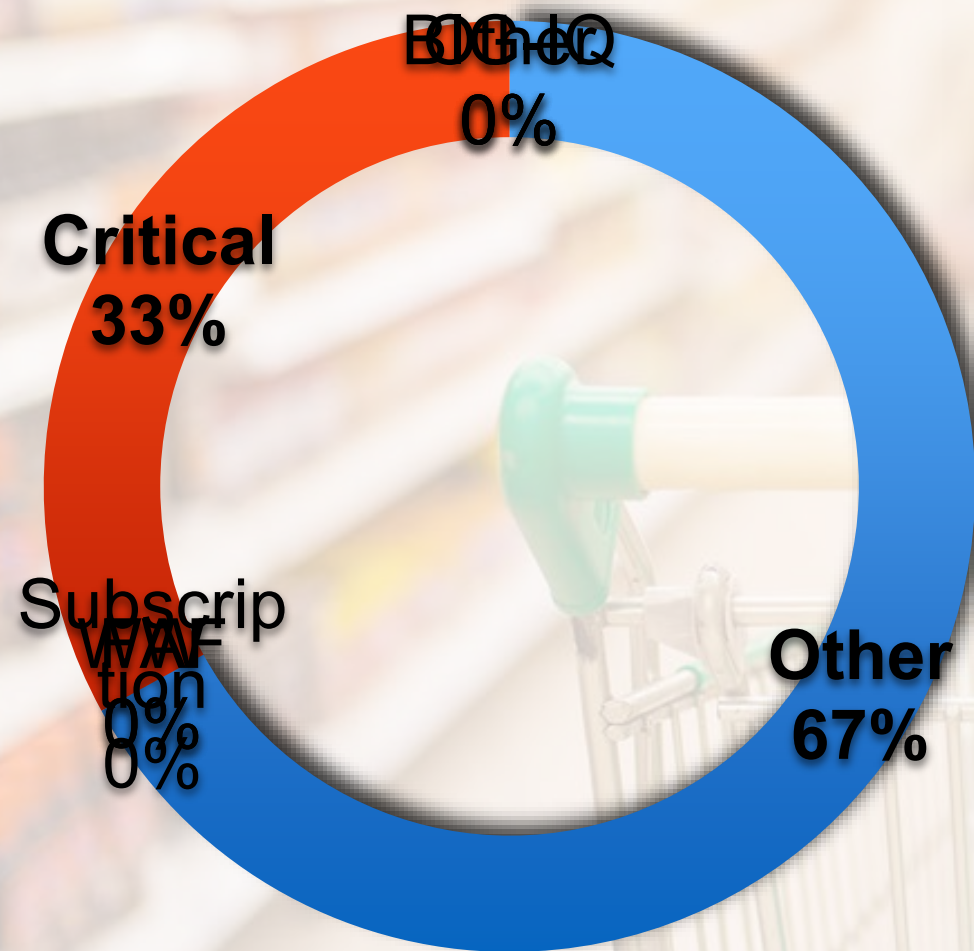


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# Every app must be protected, not just the critical ones



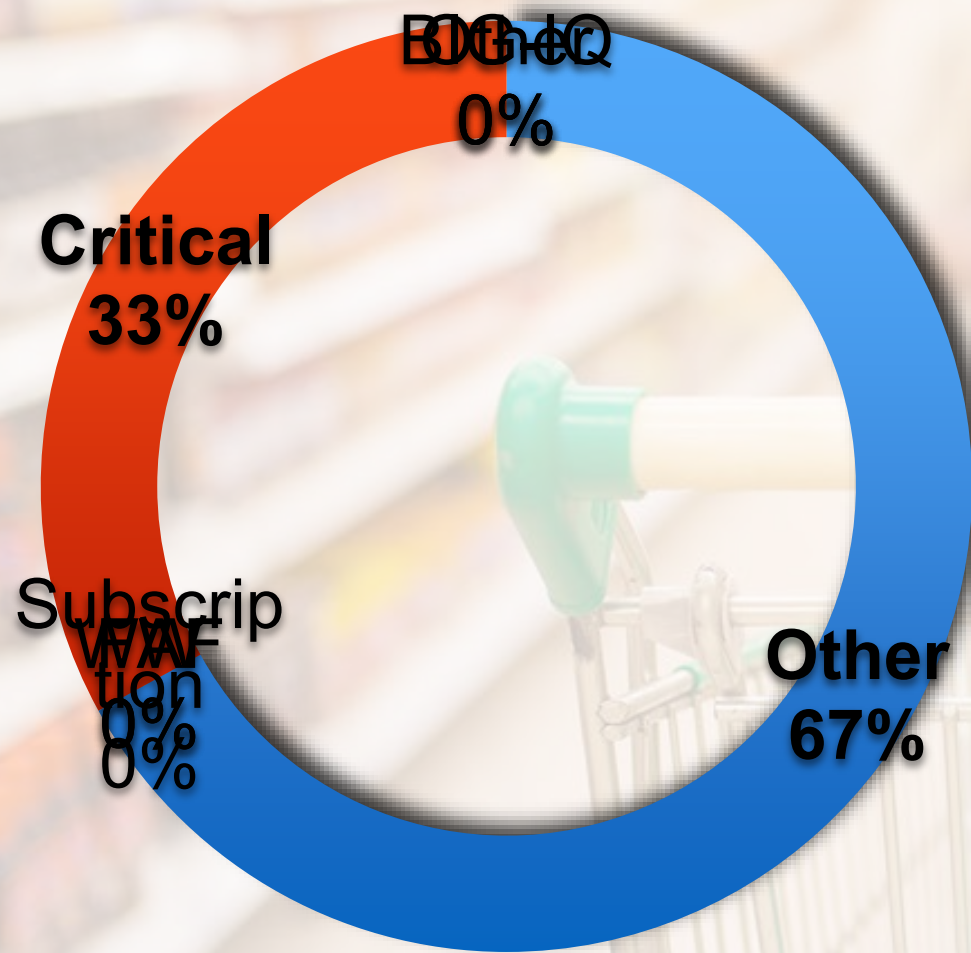
## Large Retailer (US)

Millions of customer records exfiltrated;  
billions in damages; market cap; CEO

Entry point: ?



# Every app must be protected, not just the critical ones



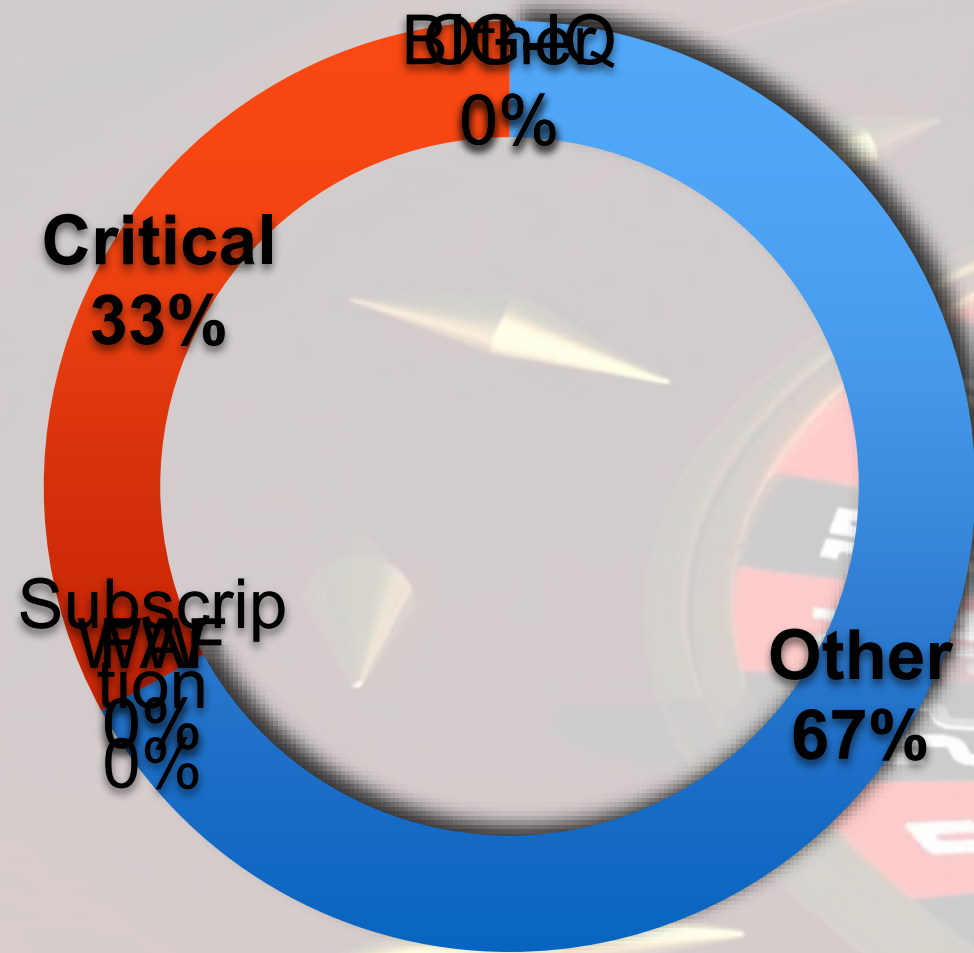
## Large Retailer (US)

Millions of customer records exfiltrated; billions in damages; market cap; CEO fired

Entry point: **HVAC Monitoring System**



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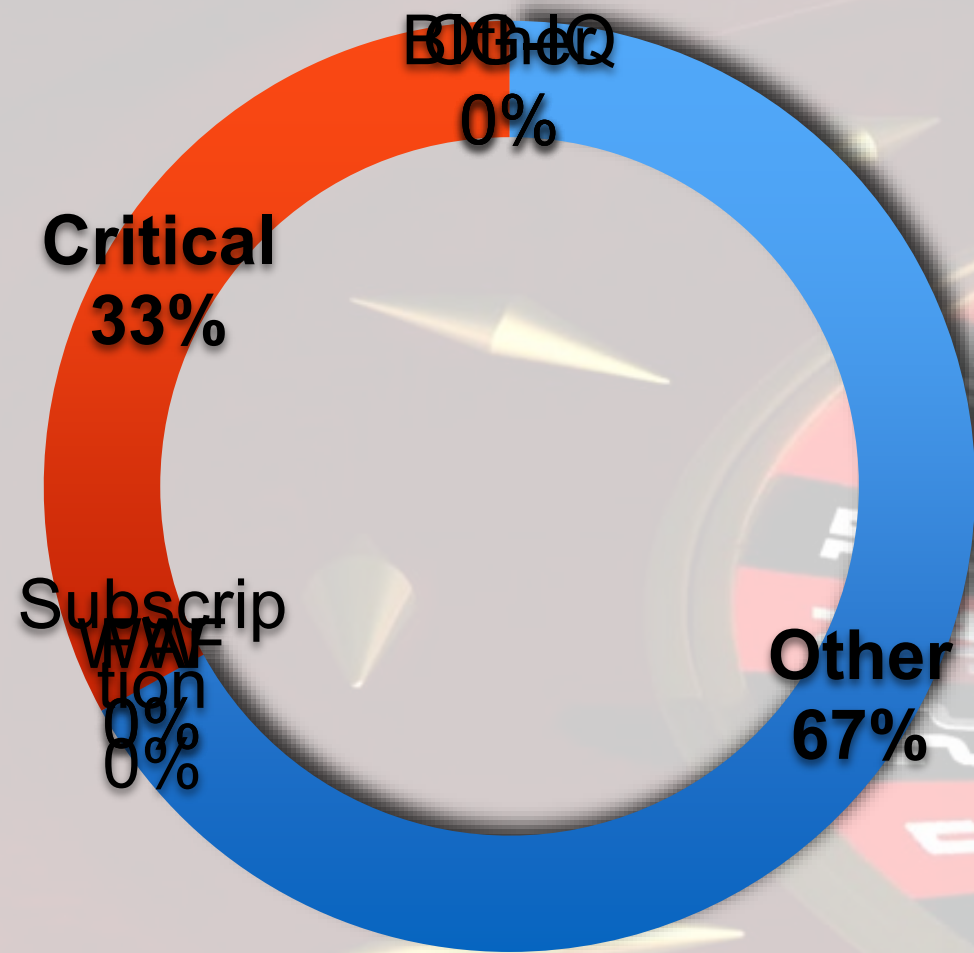
## Casino operator (US)

High-roller database taken, most lucrative customers at risk

Entry point: ?



# Every app must be protected, not just the critical ones



## Large Retailer (US)

Millions of customer records exfiltrated; billions in damages; market cap; CEO fired

Entry point: **HVAC Monitoring System**

## Casino operator (US)

High-roller database taken, most lucrative customers at risk

Entry point: **Digital thermometer in the lobby's aquarium**

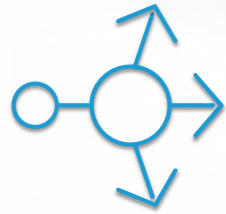


**Deploy any App, Anywhere,  
With the services YOU need**





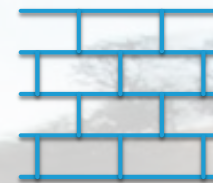
# Application Services Portfolio



**Traffic  
Mgmt.**



**Global  
Traffic Mgmt.**



**Firewall  
(& hybrid)**



**Web App.  
Firewall**



**DDoS  
Protection**



**Access  
Mgmt.**



**SSL  
Orchestra.**



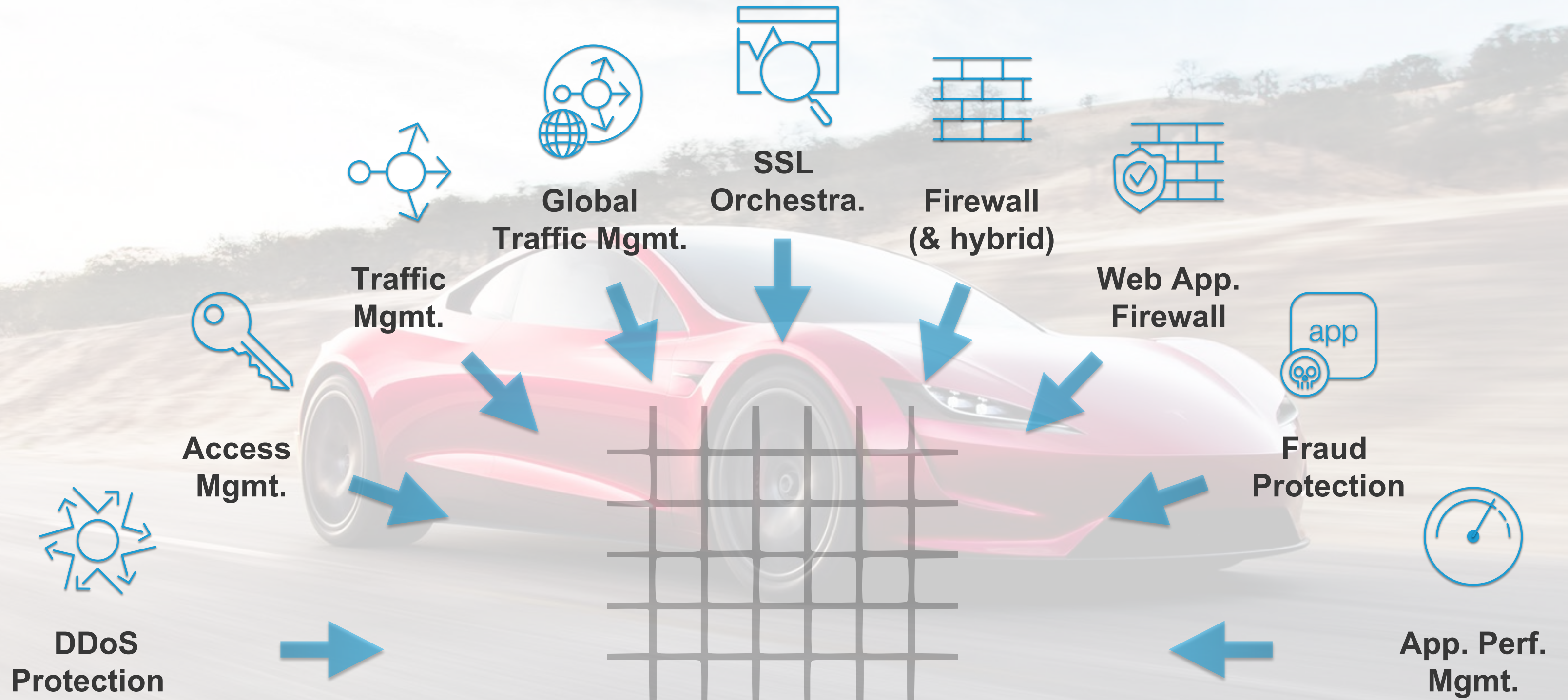
**Fraud  
Protection**



**App. Perf.  
Mgmt.**

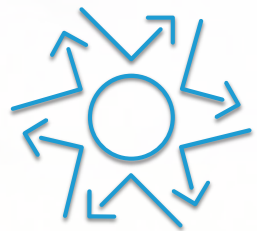


# Application Services Portfolio





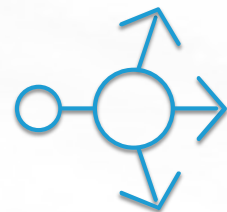
# Application Services Portfolio



**DDoS  
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**Access  
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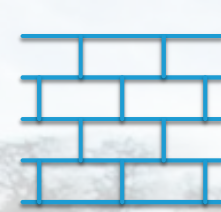
**Traffic  
Mgmt.**



**Global  
Traffic Mgmt. Orchestra.**



**SSL  
& hybrid**



**Firewall  
(& hybrid)**



**Web App.  
Firewall**



**Fraud  
Protection**



**App. Perf.  
Mgmt.**

**Cloud, on premise  
& hybrid**

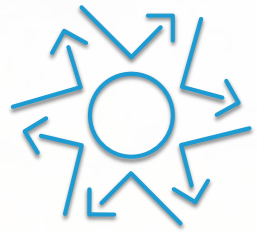


**Google Cloud**





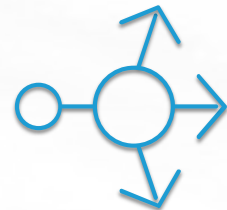
# Application Services Portfolio



**DDoS  
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**Cloud, on premise  
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**Google Cloud**



**Faster**



**Smarter**



**Safer**





We're now investing in our Greek operation.





pylones\*