

# Securing Innovation and Agility

**BLUE  
CUBE**  
NEXT GENERATION  
CYBER SECURITY



Select  
Consulting  
Partner

AWS Marketplace  
Skilled Consulting  
Partner



# Welcome to Blue Cube Security

As an independent Information and Cyber Security solution provider for over 20 years, Blue Cube Security has enabled numerous organisations to minimise the risks associated with cybersecurity threats, whilst also reducing the complexity around these.

We pride ourselves in being industry accredited, which has led us to work very closely with Fortinet and AWS as key partners - helping us to achieve our customer's ambitions.

We've recently been promoted to a Select Consulting Partner which recognises us for our professional service offerings, supply chain management and commercial flexibility capabilities.



Irvin Shillingford  
Blue Cube Security



Oli Moss  
Fortinet



Phil Soane  
AWS Marketplace





# Services

Experts in security for over 20 years

Our dedicated professional and managed security services team 'Cynergy', are wholly customer focused and provide ongoing customer support.

AWS and Fortinet, feature in our core services, namely Cynergy Perimeter and Cynergy Cloud Secure, and are presented as a joint offering.

Why do our customers come in to talk to us about cloud security?

We have a dedicated consulting practice built upon our operational experience that also has the credibility needed to guide our clients through their business transformation projects.

The team is on hand to advise and consult a range of technical solutions which give customers the opportunity to reduce operational costs, and increase the effectiveness of the cybersecurity infrastructure.

As more and more applications and services are migrated into the cloud, one of our clients' needs is to play the same governance and controls as you do with your on-premise systems.



**"Our consultants are highly accredited across our cybersecurity portfolio, as well as having certifications in major governance and compliance frameworks enables them to offer full lifecycle solutions to our customers using PRINCE2 and agile methodologies"**



# Cynergy Cyber Security Services





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A high-angle, wide shot of a modern office interior. The space is characterized by large glass windows that offer a view of a city skyline. In the foreground, a man is seated at a round wooden table, working on a laptop. Other people are visible in the background, some at desks and others in a meeting area. The office has a contemporary feel with a unique chandelier and a large whiteboard. A large white graphic element, resembling a stylized 'L' or a corner bracket, is positioned in the upper right corner of the image.

# Why is security in AWS relevant?



# How we offer our services

Organisations are often surprised to discover how many sanctioned and unsanctioned cloud applications are in use across their environment.







Our work provides customers with a detailed look at their actual cloud usage, as well as mitigation strategies to secure applications and data.

We look to mitigate the risks around vulnerabilities, the lack of governance and include DevOps integration as part of any engagement. This will enable us to create system designs that are not only fit for purpose, but future proof and scalable.

Another key area of work is to help organisations better understand the operational needs of their cloud environments, in a more traditional consultancy format.

All of the Fortinet products and our services can be delivered via the AWS Marketplace, and the Consulting Partner Private Offer process (CPPO).

Customers can now purchase software solutions in the AWS Marketplace directly from us as a Consulting Partner, helping leverage our knowledge of your business and provide localised support and our expertise.

We are able to provide your cloud software, at not only advantageous rates, but provide any unique commercial terms you require such as: contract duration, end user license terms, bespoke financing, and any additional services that you need as part of that engagement.



A person is seen from behind, sitting at a desk in a server room. The room is dimly lit with blue ambient lighting. Several computer monitors are visible on the desk and mounted on the wall, displaying various data and graphs. The person is wearing a plaid shirt. The overall atmosphere is professional and technical.

# Why the Fortinet ELA?



# Fortinet adding value to customers security posture

At Fortinet we are inclined to help our customers as they come through an on-premise journey up into a cloud journey to make sure that from a security posture, they're covered.

From a resource posture they're maximising every person on-premise, whoever is managing firewalls and has managed firewalls in previous years can also have the same skill sets to manage firewalls up into the cloud.

Customers really want to get a grip on costs, and get access to volume based savings.

Here at Fortinet, we're very proud to be rolling out a UK initiative with our partners at Blue Cube Security around our new Cloud ELA.



**"At Fortinet we really care and believe in helping customers"**





# Security is a challenge

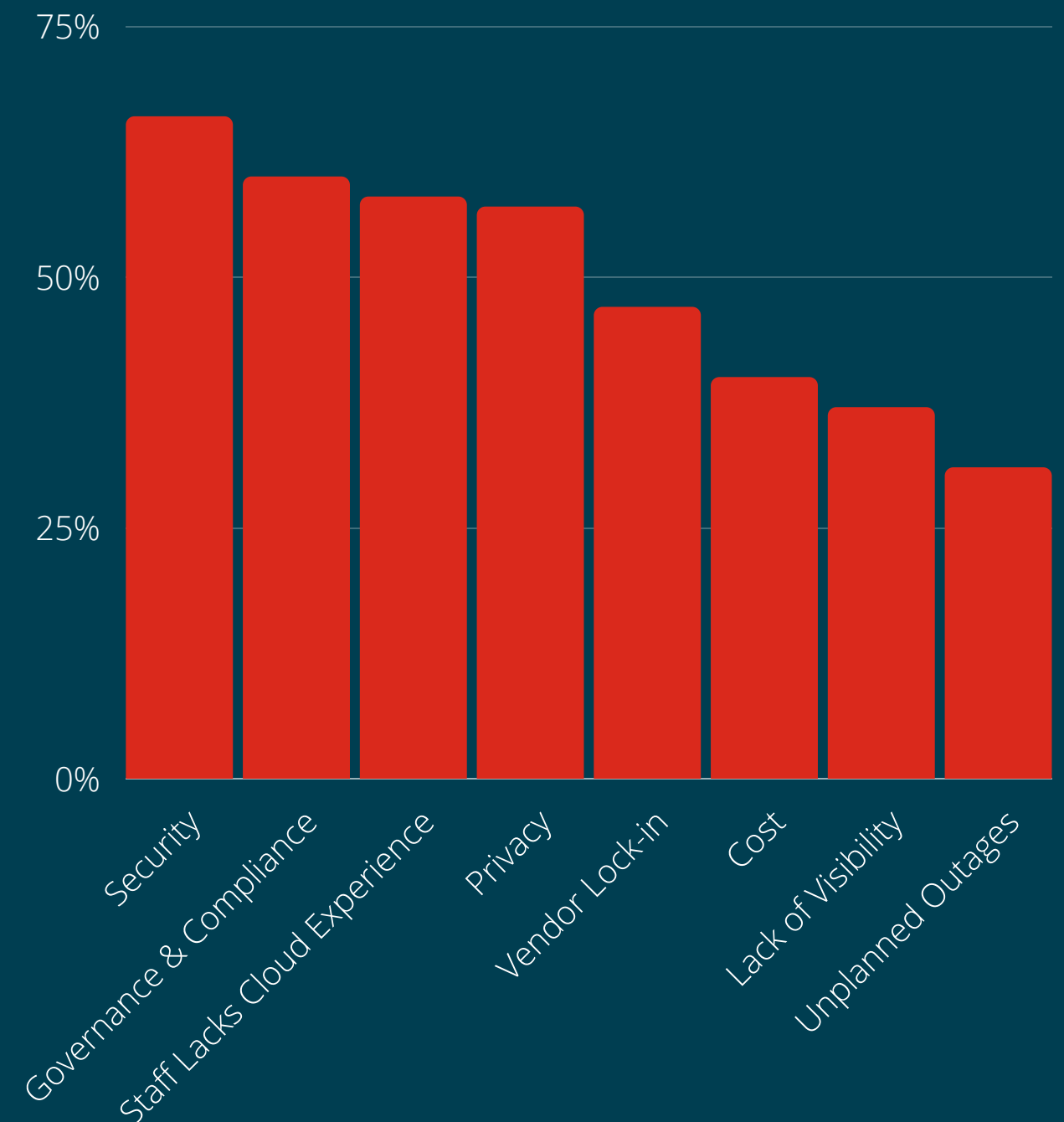
Security is the number one reason for organisations going up to the public cloud.

Fortinet covers challenges and concerns raised by customers when it comes to security, governance and compliance, and lack of visibility.

Understanding the concerns of our customer base, and where we are stacked in the likes of the Gartner Magic Quadrant means we are in a strong position to help our customers and guide them through this journey up to cloud.



What are the biggest challenges for organisations engaged with public cloud today?







# Fortinet offers security levels over and above native security

Picture us in an airport environment.

AWS will be able to tell us who the person is at the airport by checking their ID and making sure identification matches. We also do a job of making sure that they've got the right size hand luggage, so they can get on board the plane and the luggage fits in the rack.

However just knowing that people's IDs match, and having their bag the right size to go on the plane isn't the best practice required for our security, especially for our enterprise environment.

What Fortinet does is become the 'X-ray scanner' at the airport, and we're looking beyond what's in someone's bag and actually examining that forensically and making sure what's coming in actually is what it says it is and inspecting that traffic.



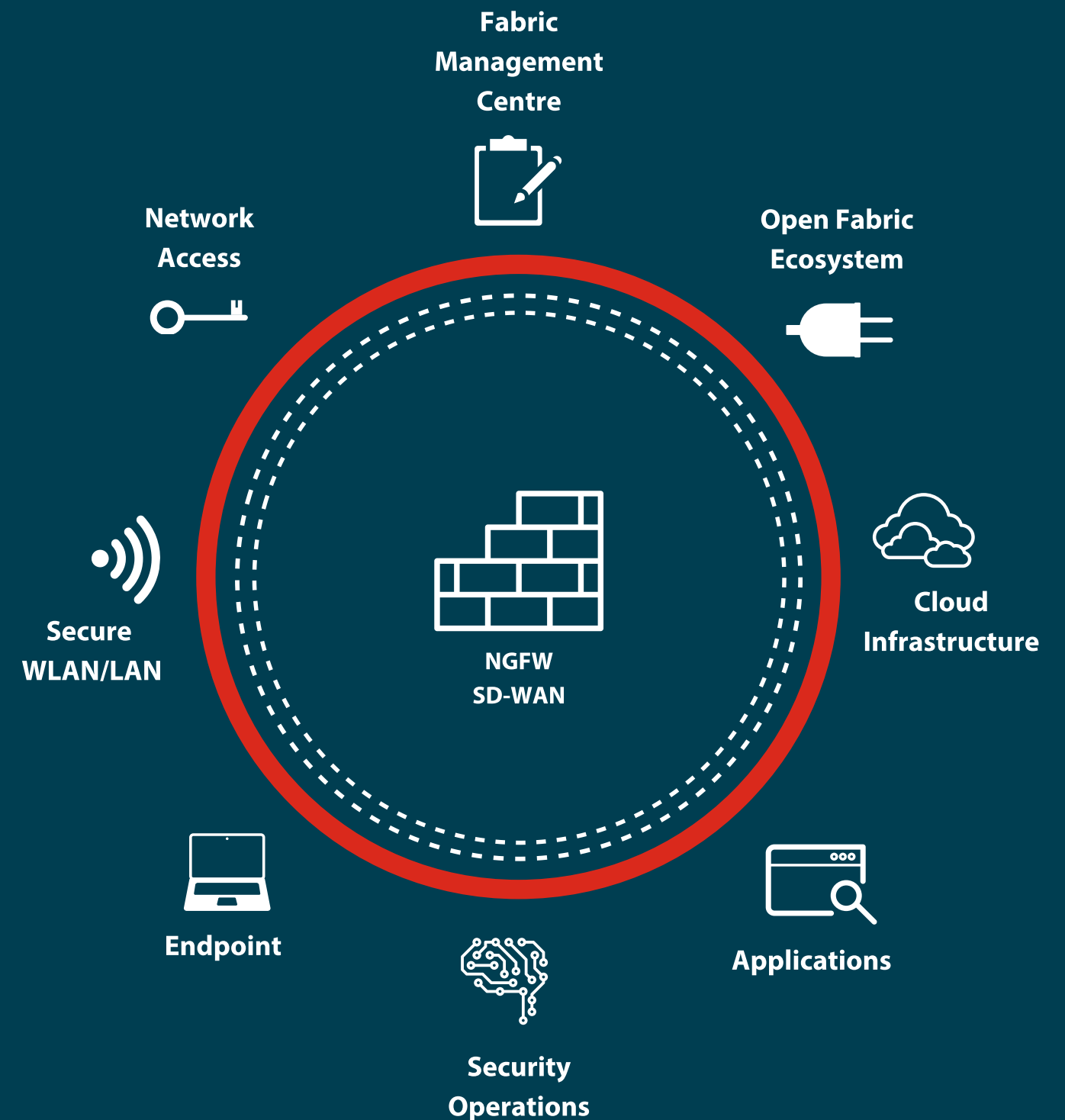


# Fortinet Security Fabric

Everything at Fortinet is centered around our FortiGate technology. This is the hub of our Security Fabric, which enables Fortinet to offer the most broad, integrated and automated cloud security portal.

Our FortiGate technology allows customers to do anything from endpoint controls with open API's to SD-WAN and secure network access.

75% of our cloud business is around FortiGate technology giving us the flexibility and the increased security posture we can then give to our customers. FortiGate technology allows us to maximise the knowledge gap making the switch up to the cloud, a seamless transition.





# Launching our new AWS ELA

This ELA will be centered around the cornerstone of our Security Fabric, the FortiGate. This allows our customers to enter into a cloud agreement with Fortinet, which centres around FortiGate, the technology in which 75% of our customers are using over the rest of our technologies.

FortiGate gives customers an access point into other security solutions and technologies within our cloud estates. From our FortiWeb technology to our FortiSandbox technology, this gives you the flexibility to move across products all for one cost.

At Blue Cube Security, we are completely unique in the market, aiming to reduce your costs, save you money, reduce your complexity, all whilst doing a very high quality job of increasing your security posture.





# What is the public cloud ELA?

Saving our customers money and increasing their security posture and position.

A public cloud ELA is an upfront commitment for a one, two or three year term, where customers can subscribe or purchase a large amount of Fortinet core's of which you can then utilise across different products within the marketplace, and use within your own ELA.





# ELA savings and benefits

compared to having a varying bill coming through each month, you're going to have an absolute clear understanding of what it's going to cost you to run and deploy your security environments.

Thus allowing you to keep utilising that firewall technology that is crucially important to cloud security, and an increased security posture given that you will also have access to the FortiSandbox and FortiWeb appliances.

Customers can now purchase software solutions on AWS Marketplace directly from Blue Cube Security helping customers to leverage our knowledge of their business providing localised support and our expertise receiving the same fast and friction free purchase experience you are accustomed to AWS Marketplace.

We will put together a package that can really suit and benefit you in many ways.

- ✓ **Savings of 25 - 45% vs. hourly consumption**
- ✓ **Predictability on costs**
- ✓ **Increased security posture**
- ✓ **Flexibility: deploy various instance types or sizes**
- ✓ **Transact via marketplace**





# Structured to fit your environment

This will offer you anything from 25% upwards of saving across buying directly through the marketplace and allows you to leverage our ELA technology to utilise different security products across our stack.

An ELA can be structured to fit your environment, allowing us to offer you a tailored and bespoke solution for your security needs. Doing this will save you money, time and increase your flexibility.

When the conclusion of what an ELA looks like for you, we will then give you an extra 20% capacity on top of what we've agreed with you. This is just a bonus to ensure that you've got more freedom in the public cloud.

We give this to you because in the public cloud you need to have agility to be able to move between workload consumptions, always have the flexibility to do so. Doing this helps to increase cost savings even further and ensure that procurement is going to be happy that you've got agility, flexibility and freedom to move across security products within the cloud.



A photograph of three people in an office environment. A woman with long dark hair and glasses is leaning over a laptop, pointing at the screen. A man with curly hair is standing behind her, looking at the screen with a smile. A woman with long blonde hair is sitting at the desk, looking at the laptop. The background is a blurred office space with a window showing a city view. A large white stylized 'L' shape is in the top right corner.

# How to transact via the AWS Marketplace

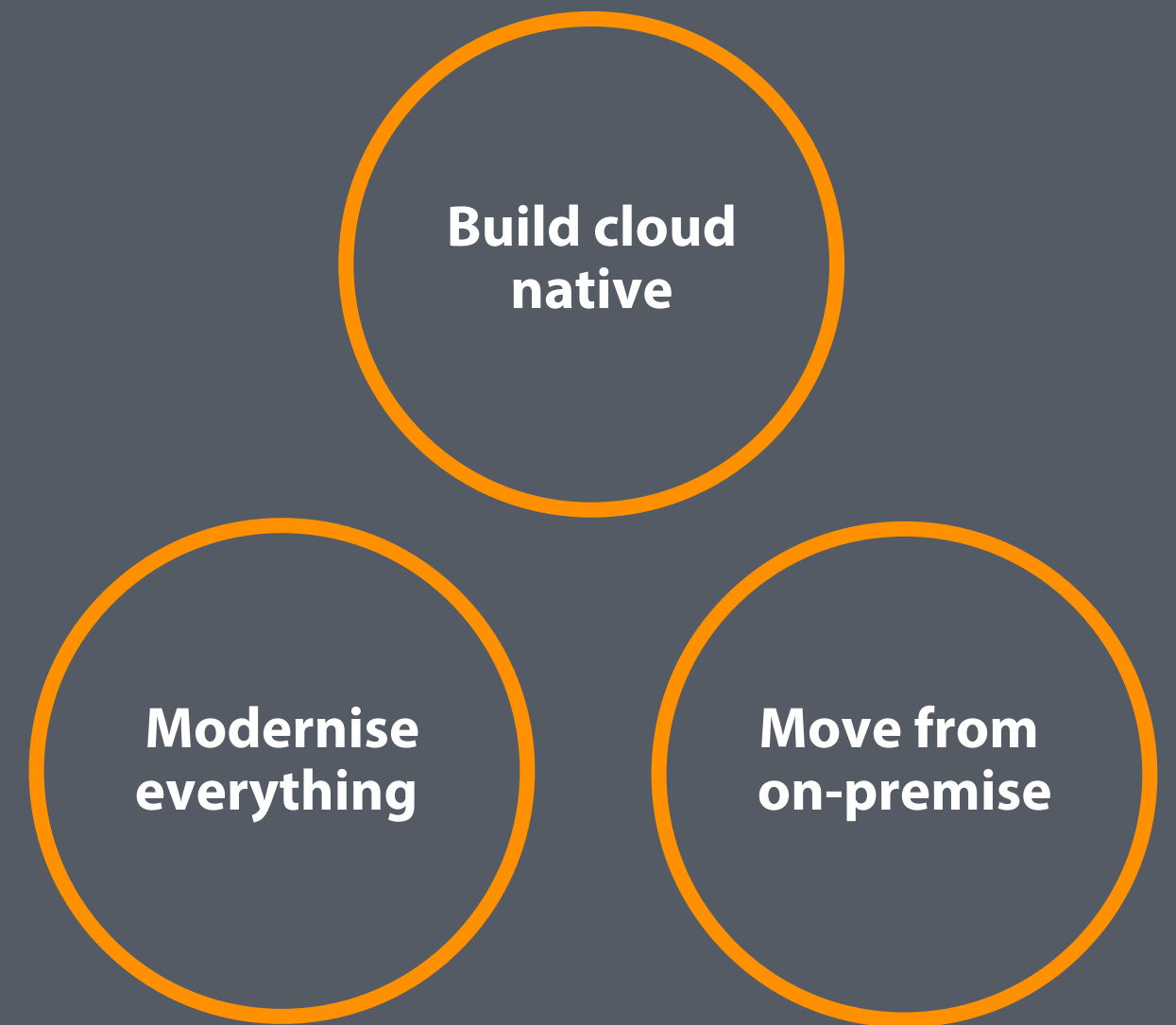


# Cloud is transforming the application portfolio

Innovation is highly important for enterprises of all shapes and sizes to disrupt or protect the respective markets you operate in, and to assure you that your key services continue to be adopted.

This takes the form of applications and as organisations aim to optimise productivity and accelerate development, distributed teams adopt a variety of operating models to achieve their innovation goals, which in many cases is focused on rapidly changing and responding to downstream users.

These models include an agile methodology such as DevOps and Dev SecOps, and require software tools and vendor integrations to deliver applications and services quickly, consistently and securely.





## Teams need rapid access to resources that fit their needs in their operating model of choice

Part of these resources considerations is the critical access to third-party software, which can span thousands of third party ISV applications. This can be associated with both cloud-native applications and the movement of applications from on-premise into the cloud.

From this, what customers are telling us is that just like how they are modernising the way they're delivering applications to their markets, it was making them look at how they modernise the consumption of their software and look to optimise this.

The friction point that was identified was the different challenges enterprise's face in their software supply chain, such as, high cost of legacy software licensing and maintenance, drawn-out procurement cycles that inhibit innovation, and a lack of visibility into organisational software usage.



# Channel Software Value

The opportunity is huge, and the trend and need for a cloud is accelerating.

By 2021, it's expected that 94% of workloads and instances will be processed by cloud data centres vs. traditional data centres, 73% of cloud workloads will be in public cloud, and 75% of cloud workloads will be SaaS.

One of the biggest challenges companies run into during this process is finding a way to migrate existing on-premises software applications to the cloud. That's where AWS Marketplace can help.

- ✓ **Overall software spend in 2020: \$569B**
- ✓ **Indirect channel share: 51%, \$292.6B**
- ✓ **50% or more of these workloads will move to the cloud by 2020**
- ✓ **\$146.3B software channel opportunity**



**Customer Acquisition & Advisory Services**



**Procurement & Fulfillment**



**Deployment, Integration & Implementation**



**Managed Services**

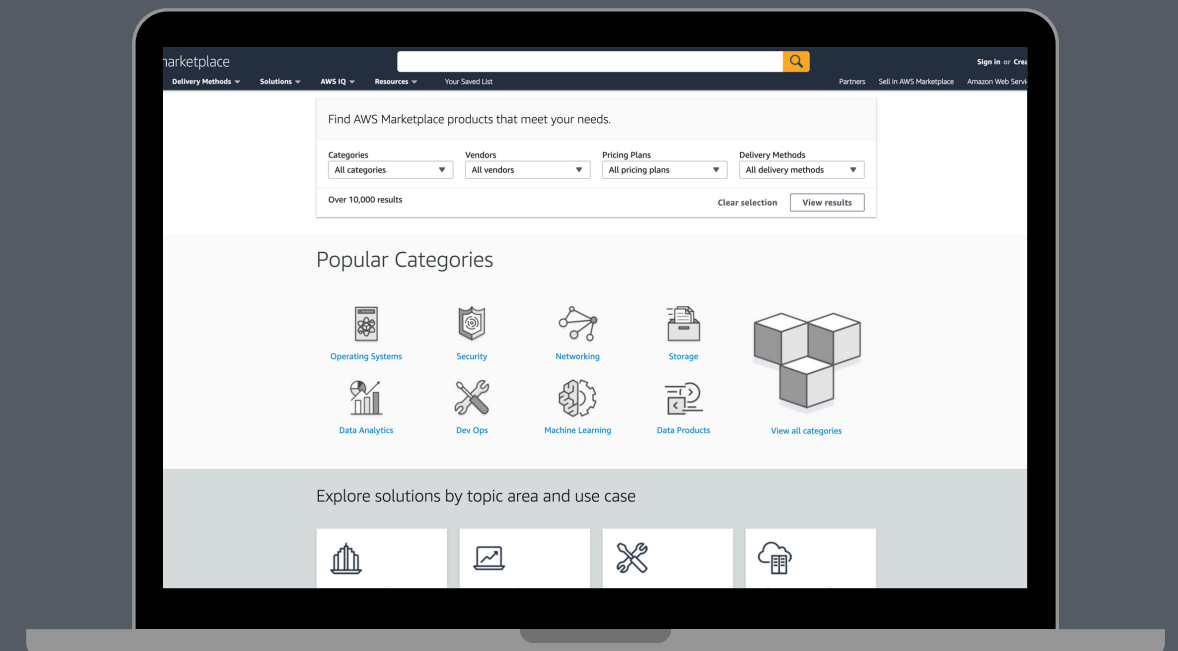


# A growing digital software catalogue

Understanding that customers can unlock or accelerate innovation when they have the tools to tailor software discovery, procurement, and provisioning to the needs of multiple teams across different business lines.

AWS Marketplace helps builders find, buy and deploy third party software and AWS facilitates agile development models such as DevOps, and enables builders to have the tools needed to deliver continuous and compliant code into production.

With over 8,000 product listings, across over 1,600 ISVs, we have over 290,000 active customers, which is driving 1.5 million subscriptions of software. This is very much for the builders in a way that they can discover and deploy and innovate and use disruptive and effective software technology.





# Balancing agility with Governance

Enterprises must balance the needs of developer teams who seek speed and selection and agility that is pertinent to their projects. With procurement, they care more about the control and governance to make sure that people have the right access, the right pricing models can be agreed, and also how standard licensing terms can help decrease the friction in how end user license agreements are accepted.

What's important is knowing how you let the builders build, how do you get the software to be deployed in a simplified way, with an extensive selection, reliable solutions, multiple deployment options, but then also have the control and governance. There are budget and cost controls, curated custom catalogues just for your organisation, standardise licensing terms, and even integration into your procurement systems.



# Popular commercial categories

There are over 1,600 ISVs, and over 8,000 products. The focus is primarily ISV Fortinet, who have solid use cases that our customers have adopted in the security category.

Fortinet is a great example of having varied deployment methods with different types of software available on AWS Marketplace. They have Amazon machine images, which can be deployed directly into a customer's VPC. A good example of that is the FortiGate, next generation firewall FortiWeb, in terms of web application firewall.

Also available are SaaS products, which deliver huge value to customers, where there is less requirement or interaction with the underlying infrastructure, and a turnkey offering from Fortinet. For example, FortiWeb can be delivered as a SaaS offering from the marketplace.



**Operating Systems**



**Security**



**Networking**



**Storage**



**Data Analytics**



**DevOps**



**Machine Learning**



**Data Products**



# Flexible software build and delivery

Integration into services such as Amazon SageMaker for machine learning algorithms, and Amazon container services for more containerised environments.

There is the ability for customers to look at how they consume SAS software, meaning customers can make their multiyear agreement commitments to their ISVs via their Consulting Partners that commit to a level of consumption.

If in cases where customers exceed the level that has been agreed to, it can then revert to a more pay as you go based offering.

Looking at flexible consumption and contract models is certainly a worthwhile process.





## Using the example of a technical buyer...

...they could start with a free trial, where they are assessing a software and its use case. This would progress onto being billed by the second or by the hour, which would then generate a monthly invoice for a more dynamic pay as you go spend.

The next steps are to make longer commitments, and when those commitments are made to a software for a longer term program, that's when the procurement team are able to leverage the right level of discounts and commercial offerings from the ISVs and via a partner community where appropriate.

Lastly in the process are Private Offers, which is the mechanism that allows an ISV such as Fortinet to work with organisations like Blue Cube Security to deliver negotiated custom terms to you as a customer. This can range from custom pricing, to custom License Agreement, and even custom images of software.



# Standard contracts and Enterprise contracts

Unify terms within your organisation that have been worked on with many ISVs and organisations, to agree terms that you would all feel comfortable with operating as an EULA within the marketplace.

As a customer the benefit there is that once you've accepted that Standard or Enterprise contract within your organisation it can be used across multiple ISVs.

Therefore increasing the speed for you to collaborate with that ISV and reducing the time of you assessing their terms.



# Private Marketplace

Curate the software that's available to your downstream users.

Private Marketplace is a feature that allows you to further curate the software that's available to your downstream users.

With over 8,000 products across 1,600 ISVs, that may be a thought is a bit scary for you as an organisation, and you'd like to increase the governance of what software could be consumed.

By switching to a Private Marketplace, you could pre approve some products for procurement that are relevant to your particular programs or aspirations.

This gives you the ability to have a workflow that allows users who require additional software from a database marketplace, to create a request which comes to you as procurement, for you to review and approve.

**"By switching to a Private Marketplace, you could pre- approve some products for procurement"**





# Actions & Feedback





# Our offer to you

We are extending an offer to you to gain access to an enterprise set of tools that will allow you to take advantage of the Fortinet cloud product range for an initial 30 days at no cost.

Not only that, our experienced architects and engineers are on-hand to support all your cloud project needs; from cloud strategy, systems design and DevOps integration, to vulnerability management and systems hardening, and everything in-between.

**CLAIM YOUR OFFER HERE**



All we need is your contact details and your AWS Marketplace ID. We will then send these tools to you via a Private Offer.

We'll also be sending a unique gift to you, as a thank you for being the first 10 clients to deploy.

\*FortiGate, FortiWeb, FortiAnalyzer, FortiManager, FortiSandbox

**FORTINET**

**\*ELA Lab Access**

**CYNERGY**  
CYBER SECURITY SERVICES

**Architecture Advice**





## Securing Innovation and Agility

Irvin Shillingford – Blue Cube Security  
Oli Moss – Fortinet Public Cloud  
Phil Soane – Amazon Web Services Marketplace



# Watch the Webinar



With expert Insight and analysis from:



Irvin Shillingford  
Blue Cube Security



Oli Moss  
Fortinet



Phil Soane  
AWS Marketplace





# Contact Information



**0345 094 3070**



**Enquiries@BlueCubeSecurity.com**



**BlueCubeSecurity.com**



**Blue-Cube-Security-Ltd**



**@BlueCubeSecure**