

## IAG Call Guide

### 1. Summary Pitch

Sangfor Internet Access Gateway (IAG) uniquely combines enterprise secure internet access with the best practice of SWG industry leading of visibility, identity, control and analytics to more efficiently connect and protect today's modern organizations.

As listed in Gartner's Magic Quadrant, Sangfor IAG empower any organization to monitor applications with strong user behavior analytics, granular bandwidth control and augmented audit capabilities.

### 2. Ideal Prospects

- Users: 50 to 200,000 per site
- Centralized user and network management
- Requires application control, bandwidth management, user identity context, log audits, security connectivity

### 3. Segments

- Enterprise, government, manufacturing, education, BSFI, media communication and retail

### 4. Differentiator

- Best application identification in its class
- Strong visibility in user internet activities
- Comprehensive bandwidth management

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#### **Sangfor Technologies**

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## 5. Positioning - VICA

- Visibility – Uncover encrypted traffic (SSL Decryption and traffic control)
- Identity – User Identification (User management)
- Control – Monitor and blocking (Access control)
- Analytics – Granular logging and reporting (Compliance and regulation)

## 6. Business Value

- Boost business productivity

Sangfor IAG is unmatched in connecting and protecting user.

- Lower TCO

Sangfor IAG unique multi-platform cut operating costs, provide better return on investment (ROI) and require less training.

- Reduces risk

Sangfor IAG has superior technology for stopping proxy avoidance, blocking unproductive applications and minimizing attack surface while maintaining high network uptime and performance.

## 7. Questions to ask

1. What are you doing for visibility and segmentation of unmanaged devices/users?

Sangfor IAG provides unparalleled visibility on who is the user, what are the associated devices to the users and how is user internet access experience in your environment.

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2. How do you ensure your users are comply acceptable use policy (AUP) within your organization?

Sangfor IAG have broad feature-set to ensure users are comply with acceptable user policy (AUP)

3. How do you monitor and prevent sensitive data from being exposed?

Sangfor IAG reduce attack surface through content audit and SSL decryption policy in your organization.

4. What is your strategy to ensure connected devices are comply to your organization policy?

Sangfor IAG will inspect and ensure any user with associated onboarding devices comply with your organization predefined compliance check.

5. How do you know what exactly applications are running and ways to manage it?

Sangfor IAG will uncover any applications with pre-requisite of internet access policy, bandwidth management and etc to secure internet access in your environment.

6. What is your security protection strategy to ensure your users are threat free while being productive?

Sangfor IAG design to inspect content to identify malicious payloads and filter web content to mitigate risks and prevent data loss.

## 8. Third Party Analysts

- Gartner Magic Quadrant for Secure Web Gateway for 10 consecutive years
- Forrester's Now Tech – Cloud Security Gateways Q1 2021

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## 7. Objection Handling

1. NGFW can do everything what IAG has to offer

Always put forward IAG positioning and use case scenarios. IAG is commonly used together with NGFW as each strength complement each other.

<https://www.sangfor.com/source/blog-network-security/1745.html>

2. What about content caching?

IAG can basic http/ftp caching upon customization and it will be case by case basis.

3. What about secure remote users (WFH)?

IAG can be used together with NGAF SSL VPN to cater this need. Otherwise, we can recommend them to use Sangfor Access (SASE) if customer prefer SaaS model.

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