

**ZYXEL**  
NETWORKS



# Zyxel Security Licenses for Managed Service Providers

White paper

# New Security Challenges for Managed Service Providers

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## Security Gets More Complex for Businesses

We are now living in a post-pandemic era where the shift to a remote or hybrid workforce has exposed the holes in the conventional standalone security infrastructure, and businesses, especially small to medium sized businesses (SMBs), cannot afford to leave their security to chance because the changing working model exposes even more network risks to potential malicious intruders. SMBs, inherently struggle with the scarcity of expertise, resources, and IT budget needed to protect against today's sophisticated cyberattacks and has been a prime target for cybercriminals when we are all now experiencing the new generation of cyberattacks large-scale, multi-vector, mega attacks targeting all businesses.

In other words, network security is becoming more complex and skilled IT professionals are scarce and expensive to hire. This forces many businesses, especially SMBs, to look for a managed service providers (MSPs) to attain professional security services.

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## Challenges for Managed Service Providers

This is where MSPs' new opportunities are emerging so that they can join in and thrive. The key is to provide scalable and robust security service with cost efficiency and future-proof technologies to customers so that MSPs can help manage customers' network and help their customers to grow. Therefore, MSPs can thrive.

Under the complex cyber landscape, one of the key sectors we will see continuously growing is the need for MSPs who can offer holistic security solution that enables customers to protect themselves against cyber threats with efficiency and effectiveness. Criteria are not just strong security fabrics like basic incident detection and response management, but also to offer full visibility, advanced manageability and great values for money. Practically, we need to look at some tough challenges that MSPs faces.

### **Lack of Visibility**

As attacks continue to evolve in complexity and grow in numbers, unified visibility is a must-have across multiple vectors that a cyber threat actor could use to attack a network. What's needed is a single dashboard, or, in other words, unified visibility, that enables a lean security team to maximize their effectiveness.

### **Management with Cost Efficiency**

In fact, MSPs need to have customers' whole network structure in sight not just for visibility but also to allow easy operation at low cost by conquering these challenges:

- Heavy investment into infrastructure
- Monitoring and management platform
- Engineering resource
- Onsite resource
- Out of hours support for firmware upgrades and troubleshooting
- Device and user management
- Complicated license renewal

### **Lack of Threat Analytics and Smart Reporting**

A common challenge we see for MSPs is an overwhelming volume of security data generated by an array of stand-alone point security solutions, when in today's volatile threat landscape, customers need holistic reporting on their network security conditions ideally real-time to be able to counteract security threats quickly. However, it can be challenging to aggregate a big amount of data across a fragmented deployments or through complicated architecture to deliver security insights and timely reports. Even more, with the level of cyber threats that keep mounting; customers may expect data-driven advices from security service providers, which is difficult to deliver if MSPs come without adequate security solutions.

# Zyxel Security Solution for MSPs

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## Security Empowered by AI Engine

Zyxel offers a wide array of edge-cutting security services in cooperation with best-in-breed tier-one partners to forge a security solution that enables MSPs to deliver security services to their customers in all sizes effortlessly and cost-efficiently.

Especially empowered by self-evolving AI cloud technologies, Zyxel security offering unleashes best-in-breed multi-layered protection to blanket customers' corporate premises with seamless safety against all cyber threats, including the most threatening zero-day attacks.

### Smart AI Sandboxing

Sandboxing exerts a rapid response by leveraging Zyxel AI cloud intelligence to new unknown threats, those that have not been identified by any security intelligence before, then contains them in a virtual environment to identify them to be malicious or not after they execute. Zyxel cloud AI meanwhile accumulates those verdicts as valuable new threat intelligence in Zyxel security database and synchronizes with all gateway points to strengthen customers' network protection.

### Application Control

Zyxel application patrol not only extends seamless protection over applications, but it also features granular control for MSPs to optimize application traffic and block undesirable application usages for their customers.

### Comprehensive Web Security

A powerful combination of both reputation and category-based filtering for MSPs to deliver high-assurance defenses on the web front. Its smart dynamic content categorization analyzes the content of a previously unknown website and domain and determines if it belongs to an undesirable category including gambling, pornography, games, and many others. Now also strengthened by newly added DNS Content Filter to offer an all-inclusive inspection approach to detect every malicious web access.

### Reputation Filter

Reputation Filter, consist of IP Reputation, DNS Threat Filter, and URL Threat Filter, matches up IP/domain/URL addresses with the always-up-to-date cloud reputation database and determines if an address is reputable or not. It automatically blocks access from compromised sources, providing reliable protection against ever-evolving web attacks.

### Auto VPN

Zyxel's VPN concentrator can serve thousands of users at the same time and what's great for MSPs is that they can leverage Nebula cloud for MSPs to establish multiple encrypted VPN tunnels simultaneously and create a secure connection between different VPN devices. With Auto VPN, MSPs can empower each user to get an encrypted VPN tunnel, allowing them to securely connect to the protected business network from anywhere in the world.

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## Easy Management with Cost Efficiency

### Unified Visibility

Another great feature about Zyxel security solution is Nebula Cloud. Nebula connects to every security gateway point and provides unified visibility with an informative security dashboard for MSPs to understand customers' network at any time. Nebula also comes with a handy mobile app that can be used while you're on the go. This enables MSPs to respond quickly in an event of security breach on the customer's side. After all, how can MSPs protect customers from what they cannot see?

### Remote Manageability with Cost Efficiency

What Nebula offers is more than just a gateway statistics and user information, it also works as a centralized provisioning console for MSPs to be able to push security policies or perform traffic shaping to multiple remote sites with just a few clicks.

- Multi-site management including Security profile Synchronization (SPS) for MSPs to push security profile to multiple sites/firewalls in one go
- Easy license renewals and management via Zyxel Circle platform
- No or little investment into infrastructure with Nebula
- Flexible approach to scale up networks
- Simplify MSP IT management
- Speed up deployment with easy onboarding
- Over the air updates
- Out of hours support made easy such as firmware scheduling
- Limited support needed on site - reducing engineer costs

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## Threat Analysis and Prevention

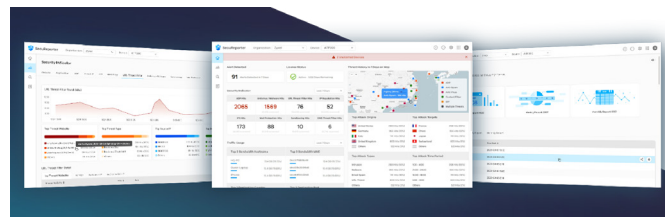
To level up security protection offered to customers, MSPs need to understand what is happening in their customers' networks. Are attacks increasing or of a different nature? Analytics can ultimately be the most essential part of the MSPs offering as knowing security forensics, interpreting data and trends can be the key to prevent further security breaches. The issue is that visibility does not mean prevention, and security information does not necessarily add up to intelligence, not without adequate analytical tools. This is how Zyxel SecuReporter can help.

### SecuReporter

- Provides a centralized view of network activities including comprehensive threat analysis and correlations between security events, allowing MSPs to easily understand their customer networks.



- Intuitive dashboard provides cloud based monitoring and alerts for your deployed devices with user analytics.



- Generate customizable security forensic reports based on MSP's needs. MSPs can put customers' company logo on the report. It's quick and easy for MSPs to leverage as part of their security offerings.

# Why MSPs cannot miss out on Zyxel security offerings

## Your Success Factor Solution

### Success Story

One example out of many to showcase the benefits from Zyxel security for managed security services lies in the hospitality business, where MSPs strive to provide security setup and analysis to hotel chain customers. In many cases, the hotel raised issues such as that they have guests complaining about slow internet speed. Thanks to the great application patrol features combined with comprehensive cloud features that Zyxel security offers, it was easy for MSPs to simply get onto to Nebula cloud portal remotely anytime, anywhere regardless of the geographical distances between MSP location and the hotel customer. Through Application Control, MSPs can instantly find out whether specific application usages like streaming or gaming are causing network traffic issues. The sophisticated by-user and by-application details provided, and the granular control features, made it easier than ever for MSPs to block or make appropriate restrictions on the application usage, delivering an effective solution for hotels.

### Zyxel Security with Nebula Cloud - MSPs Opportunities

MSPs can seize great opportunities by leveraging Zyxel security services with Nebula cloud conveniences to stand in a stronger proposition to their customers. MSPs can choose their licensing option to form optimal security offering. Zyxel's flexible scheme allows our security services to be tailored to meet every MSP's business needs.

## Zyxel Circle Platform for MSPs

### Zyxel Circle for Partners

Circle is Zyxel's partner portal made for MSPs to offer simplified licensing and subscription services, as a unified platform for MSPs' online security license management and renewal with just a few clicks. Circle enables MSPs to renew licenses for multiple customer sites and goes the extra mile to help MSPs renew licenses for co-termination for easy invoicing, ultimately empowering MSPs to streamline license management to save time and operation costs. Above all, Circle is just a simpler way for our MSP partners to manage and grow their business. Vist [Circle Platform](#).



### Circle Solution Brief

Interested in what Circle can do for MSPs? [Download the solution brief](#) for a preview:



### Corporate Headquarters

**Zyxel Networks Corp.**  
Tel: +886-3-578-3942  
Fax: +886-3-578-2439  
Email: sales@zyxel.com.tw  
www.zyxel.com

#### Europe

**Zyxel Belarus**  
Tel: +375 25 604 3739  
Email: info@zyxel.by  
www.zyxel.by

**Zyxel BeNeLux**  
Tel: +31 23 555 3689  
Fax: +31 23 557 8492  
Email: sales@zyxel.nl  
www.zyxel.nl  
www.zyxel.be

**Zyxel Bulgaria  
(Bulgaria, Macedonia,  
Albania, Kosovo)**  
Tel: +3592 4443343  
Email: info@cz.zyxel.com  
www.zyxel.bg

**Zyxel Czech Republic**  
Tel: +420 241 091 350  
Hotline: +420 241 774 665  
Fax: +420 241 091 359  
Email: sales@cz.zyxel.com  
www.zyxel.cz

**Zyxel Denmark A/S**  
Tel: +45 39 55 07 00  
Fax: +45 39 55 07 07  
Email: sales@zyxel.dk  
www.zyxel.dk

**Zyxel Finland**  
Tel: +358 9 4780 8400  
Email: myynti@zyxel.fi  
www.zyxel.fi

**Zyxel France**  
Tel: +33 (0)4 72 52 97 97  
Fax: +33 (0)4 72 52 19 20  
Email: info@zyxel.fr  
www.zyxel.fr

**Zyxel Germany GmbH**  
Tel: +49 (0) 2405-6909 0  
Fax: +49 (0) 2405-6909 99  
Email: sales@zyxel.de  
www.zyxel.de

**Zyxel Hungary & SEE**  
Tel: +36 1 848 0690  
Email: info@zyxel.hu  
www.zyxel.hu

**Zyxel Iberia**  
Tel: +34 911 792 100  
Email: ventas@zyxel.es  
www.zyxel.es

**Zyxel Italy**  
Tel: +39 011 230 8000  
Email: info@zyxel.it  
www.zyxel.it

**Zyxel Norway**  
Tel: +47 22 80 61 80  
Fax: +47 22 80 61 81  
Email: salg@zyxel.no  
www.zyxel.no

**Zyxel Poland**  
Tel: +48 223 338 250  
Hotline: +48 226 521 626  
Fax: +48 223 338 251  
Email: info@pl.zyxel.com  
www.zyxel.pl

**Zyxel Romania**  
Tel: +40 31 0809 888  
Fax: +40 31 0809 890  
Email: info@cz.zyxel.com  
www.zyxel.ro

**Zyxel Russia**  
Tel: +7 499 705 6106  
Email: info@zyxel.ru  
www.zyxel.ru

**Zyxel Slovakia**  
Tel: +421 220 861 847  
Hotline: +421 220 861 848  
Fax: +421 243 193 990  
Email: info@cz.zyxel.com  
http://www.zyxel.sk

**Zyxel Sweden A/S**  
Tel: +46 8 55 77 60 60  
Fax: +46 8 55 77 60 61  
Email: sales@zyxel.se  
www.zyxel.se

**Zyxel Switzerland**  
Tel: +41 (0)44 806 51 00  
Fax: +41 (0)44 806 52 00  
Email: info@zyxel.ch  
www.zyxel.ch

**Zyxel Turkey A.S.**  
Tel: +90 212 314 18 00  
Fax: +90 212 220 25 26  
Email: bilgi@zyxel.com.tr  
www.zyxel.com.tr

**Zyxel UK Ltd.**  
Tel: +44 (0) 118 9121 700  
Fax: +44 (0) 118 9797 277  
Email: sales@zyxel.co.uk  
www.zyxel.co.uk

**Zyxel Ukraine**  
Tel: +380 89 323 9959  
Email: info@zyxel.eu  
www.zyxel.ua

#### Asia

**Zyxel China (Shanghai)  
China Headquarters**  
Tel: +86-021-61199055  
Fax: +86-021-52069033  
Email: sales@zyxel.cn  
www.zyxel.cn

**Zyxel China (Beijing)**  
Tel: +86-010-62602249  
Email: sales@zyxel.cn  
www.zyxel.cn

**Zyxel China (Tianjin)**  
Tel: +86-022-87890440  
Fax: +86-022-87892304  
Email: sales@zyxel.cn  
www.zyxel.cn

**Zyxel India**  
Tel: +91-11-4760-8800  
Fax: +91-11-4052-3393  
Email: info@zyxel.in  
www.zyxel.in

**Zyxel Kazakhstan**  
Tel: +7 727 350 5683  
Email: info@zyxel.kz  
www.zyxel.kz

**Zyxel Korea Corp.**  
Tel: +82-2-890-5535  
Fax: +82-2-890-5537  
Email: sales@zyxel.kr  
www.zyxel.kr

**Zyxel Malaysia**  
Tel: +603 2282 1111  
Fax: +603 2287 2611  
Email: sales@zyxel.com.my  
www.zyxel.com.my

**Zyxel Middle East FZE**  
Tel: +971 4 372 4483  
Cell: +971 562146416  
Email: sales@zyxel-me.com  
www.zyxel-me.com

**Zyxel Philippine**  
Email: sales@zyxel.com.ph  
www.zyxel.com.ph

**Zyxel Singapore**  
Tel: +65 6339 3218  
Hotline: +65 6339 1663  
Fax: +65 6339 3318  
Email: apac.sales@zyxel.com.tw

**Zyxel Taiwan (Taipei)**  
Tel: +886-2-2739-9889  
Fax: +886-2-2735-3220  
Email: sales\_tw@zyxel.com.tw  
www.zyxel.com.tw

**Zyxel Thailand**  
Tel: +66-(0)-2831-5315  
Fax: +66-(0)-2831-5395  
Email: info@zyxel.co.th  
www.zyxel.co.th

**Zyxel Vietnam**  
Tel: (+848) 35202910  
Fax: (+848) 35202800  
Email: sales\_vn@zyxel.com.tw  
www.zyxel.com/vn/vi/

#### The Americas

**Zyxel USA  
North America Headquarters**  
Tel: +1-714-632-0882  
Fax: +1-714-632-0858  
Email: sales@zyxel.com  
us.zyxel.com

**Zyxel Brazil**  
Tel: +55 (11) 3373-7470  
Fax: +55 (11) 3373-7510  
Email: comercial@zyxel.com.br  
www.zyxel.com/br/pt/

For more product information, visit us on the web at [www.zyxel.com](http://www.zyxel.com)

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