Barracuda Networks **Sales Guide**
Barracuda Spam & Virus Firewall

Value Proposition

The Barracuda Spam & Virus Firewall is a comprehensive email security solution that blocks malware attacks while providing the extra features needed to ensure business continuity – at one affordable price.

- Best-of-breed spam and virus protection
- Cloud layer for email spooling and pre-filtering
- Free encryption and large file transfer
- Outbound filtering for data leak prevention (DLP) and protecting email reputation
- No per-user fees

Initial Questions

- Do you have your own email server or who hosts your email?
- Do you have a virtual environment?
- How are you handling email spooling and encryption?
- How many users do you have?
- Do you want users to manage their own quarantines?

Customer Benefits

- Complete email security suite
- Easy to use and manage
- Long product life span: ongoing real-time updates and instant replacement
- Outbound deployment *including encryption* is included free
- Scalable to fit any size company
- Flexible deployment options: single hardware, clustered hardware, hybrid, or virtual
- Can create different policies for inbound and outbound email
- Large file transfer (powered by Copy.com) offered as a free service

Market Drivers

Security
Prevent virus and other malware infections, phishing attacks, policy violations, and leakage of confidential data.

Operational Costs
Reduce load on email infrastructure by insulating it with an appliance and integrated cloud protection layer.

Productivity
Eliminate the distraction of spam and the cost of inferior antispam and antivirus products blocking good email.

Feature Details

Anti-phishing	Intent analysis, fingerprint analysis, rules scoring
Antispam	Most accurate detection methods for filtering spam and giving the fewest false positives
Anti-spoofing	Sender authentication, DKIM, SPF
Anti-spyware	Shares spyware threat database with Barracuda Web Filter and in virus scanning layers
Antivirus	Provides completeness through Barracuda Real-time Protection, open-source layers, integrated Exchange A/V. Utilize the world's largest open repository of well-known threats and analysis. Barracuda Central ensures protection against new ones.
Cloud Protection Layer	Cloud pre-filtering integrated with on-premises Barracuda Spam & Virus Firewall
Denial of Service (DoS) Protection	Network DoS protection through hardened kernel and flood-based DoS protection through rate control
Directory Harvest Attack Protection	Accomplished with recipient verification
Email Spooling	The integrated cloud layer provides email spooling for up to 96 hours.
Email Quarantine	Gives users quarantine mailboxes where they can direct questionable email for review. Users receive a daily summary and can whitelist, deliver, or delete quarantined email.
Encryption	Provides encryption through a secure cloud-based service, accessible either through policy on the appliance or through the Barracuda Outlook Add-in.
Energize Updates Subscription	IP reputation database, virus signature database, spam fingerprint database, intent analysis (URL) database, image spam rules, spam scoring rules
Internal Email Antivirus	Microsoft Exchange Antivirus Agent is provided
Large File Transfer	Gives users the ability to attach files of any size (through the Barracuda Outlook Add-in) to an email while still leveraging the Barracuda Spam & Virus Firewall to maintain email policy.
Outbound Email Protection	Administrators can create policies for specific email encryption and DLP. Users can also encrypt their own emails.
POP/IMAP	Remote POP/IMAP retrieval allows email to be retrieved from POP or IMAP servers, filtered, and forwarded via SMTP to destination email server.
Secure Administration	Allowed IP range (access control list) and HTTPS web administration support
Single Sign-on	Supports LDAP, RADIUS, or POP authentication for access to user quarantines in BSF 400 and up
SNMP	Monitor queues, generate alerts, RAID status, and other hardware characteristics in BSF 400 and up

Competition

TYPE	COMPANY	BARRACUDA SPAM & VIRUS FIREWALL ADVANTAGE
Hardware - Enterprise	Cisco Proofpoint	• Easy to use and manage • No specialized training or additional resources needed to manage the product • Usually less expensive to purchase (Sometimes vendors will lower their prices to match Barracuda.) • Lower maintenance costs
Hardware - Antivirus Software	McAfee Symantec	• Excellent customer support and Energize Updates keeps product current • Hardware appliances are one of our core competencies. (Not provided just because it's expected.)
Hardware - Legacy	Fortinet MailFoundry	• Easy to use and manage • No specialized training or additional resources needed to manage the product • No single point of failure concerns
Hardware - Other	—	• This is Barracuda's core business • No per-user or per-feature fees • Protection for internal email also
Software - Antivirus	McAfee Sophos Symantec Trend Micro	• No per-user or per-feature fees • Only need to manage hardware appliance, not hardware and software
Software - Generic	—	• No per-user or per-feature fees • Scalable and no problem staying in compliance as organizations grow

Sales Tips

Virtual edition
• Vx provides the same functionality as the hardware appliance and is supported on popular hypervisors.
• In the long term, the appliance and Vx cost is similar.
• The customer will most likely already know whether they want the appliance or Vx.

Quarantine user interface node
• For customers heavily using end user quarantines, performance can be improved by adding an additional node dedicated to serving the quarantine web user interface.

Consider hardware differences
• Models 600 and higher have hot-swappable RAID arrays, and models 800 and higher have hot-swappable redundant power supplies.

Load balancing: Sell a clustered pair of Barracuda Load Balancers in front of large deployments.
• Hides IP addresses of individual nodes from spammers. Spammers often target all DNS MX record entries.
• Allows more efficient balancing. Can distribute traffic based on system load of queue sizes instead of MX weighting.
• Enables nodes to be taken down for maintenance transparently.

Customer Successes

ORGANIZATION	PROBLEM	SOLUTION
Sterling Mets L.P.	Spam took down the network before BSF.	Deployed BSF 400. Pleased with results. Have added Barracuda Web Filter.
Camden County Technical Schools	Needed to protect the network from malware and keep the email system from being overwhelmed with unwanted messages.	Implemented Spam & Virus Firewall, protecting the network from spam and viruses.
South Carolina Heart Center	Could not afford downtime; wasted time sorting through spam	Deployed BSF 300. Thrilled with dramatic increase in productivity due to spam and virus blocking and low price.

Online Demo

spam4.barracuda.com

ROLE	LOGIN	PASSWORD
Guest	guest	<leave empty>
Domain Admin	domainadmin@barracuda.com	demo
Help Desk	helpdesk@barracuda.com	demo
User	user@barracuda.com	demo

Model Comparison

MODEL COMPARISON	ACTIVE EMAIL USERS	DOMAINS	MESSAGE LOG STORAGE	QUARANTINE STORAGE	FORM FACTOR
100*	1-50	10	8 GB	—	1U Mini
200	51-500	50	10 GB	—	1U Mini
300*	300-1,000	250	12 GB	20 GB	1U Mini
400*	1,000-5,000	500	24 GB	60 GB	1U Mini
600*	3,000-10,000	5,000	72 GB	180 GB	1U Fullsize
800	8,000-22,000	5,000	120 GB	360 GB	2U Fullsize
900	15,000-30,000	5,000	240 GB	1 TB	2U Fullsize
1000	25,000-100,000	5,000	512 GB	2 TB	2U Fullsize

PARTIAL FEATURE DIFFERENCES: (SEE DATASHEET FOR COMPLETE LIST)

Barracuda Spam & Virus Firewall **300 and higher**
• Per-user settings and quarantine, LDAP recipient verification, delegated help desk role

Barracuda Spam & Virus Firewall **400 and higher**
• Clustering, RAID, per-domain settings

Barracuda Spam & Virus Firewall **600 and higher**
• Per-user score settings, hot-swappable RAID, delegated domain administration

Barracuda Spam & Virus Firewall **800 and higher**
• Hot-swappable redundant power supplies

*Also available in Vx (Virtual Edition)