

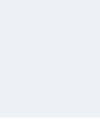


# How You Can Capitalize on Expanding Customer Security Needs with Fortinet

## What's Happening Now

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**FINANCIAL RISK RISING**  
 The average cost of a data breach in the U.S. is **\$10.22 million**.<sup>1</sup>  
 Average SMB loss because of security incidents is **\$1.6 million**.<sup>2</sup>
- 
**AI CHALLENGES INTENSIFYING**  
**1 in 6** breaches involve AI-enabled attacks.<sup>3</sup>  
**97%** of organizations have experienced an AI-related security incident while lacking proper AI access controls.<sup>4</sup>
- 
**ORGANIZATIONS PLAYING CATCH UP**  
 Breaches involving shadow data take **291 days** to identify and contain.<sup>5</sup>  
**68%** of SMBs say they feel less prepared than their peers.<sup>6</sup>

## Security Investment Is Increasing



Worldwide security spending is forecasted to reach **\$377 billion** by 2028.<sup>7</sup>

Many SMBs are increasing their security spending by **more than 10%** because of new threats.<sup>8</sup>

Enterprise cybersecurity spending was forecasted to grow **14%** in 2025—reaching **\$118.5 billion**.<sup>9</sup>

## Today's Critical Challenge Is Your Big Opportunity

- Customer attack surfaces are constantly expanding. Organizations lack visibility of their assets, their security posture and compliance status.
- Shadow AI is a growing risk leading to data exfiltration and GenAI misuse.
- Threats like malware, ransomware, 0-days are supercharged by AI

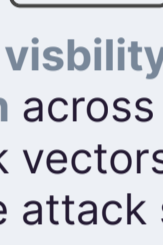
### THE SPRAWLING MODERN ATTACK SURFACE

- Email
- Files
- SaaS/cloud
- Web
- Applications
- IT network
- OT network
- IoT
- Data
- Gen AI

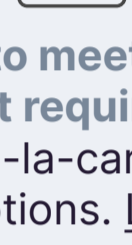
## Deliver 360° Protection with FortiGuard AI-Powered Security Services

Solve today's pressing customer problems with AI-enabled, proactive protection against a broad range of risks, powered by constantly updated intelligence from **FortiGuard Labs**. Choose from A-la-carte or one of your flexible, value added and scalable bundles tailored to meet your security needs.

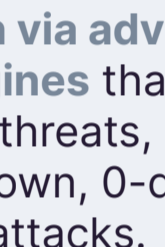
**Provide Always-On Real-time Security That Works for Your Customers**



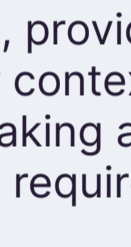
**Real-time visibility and protection** across today's critical risk vectors across your entire attack surface.




**Flexibility to meet needs and budget requirements**, with both a-la-carte and bundled options. [Learn more](#)



**Enhanced detection and protection via advanced AI/ML engines** that identify and block threats, including new, unknown, 0-day and AI-driven attacks.



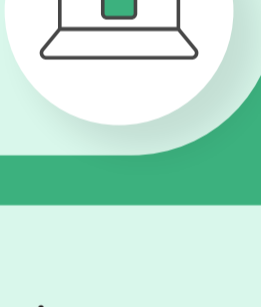
**Clear insights based on threat data**, providing full visibility for context-aware decision-making and compliance requirements.




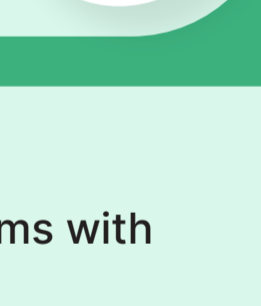
**Shadow AI & Data Security:** Enhanced data security to secure sensitive content and prevent data exfiltration.


## Power Today's Top-of-Mind Use Cases

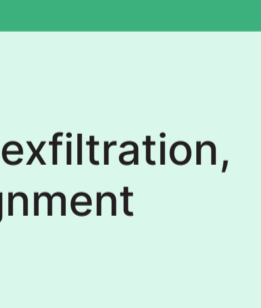
With **FortiGuard AI-Powered Security Services**, you can provide the essential capabilities customers are looking for, such as:


- 

**Secure web and content access**  
Block malicious websites, phishing attempts, and inappropriate content.
- 

**Generative AI visibility and control**  
Protect against ShadowAI with full visibility into generative AI usage, enforce policies, prevent data leaks, and control responses for secure adoption.
- 

**Network intrusion prevention**  
Proactively stop network attacks, exploits, and application vulnerabilities.
- 

**Critical infrastructure protection**  
Safeguard OT and industrial control systems with specialized intelligence and controls.
- 

**Policy and compliance enforcement**  
Implement comprehensive security policies across network and applications to ensure compliance.
- 

**Data protection**  
Prevent sensitive data from unauthorized exfiltration, monitor data movement, and facilitate alignment with data privacy regulations.

## Sell Smarter with the FortiGuard Enterprise Protection Bundle

Deliver comprehensive protection for the modern attack surface via the Enterprise Protection (ENT) bundle covering network, web, file, SaaS, data, in compliance, and AI-charged malware and zero-day threats all in one offer.



**Key Capabilities**

- Data loss prevention
- Attack surface monitoring and risk scoring
- AI-based inline malware prevention
- IoT detection and vulnerability correlation




**Why Customers Choose ENT**

- Defend against AI-driven threats
- Support compliance and growth
- Future-proof security with the lowest cost per service
- Protect against shadow AI

## Don't Wait to Pursue Your Cybersecurity Opportunity

**Why Your Business Wins with Fortinet**




**Simplify the security landscape** for customers of all sizes



**Create upsell and recurring revenue opportunities**



**Become a one-stop shop and trusted advisor** for security needs



**Help close the skills gap** with robust, AI-enabled capabilities

## Build Your Business with FortiGuard AI-Powered Security Services

[Explore the portfolio brief](#)    [View ordering guide](#)

1. IBM, Cost of a Data Breach 2025, July 2025.  
 2. TechAisle, 2025 SMB & Midmarket Security Adoption Trends, March 2025.  
 3. IBM, Cost of a Data Breach Report 2025, July 2025.  
 4. Ibid.  
 5. IBM, Hidden Risk of Shadow Data and Shadow AI Leads to Higher Breach Costs, 2024.  
 6. TechAisle, 2025 SMB & Midmarket Security Adoption Trends, March 2025.  
 7. IDC, Worldwide Security Spending Guide, March 2025.  
 8. TechAisle, 2025 SMB & Midmarket Security Adoption Trends, March 2025.  
 9. Gartner, Cybersecurity Market Dynamics and Growth Opportunities in 2025, February 2025.

