

The ZyXEL logo is displayed in white, bold, sans-serif font against a blue square background in the top left corner.

Big Security for Small Businesses

How ZyWALL USG 50/20/20W can help your business secured



**ZyWALL USG
50/20/20W**
Solution Guide

- Network trend
- Business issues in the high-bandwidth era
- What security problems should small businesses concern

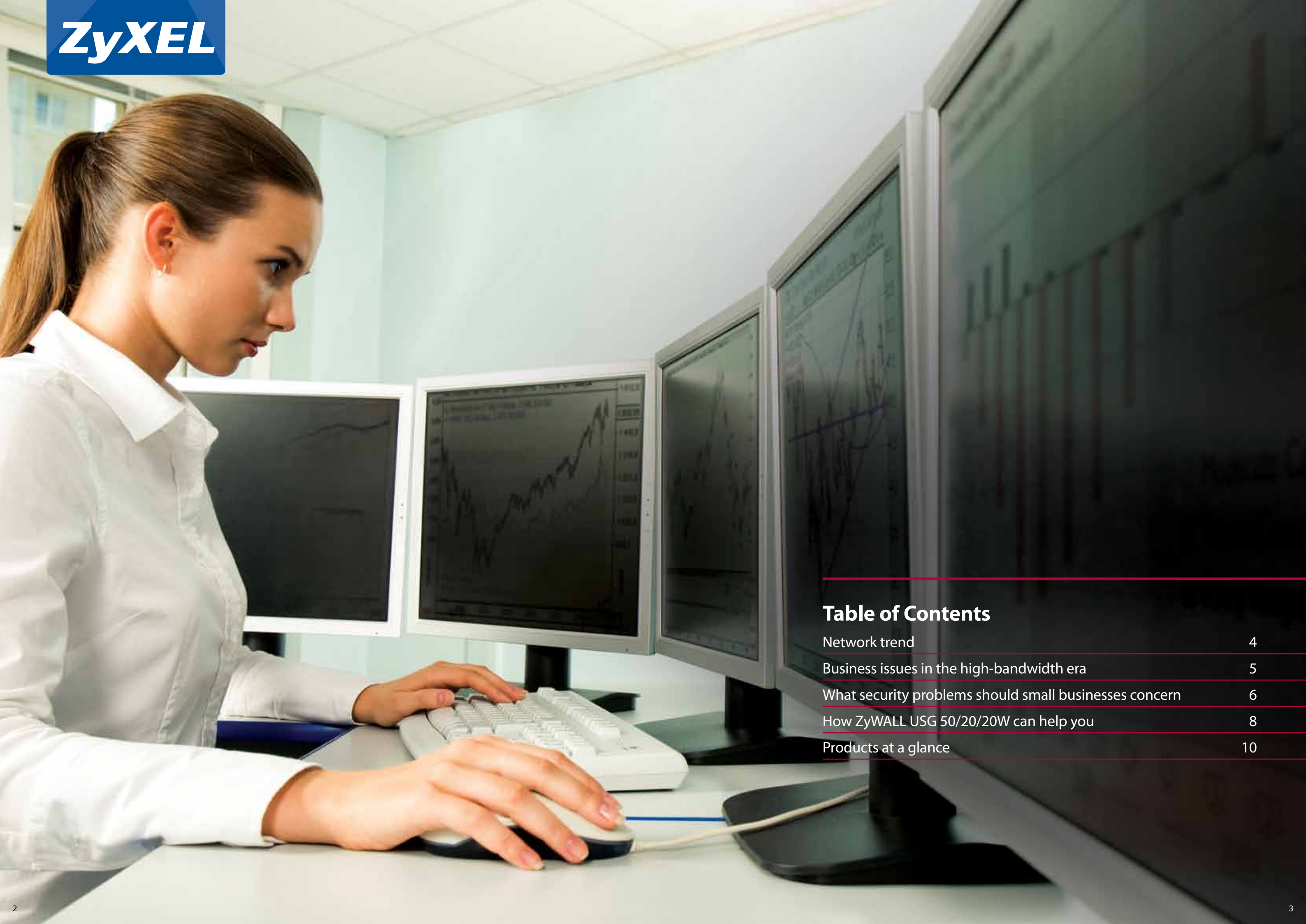


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With broadband usage quickly becoming a necessity in the business world facing network threats on the rise, small businesses without a dedicated IT team have to meet the great challenge of protecting their networks. In order to overcome this challenge, small businesses must understand what they should do to shield their network environments from network threat in the high-bandwidth era.

Network trend

Broadband services have become a necessity in the business world. With more and more applications such as IPTV, video on demand, social networking and Web 2.0 applications, people's attitudes towards broadband shifted from "something nice to have" to an essence of an informed and resourceful lifestyle. From figure 1 that uses Nielsen's Law to illustrate the continuous growth of network bandwidth, it shows that it's the stage that broadband services deliver at 100 Mb today.

According another survey, the Figure 2 that broadband penetration and traffic of wireline and mobile data networks in the US shows the phenomenon matching the Nielsen's Law — the demand for higher bandwidth is still growing.

Because of the demand, the FTTH technology has become the most popular next-generation broadband access solution adopted by leading service providers worldwide to satisfy individual customers over the upcoming years. With the 100 Mbps or 1000 Mbps bandwidth, applications such as video-

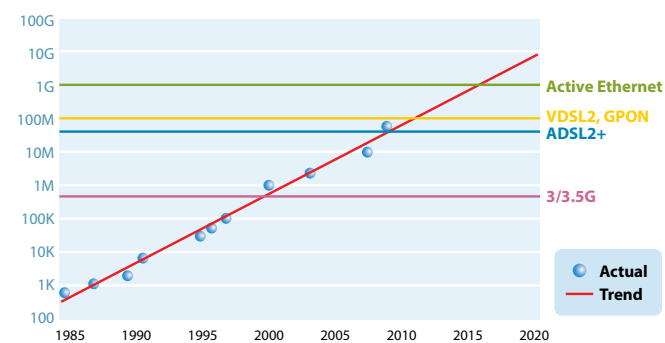


Figure 1: Applying Nielsen's Law to Broadband Usage Forecasts

on-demand, on-line meeting and Web 2.0 applications like Facebook and YouTube are propagating, and they're also adapting to help businesses on E-learning, communications and marketing activities to increase business productivity, efficiency, and even competitive advantage.

Broadband Penetration and Traffic for Wireline and Mobile (US)

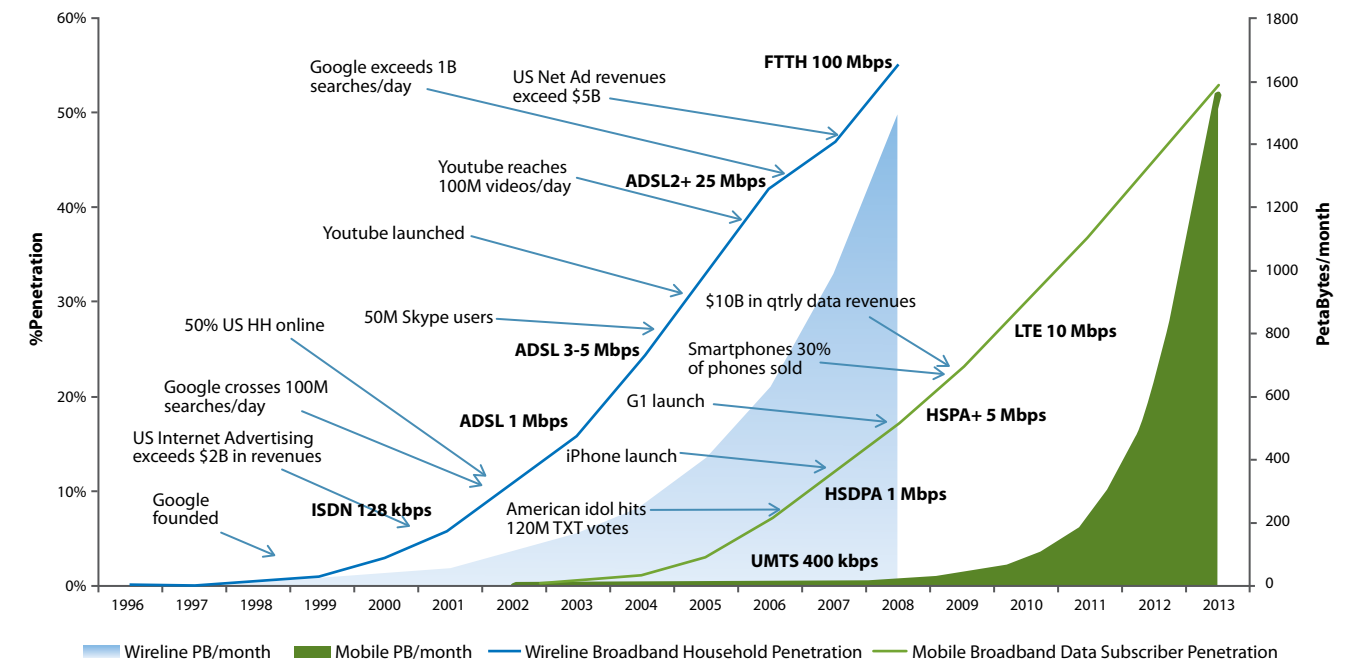


Figure 2: Broadband penetration and traffic for wireline and mobile data networks in the US (1996-2013)
Source: Chetan Sharma Consulting

Business issues in the high-bandwidth era

In the high-bandwidth era with a considerable number of applications, the risks faced by today's business owners are on the rise. There are many issues that would continue to influence small businesses:

■ Network security issues

Network security should be kept enhancing while the driving factors like Web 2.0 applications, expanding bandwidth and emerging threats such as viruses, worms, Trojan horses, spyware, malware, and phishing are evolving rapidly. Without appropriate network security policy or control, the threats could cause loss of data, and in turn result severe financial, ethical or legal issues.

■ Productivity issues

Businesses lose productivity when their employees waste time visiting non-business related Web content such as gaming, stock, video, etc. The productivity loss can be measured in hours employees spend visiting these Web sites, and therefore the associated cost.

■ Social media issues

Social media has become more popular in our life, but it's now also a source of network threat. Scareware is a type of scam

software designed to trick users into downloading useless and potentially dangerous software. According to recent researches, a massive scareware scam has been targeting Facebook users, in which a fake virus warning is distributed via e-mail and then forwarded or published to thousands of Facebook walls; as such the solution to eliminate scareware threats hidden in social media is becoming an important business issue.

■ Teleworker issues

With high-bandwidth services, many companies save cost by employing teleworkers with their own home offices; however, businesses are also experiencing stronger need to provide telecommuting services for these employees. Independent from their location, the employees always need access to company information and expect an easy and especially safe access to the necessary network resources. The question is: how do businesses ensure truly secure Internet access?

What security problems should small businesses concern?

■ High-performance, multi-layer threat protection from various network attacks

In reality, diverse, sophisticated network attacks pose serious threats to small businesses. Sensitive data like customer records, financial reports and other mission-critical resources exposed to the network environment may have high risk. However, even small businesses can't afford to compromise on network performance and protection issues affecting business productivity and efficiency. To address this, small businesses need robust security appliances with high performance and tightly integrated multi-threat protection to effectively deter various network attacks.

■ Critical 24 x 7 x 365 power consumption

To small businesses with limited budget, cost is always a priority issue. While non-stop 24x7x365 service is important, the amount of energy consumed by the networking devices is also a concern, and so is the associated cost. While deploying energy-efficient networking devices is a simple solution, small businesses must weigh energy savings against performance and productivity requirements, as well as to measure the trade-offs between energy savings and performance to achieve a win-win situation with desirable operational and environmental performance.

■ SMB flexibility and productivity — remote working and social media control

Remote working

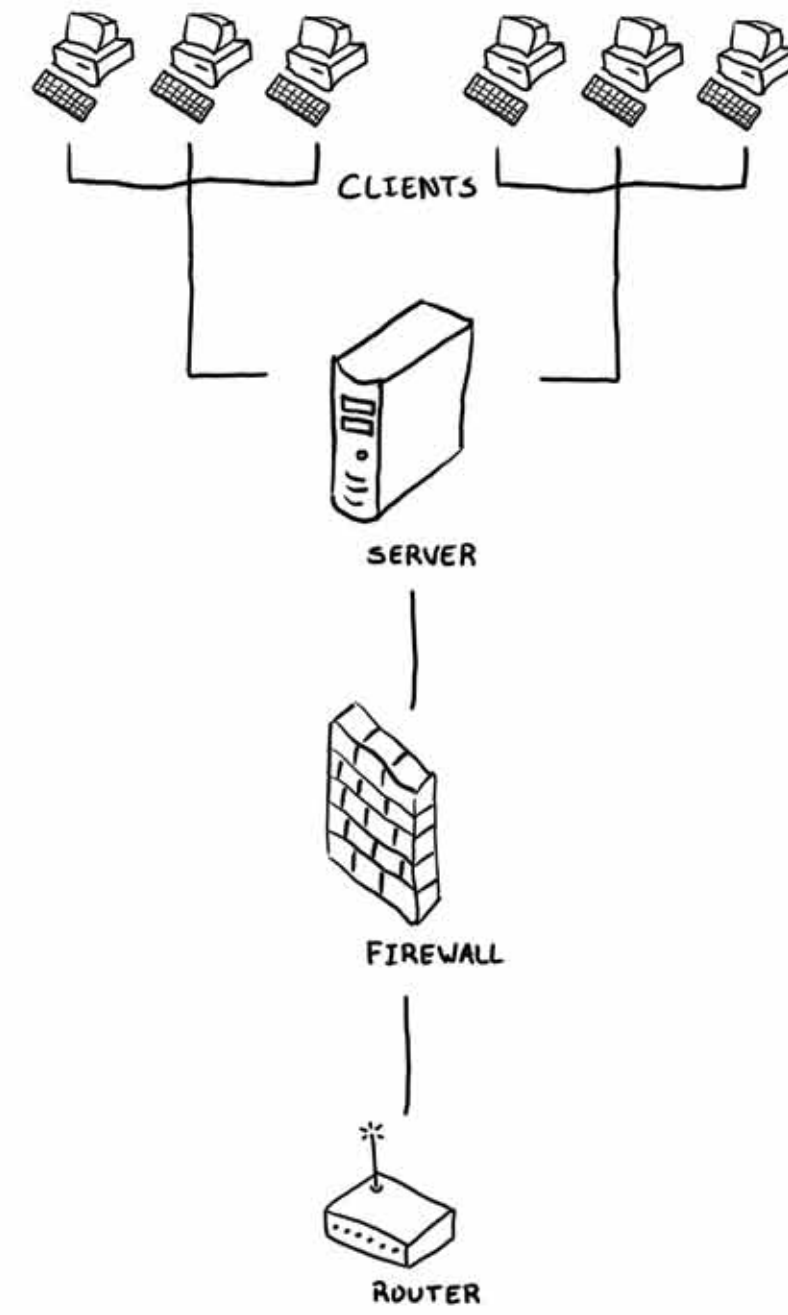
Today's businesses can gain competitive advantage by enhanced flexibility, productivity and cost efficiency. The needed flexibility and productivity can be obtained by using technology to enable current workers to achieve more without time and place limitation, and this also reduce employee sick leave and absence rates.

Social media control

According to recent surveys, 77% of Facebook members use the social networking site in the office and some even spend as many as two hours per day at work. Employees spending too much time on social networking sites may lose overall productivity. Social networking applications such as Facebook, Twitter and YouTube have not only become an Internet phenomenon for people to connect and share information quickly, but also a marketing tool for supporting customers and making them to become aware of new products or services. However, social networking applications will cost businesses productivity if there's no flexible but effective management present.

■ Dealing with continuous, evolving network attacks

Small businesses need to do more with less, especially for those without a dedicated IT team; for example, they need to optimize the limited resources and get the greatest protection. It would be best for them to get up-to-date protection to prevent damage caused by network attacks without involving complicated effort and additional cost.





How ZyWALL USG 50/20/20W can help you?

Today, no business can afford to suffer downtime or data loss. This is true for not only large companies but also for small businesses. The ZyWALL USG 50/20/20W, an attractive new entry-level unified security gateway, can satisfy small businesses security needs with enterprise-class features to protect against advanced network threats.

Greater Performance Protection — Real-time inspection to prevent network from treats without sacrificing performance

To maximize protection and to minimize IT resource involved, the ZyWALL USG 50/20/20W provides comprehensive defenses to protect against the emerging threats.

The ZyWALL USG 50/20/20W is built around a powerful Integrated High-Performance security processor and a proven Gigabit fiber architecture that provide real-time inspection to prevent the network from threats without sacrificing performance. The design not only secures company network, but also greatly enhances performance. Operational productivity and efficiency are improved when applications such as file loading, emailing and information searches are processed at higher speeds.

In addition, The ZyWALL USG 50/20/20W's unique clean-traffic feature also protects the networks against risks such as viruses, worms, Trojan Horses, spyware, phishing attacks and other emerging Internet threats. With the clean-traffic feature, enterprises users are assured to:

- (1) Have clean and secure network environments.
- (2) Enjoy business operation efficiency and high network performance

World's 1st Green Firewall — Up to 80% power consumption reduction with ZyXEL IntelliEnergy Green technology

The ZyWALL USG 50/20/20W is the first security products incorporating ZyXEL's green features in their design without compromising performance. By detecting temperature, link status and traffic with dynamic power consumption adjustment, the ZyWALL USG 50/20/20W helps business reduce up to 80% of total power consumption.

Power Saving by Traffic

ZyXEL's IntelliEnergy Green Technology can automatically detect the network traffic for dynamic adjustment of power consumption accordingly. Lower traffic requires less power.



Power Saving by Smart Fan

When your network is busy at work, your device temperature becomes high and consumes considerable amounts of power. ZyXEL's IntelliEnergy Green Technology can automatically detect device temperature and adjust fan speed to reduce power consumption.



Power Saving by Link Status

When computers or network equipments are shut down after work, your firewall remains on and continues to consume a considerable amount of power. ZyXEL's IntelliEnergy Green Technology can automatically detect the link status and reduces power usage of idling ports.



Keep business productivity and flexibility high

Remote working

The ZyWALL USG 50/20/20W has designed a comprehensive VPN solution for remote working that extends the office resources to employees' homes or alternative working locations. The ZyWALL USG 50/20/20W can provide secured access between remote locations and corporate resources through the Internet for organizations of any size; using IP-Sec VPN, companies can secure connections to offices and partners. Road warriors and telecommuters can use SSL or L2TP VPN to safely access the company network without having to install VPN software. The ZyWALL USG 50/20/20W provides a flexible and easy way to enable mobile employees, vendors and partners to confidently access the network resource for better efficiency.

Social media control

The ZyWALL USG 50/20/20W ensures that the Internet is not abused, which in turn prevents wasted bandwidth or human resource policy violations. The ZyWALL USG 50/20/20W provides a content filter with granular control over social networking applications and enables companies to better manage, secure and protect their Internet investments. It allows businesses to block certain Web sites by applying the comprehensive rules:

- (1) By application types:

The ZyWALL USG 50/20/20W can block Facebook applications (such as games), but allow access to Facebook itself.

- (2) By time periods and days:

The ZyWALL USG 50/20/20W can block or grant access by time and day, such as 8:00 to 12:00 and 13:00 to 18:00, Monday to Friday.

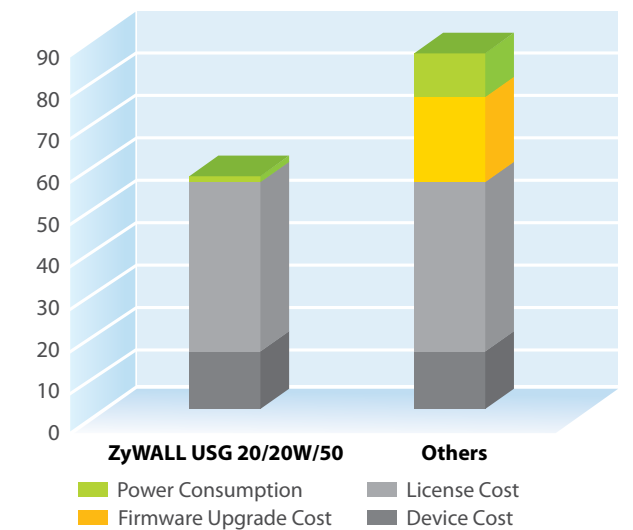
- (3) By users and IP range:

The ZyWALL USG 50/20/20W can block access by users and IP range, such as all employees except managers or 192.168.10.x.

Lifetime care — Up-to-date protection while saving your firmware upgrade cost before product's end of life

As network threats increase in number and sophistication, small businesses need to continuously update the protection level to prevent damage caused by attacks. ZyXEL's lifetime care protects your IT investment by ZyWALL USG 20/20W/50 warranty and support; with ZyXEL's free firmware upgrade, small businesses can get up-to-date protection without repeated expenses.

Note: ZyXEL Lifetime Care is available on ZyWALL USG 20/20W/50. Customers can download up-to-date firmware on ZyXEL's website without any additional cost before product end of life.



Regardless of the business size, the challenge faced by today's information security and IT professionals is to keep the company protected facing security threats while minimizing costs, increasing employee productivity and avoiding buying single point products, so the security environment can be controllable and manageable. With the new ZyWALL USG 50/20/20W, it is easy for small businesses to meet all these challenges and protect the network from today's threats. With more than 400,000 satisfied ZyWALL users worldwide to give a solid testimonial to this achievement, ZyWALL is the best choice for small- and medium-sized businesses.



Products at a Glance

ZyWALL USG 50

- Unified Security Gateway for SB (1~10 PC Users)
- All Gigabit Ethernet interface hardware design
- High-performance multi-layer threat protection
- Hybrid VPN (IPSec, SSL and L2TP) secures connection
- Multi WAN ports for multiple ISP links and load balancing



ZyWALL USG 20

- Unified Security Gateway for SB (1~5 PC Users)
- All Gigabit Ethernet interface hardware design
- High-performance multi-layer threat protection
- Hybrid VPN (IPSec, SSL and L2TP) secures connection
- 3G USB dongle as the backup WAN



ZyWALL USG 20W

- Unified Security Gateway for SB (1~5 PC Users)
- All Gigabit Ethernet interface hardware design
- High-performance multi-layer threat protection
- Hybrid VPN (IPSec, SSL and L2TP) secures connection
- 3G USB dongle as the backup WAN
- 802.11b/g/n wireless AP



Model Name	ZyWALL USG 50	ZyWALL USG 20	ZyWALL USG 20W
Hardware			
Physical Ports	4 x LAN/DMZ, 2 x WAN (All GbE)	4 x LAN/DMZ, 1 x WAN (All GbE)	4 x LAN/DMZ, 1 x WAN (All GbE)
USB Ports	2	1	1
802.11b/g/n	-	-	Yes
Performance			
Firewall Throughput	100 Mbps	100 Mbps	100 Mbps
At Subscriber Sites	50 Mbps	30 Mbps	30 Mbps
UTM Throughput (AV+IDP+Firewall)	15	-	-
Unlimited User Licences	Yes	Yes	Yes
Sessions	10,000	6,000	6,000
Max. Concurrent IPSec VPN Tunnels	5	2	2
Max. Concurrent SSL VPN Users	5	1	1



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