Web Application Firewall (WAF) How to Sell One Pager

Alibaba Cloud

Solution to Major Security Pain Points of Web Applications

WAF identifies, scrubs, and filters out malicious web traffic, and then forwards normal traffic to the origin servers. Alibaba Cloud WAF Provides Web Intrusion Prevention, Traffic Control and Bot Management, Data Security Protection, Security O&M features.

Target Customers:

- Companies have web applications are recommended to use WAF as any web application could be attacked, which will lead to data leakage, business unavailability, website tampering, backdoor implantation, etc.
- Business with high security and compliance requirements, e.g., online payment, transaction, intermediary service

Supply Regions: all regions in mainland China and China (Hong Kong), Singapore (Singapore), Malaysia (Kuala Lumpur), US (Silicon Valley), Australia (Sydney), Germany (Frankfurt), India (Mumbai), Indonesia (Jakarta), UAE (Dubai), and Japan (Tokyo). (it will **intelligently route to nearest region** to provide service when your application is deployed in regions that WAF had not deployed)

WAF Product Advantages

0 Day

Automatically detects and defends against the latest web vulnerabilities within hours. No need to manually patch the vulnerabilities.

Fully Managed Rules

Constantly updated Alibaba Cloud-developed rules, AI-based deep learning, proactive protection rules and dedicated network-wide threat intelligence.

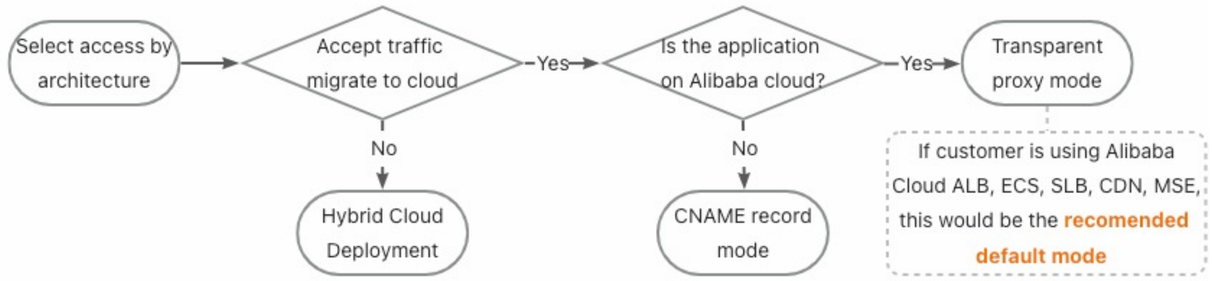
Multi-scenario Deployment

Supports public clouds (including 3rd-party clouds), hybrid clouds, and data centers with CNAME records and transparent proxy mode. For customers need more than one form protections, one instance can be accessed in all methods.

Scenario-specific

Provides guidelines for scenario-specific configurations and SDK for APP protection. Get start quickly and no need of frequent policy adjustment.

Access Methods Selection Recommendation



Sales Options and Pricing

	Basic Edition	Pro Edition	Enterprise Edition	Ultimate Edition	Hybrid Cloud WAF	Pay-as-you-go	CDN-WAF	ALB-WAF
Billing Methods		Subscription				Pay-as-you-go		
Customer Profile/Scenarios	· Small-sized and personal websites · Business Traffic ≤10QPS · Basic Protection Requirements	· Small Enterprise · Business Traffic ≤2000QPS · Basic Protection Requirements · No security team	· Medium and large enterprises · Business Traffic>2000QPS · Custom Protection Requirements · Safety team with less than 5 people	· Large Enterprises · Business Traffic>5000QPS · Deep Protection Requirements · Safety team with more than 5 people or requires security services	· Traffic could not route through Alibaba Cloud · Multi-cloud/on-premise deployment · Multi-node unified control · Intranet defense	· Small-sized and personal websites · Low traffcii flow · Personalized purchase demand	· CDN users · CDN L1 protection	· ALB users · Instance level proxy protection
Price	From $196/Month	From $1076/Month	From $2260/Month	From $6260/Month	Customized Quotation	Pay-as-you-go	Pay-as-you-go	Pay-as-you-go

*Some functions are sold in the form of add-ons, such as Bot management, log service, API security, etc. Learn More >

WAF Competition Comparison

Features	Alibaba Cloud	AWS	CloudFlare	GCP
Access Modes	Transparent proxy, CNAME records, on-promise	Transparent proxy	Transparent proxy	Transparent proxy
Web Attack Protection	Comprehensive and automated protection capabilities around web application	By default, only SQL injection and XSS detection are supported	Mainly OWASP Top 10 and common CMS	Mainly OWASP Top 10
Anti-Bot	Intelligent and wide-range anti-bot; provide SDK for App protection	Basic protection based on frequency limit and fingerprint identification	Basic protection based on custom speed limit and predefined BOT recognition	Basic Protection relying on man-machine recognition, easy to be bypassed
CC Attack Protection	Base on default protection policies at different levels, custom protection policies, throttling policies, CAPTCHA verification, and blocking policies.	Rely on manual polices	Mainly relies on IP speed limit	Rely on manual polices
Pricing/Purchasing Model	Subscription (from $196/mo.), Pay-as-you-go, Managed Services (from $6,000/mo.)	PAYG only (should let customer consider 3rd parry rules, manual O&M costs)	Provide WAF function for plans over $20/mo. (low cost with limited capablities)	GCP Cloud Armor Standard PAYG, MANAGED PROTECTION PLUS from $3000/mo. by subscription

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[WAF Official Website]