

# WatchGuard Endpoint Security Prime

Prevent, Detect, and Respond to Advanced Threats

## Making Advanced Endpoint Defense Accessible to Every Organization

For too long, comprehensive endpoint defense has been locked behind higher tiers and inflated prices. WatchGuard Endpoint Security Prime is bringing an end to this, offering enterprise-grade AI-powered detection and response within the reach of every customer.

## Be one of the first to try our new essential EDR solution!

Now, through this exclusive Early Access Program, select North American partners can get WatchGuard Endpoint Security Prime before the official global launch.

## Better Security. Better Price.

WatchGuard knows firsthand that securing endpoints in today's digital market is increasingly complex. As cybercriminals evolve and exploit new tactics, anything less than an Endpoint Detection and Response (EDR) solution will fall short. But many organizations can't afford more than a basic next-generation antivirus (NGAV) or EPP, which don't protect against modern threats, and lack the resources to manage costly, complex enterprise-grade tools.

WatchGuard believes every organization deserves efficient, effective endpoint security without unnecessary cost or complexity. That's why we're introducing WatchGuard Endpoint Security Prime, an EDR solution purpose-built for SMEs and MSPs. It combines AI-powered detection and response with prevention, automated remediation, and device hardening, all delivered at an affordable price. It cuts through the noise with behavior analysis and signal correlation, automatically blocking threats before they can overwhelm staff or slip through defenses.

With full AI-powered EDR functionalities - including malware detection, anti-exploit protection, threat hunting, and attack surface reduction - Endpoint Security Prime gives partners a high-margin solution and customers the strong, practical security foundation modern businesses need.

Endpoint Security Prime integrates next-gen AV with innovative, adaptive protection and EDR technologies in a single solution, allowing organizations of all sizes to deal with advanced cyber threats:

### Built-In Prevention Technologies

- Personal or managed firewall (IDS)
- Device control
- Collective Intelligence
- Permanent multi-vector anti-malware & on-demand scan
- URL filtering, web browsing, and anti-phishing
- AI-powered detections
- Recover encrypted files with shadow copies
- Vulnerability assessment

### Detection and Response Capabilities

- Continuous endpoint monitoring with EDR
- Anti-exploit protection
- Network attack protection: prevent attacks exploiting vulnerabilities in Internet-exposed services
- Integrated threat hunting
- Deterministic IoAs mapped to the MITRE ATT&CK Framework
- Detection and prevention of RDP attacks
- Containment and remediation capabilities, such as computer isolation, scan, and restart

## Strategic Benefits

### > No Devices Left Behind

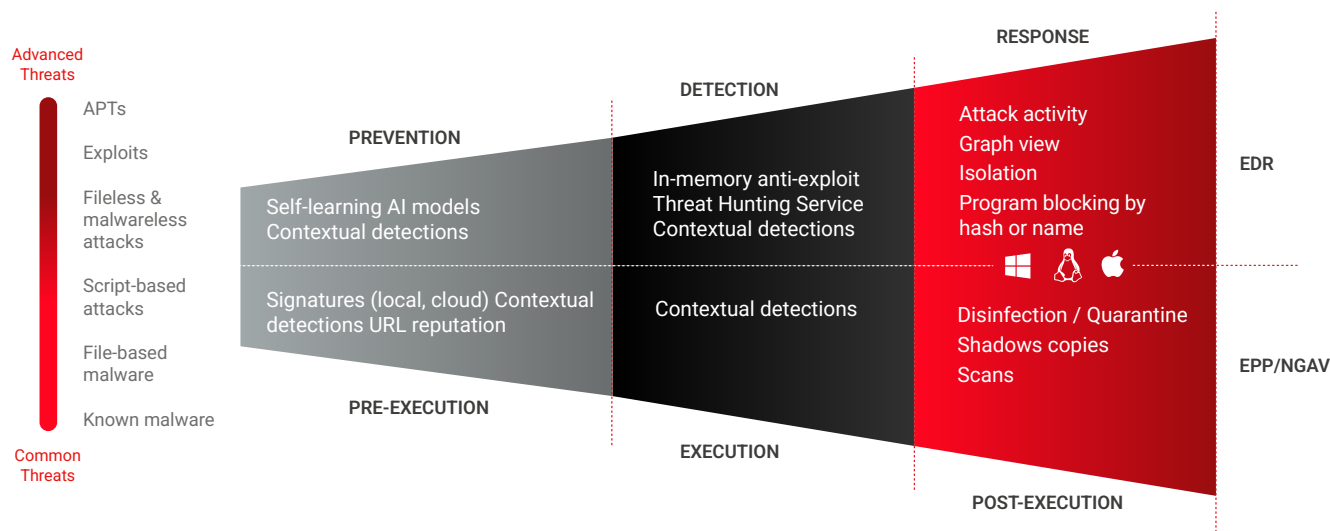
Breaches often happen when cybercriminals slip in through a backdoor or device that was not properly secured. This is why it's critical to discover and identify devices on the network that lack security agents or have slipped outside of management. These unmanaged or "rogue" endpoints are a common entry point for attackers, creating blind spots in protection. By automatically discovering and controlling them, organizations close critical security gaps and ensure every device is accounted for. With Endpoint Security Prime, your networks are continuously searching for and flagging these unprotected entry points, so your team can proactively close the gaps and keep your networks better protected.

### > A Continuous Cycle of Protection

To deliver the fastest response to emerging threats, WatchGuard uses a self-learning AI loop between the cloud and endpoints. In the cloud, powerful AI classifies activity and continuously trains new models. These models are distilled and pushed to endpoints, where lightweight AI agents make instant decisions - even offline. Endpoints then feed intelligence back to the cloud, creating a continuous cycle of protection that gets smarter every day.

### > Eliminate Missed Threats with Complete EDR Security

Upgrade your security with Endpoint Security Prime, pairing NGAV technologies with cutting-edge EDR capabilities to stay ahead of advanced threats. With automated detection, response, and continuous monitoring, WatchGuard Endpoint Security Prime provides comprehensive protection for your devices, users, and data. Secure your tomorrow, today.



## Want to learn more about Endpoint Security Prime?

Contact your WatchGuard representative to learn how this new disruptive solution changes the way you sell endpoint security.

## About WatchGuard

WatchGuard® Technologies, Inc. is a global leader in unified cybersecurity. Our Unified Security Platform® approach is uniquely designed for managed service providers to deliver world-class security that increases business scale and velocity while improving operational efficiency. Trusted by more than 17,000 security resellers and service providers to protect over 250,000 customers, the company's award-winning products and services span network security and intelligence, advanced endpoint protection, multi-factor authentication, and secure Wi-Fi. Together, they offer five critical elements of a security platform: comprehensive security, shared knowledge, clarity & control, operational alignment, and automation. The company is headquartered in Seattle, Washington, with offices throughout North America, Europe, Asia Pacific, and Latin America. To learn more, visit [WatchGuard.com](https://www.watchguard.com)