



# 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 by offering enterprise-grade EDR within reach of every customer. This AI-powered endpoint detection and response solution delivers full EDR capabilities, including advanced threat detection, anti-exploit protection, and attack surface reduction, to help MSPs take a proactive approach to endpoint security. Prime offers stronger protection against modern threats, including fileless attacks, ransomware, and living-off-the-land techniques, and is delivered in a lightweight, cloud-managed package that's simple, affordable, and MSP-ready.

### Better Security. Better Price.

WatchGuard knows firsthand that securing endpoints in today's digital world 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 Endpoint Protection Platform (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. Endpoint Security Prime is an EDR solution purpose-built for SMBs and MSPs. It combines AI-powered detection and response with layered prevention technologies to stop modern threats before they can cause harm.

Built-in protections, including malware and ransomware prevention, anti-exploit defenses, anti-phishing protection, and safeguards against fileless and living-off-the-land attacks, help organizations reduce risk, all from a single cloud console. Combined with behavioral analysis and signal correlation, Endpoint Security Prime delivers full AI-powered EDR capabilities, enabling partners to deliver stronger, more scalable endpoint protection.

Endpoint Security Prime offers a full suite of AI-powered EDR capabilities, allowing organizations of all sizes to better protect against advanced cyber threats.

#### Attack Surface Reduction

- Customizable endpoint risk dashboard
- Unmanaged endpoint detection
- Vulnerability assessment

#### Built-In Prevention Technologies

- Firewall, IDS, and device control
- Protection for multiple attack vectors (web, email, network, devices)
- Signature files, pre-execution heuristics, and collective intelligence
- AI-powered detections that identify and block malicious installers and scripts
- Anti-phishing protection
- Anti-malware & on-demand scans
- URL filtering and web browsing

#### Detection and Response Capabilities

- Continuous endpoint monitoring
- Self-learning AI with contextual behavioral analytics to detect and block fileless and living-off-the-land attacks (LotL)
- Automatically blocks attempts to exploit vulnerabilities in active processes on the device
- Network attack protection against vulnerabilities in Internet-exposed services
- Automated detection and prevention of RDP attacks
- Automatic detection and correlation of an attack, with alerts, mapped to the MITRE ATT&CK® framework
- Interactive, multi-signal incident view for comprehensive Root Cause Analysis (RCA)
- Integrations with ThreatSync (XDR) for visibility and remediations
- Real-time computer and network isolation, scan, and restart
- Encrypted file recovery (shadow copies)

## 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.

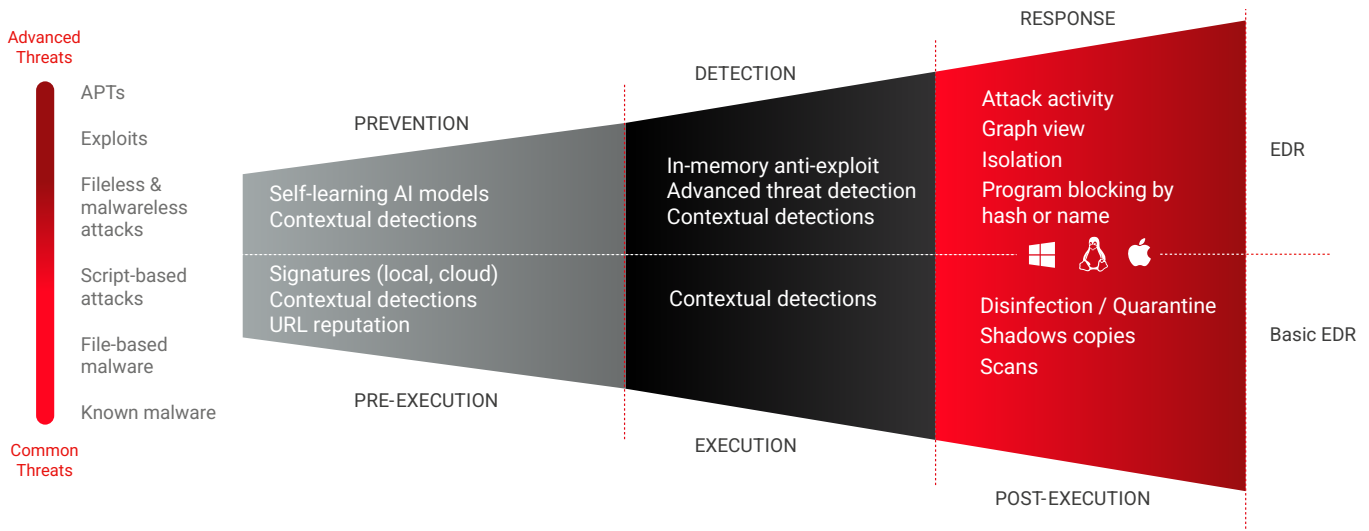
These unmanaged or "rogue" endpoints are a common entry point for attackers, creating blind spots in protection. By automatically discovering and controlling them, organizations close critical security gaps and ensure every device is accounted for. With Endpoint Security Prime, your networks are continuously 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, 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 is a global leader in unified cybersecurity, purpose-built for managed service providers (MSPs). For more than 30 years, WatchGuard has defined how MSPs deliver security at scale, continuously innovating to stay ahead of every major shift in the threat landscape. WatchGuard's AI-powered Unified Security Platform® delivers zero trust-aligned network, endpoint, and identity protection in a single, integrated platform, enabling MSPs to reduce operational complexity, improve security outcomes, and grow their businesses more efficiently. Trusted by more than 25,000 MSPs protecting over 1.5 million customers worldwide, WatchGuard enables partners to deliver strong, measurable security outcomes for customers across the globe. Learn more at [WatchGuard.com](https://www.watchguard.com).