tufin
The Security Policy Company.

Meistern Sie die Herausforderungen der Richlinienautomatisierung in der Cloud und On-Premise

Christoph Hirschmann
Tufin

17.09.2025, Congress Park Hanau

Why We Do What We Do

To be THE essential platform for simplifying the protection, compliance, and management of complex network and cloud infrastructure.

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ONLY TUFIN HAS:

- **World's First AI-Powered NetSec** built into the core of our platform
- **Real-Time Topology** that dynamically adapts without costly PS
- **Any-Device Support** to cover all your network devices & systems
- **Zero-Touch Automation** for 1-click execution of critical network processes
- **Enterprise Scalability** up to 250M routes and 10K devices, and beyond

AND WE'RE THE ONLY VENDOR THAT IS:

- **Profitable and Growing** letting us support you better and innovate faster
- **Expanding Tech Success** with 50% more TAMs yearly + DSE/RE program

WHY TUFIN?

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We Take Care of our Customers Like No One Else

20 years	of Professional Services expertise
HeadStart Program	decreases time to first use case by 40%
Technical Account Manager	unlocks more value, for over $50K annual spend
Global Support	follow the sun support organization
Voice of the Customer	advisory boards, early access, design partner
Business Reviews	frequent, structured, executive sponsorship
Engineer Programs	resident engineer and designated support engineer

Only Tufin: Profitable, Growing, Serving Thousands of Customers

FINANCE

ING
Allianz
MasterCard
UBS
BNP PARIBAS
Morgan Stanley
JPMorganChase
SOCIETE GENERALE
VISA
Deutsche Bank
Westpac

COMMUNICATION

verizon
vodafone
orange™
swisscom
T
Charter COMMUNICATIONS
TeliaSonera

MANUFACTURING

BMW
Cummins
SIEMENS
Volkswagen
Cargill
solventum
TOYOTA
Audi
BASF
We create chemistry
BOSCH
AIRBUS
Mercedes-Benz

ENERGY

PG&E
Exelon
DUKE ENERGY
Xcel Energy
MARATHON
TOTAL
eni
Enel

HEALTHCARE & PHARMA

Pfizer
Johnson & Johnson
Roche
CVS
gsk GlaxoSmithKline
Abbott
teva
AstraZeneca
NOVARTIS Alcon
abbvie
MERCK

RETAIL

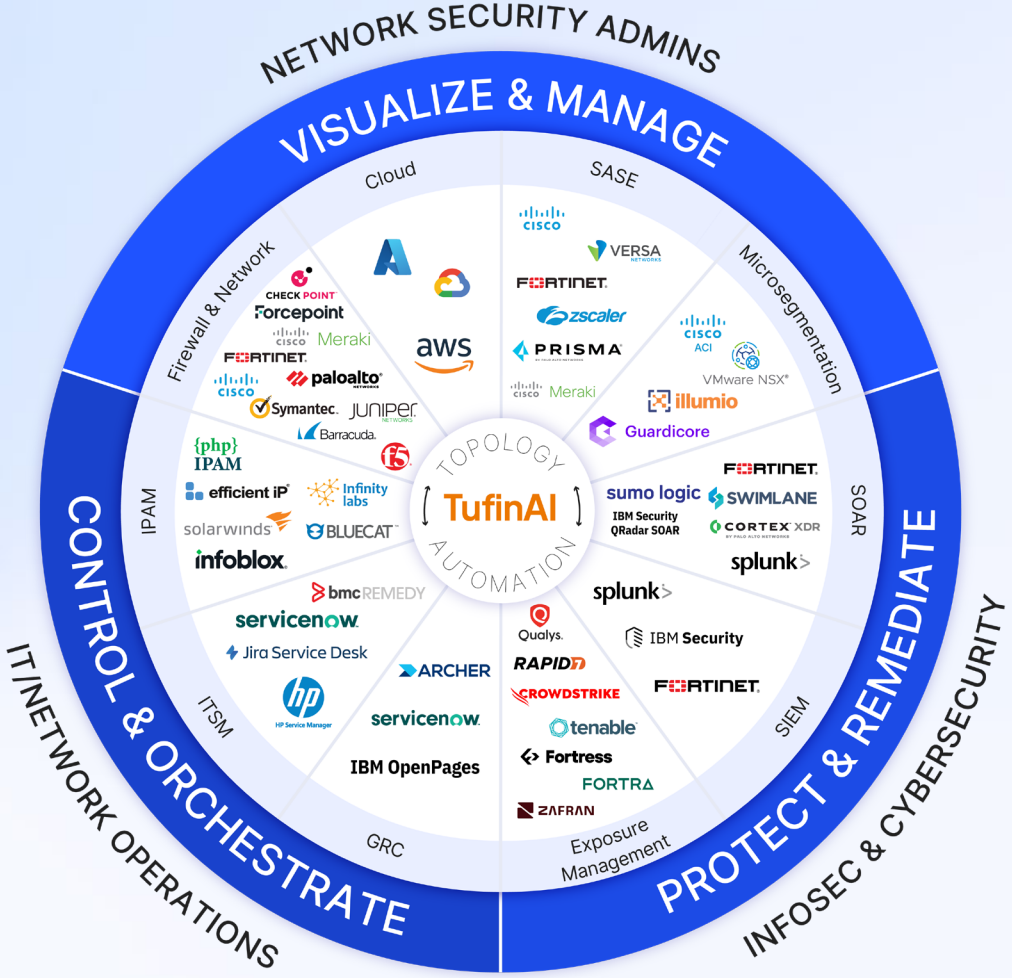
ACE Hardware
Sainsbury's
Carrefour
STAPLES
M&S EST. 1884
H&M
ULTA BEAUTY
TJX THE TJX COMPANIES, INC.
Woolworths
Publix

One platform that unifies your entire hybrid network

Unparalleled **Visibility and Topology** Across Hybrid Environments

AI-Powered Orchestration for Automated Workflows and Compliance

Unmatched Network Context for Immediate **Proactive Security**



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Unsustainable Processes, Tools & Workloads

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What we have heard from you so far…

Current Challenges	1. Challenge 1 2. Challenge 2 3. Challenge 3 4. Challenge 4 5. Challenge 5
Required Capabilities	1. Capabilities 1 2. Capabilities 2 3. Capabilities 3 4. Capabilities 4 5. Capabilities 5
Desired Outcomes	1. Outcome 1 2. Outcome 2 3. Outcome 3 4. Outcome 4 5. Outcome 5
Decision Process and Timescales	1. Process and Time 1 2. Process and Time 2 3. Process and Time 3 4. Process and Time 4 5. Process and Time 5

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Starting Quickly and Delivering Value at Every Phase

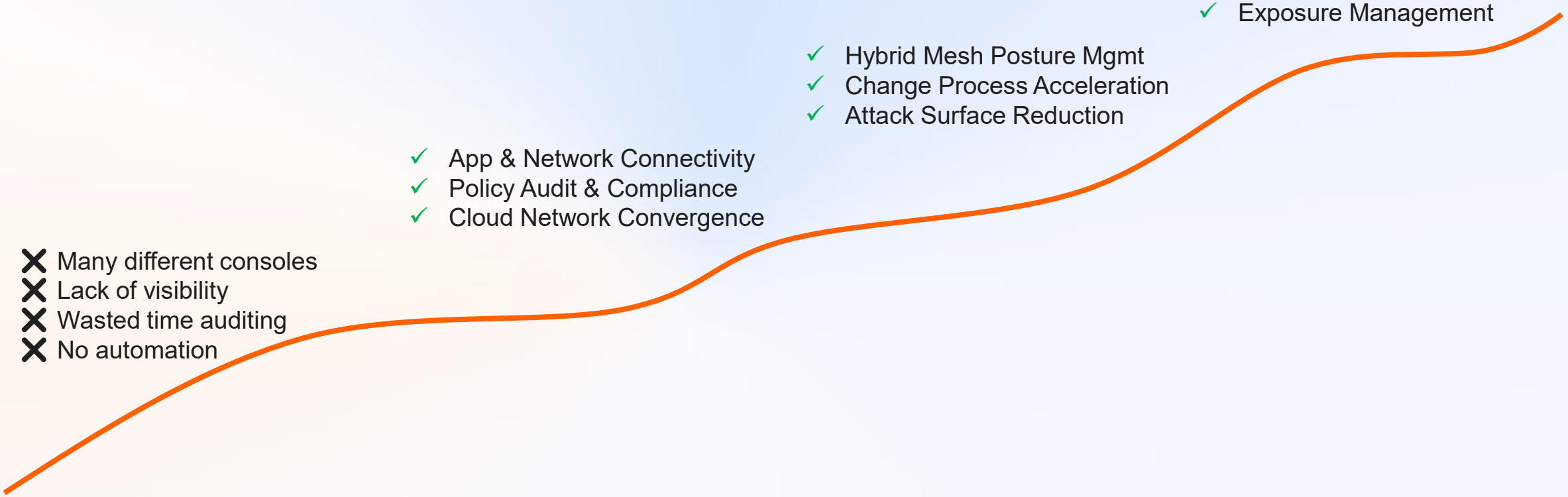
BEFORE TUFIN	VISUALIZE & MANAGE	CONTROL & ORCHESTRATE	PROTECT & REMEDIATE

- ✓ Zero Trust
- ✓ Exposure Management

- ✓ Hybrid Mesh Posture Mgmt
- ✓ Change Process Acceleration
- ✓ Attack Surface Reduction

- ✓ App & Network Connectivity
- ✓ Policy Audit & Compliance
- ✓ Cloud Network Convergence

- ✗ Many different consoles
- ✗ Lack of visibility
- ✗ Wasted time auditing
- ✗ No automation



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The Tufin Orchestration Suite Platform

SecureTrack+

- Security policy management
- Risk mitigation
- Compliance monitoring
- Audit readiness
- Topology

SecureChange+

- Change design automation
- Attack surface & risk management
- Continuous compliance
- Connectivity troubleshooting
- Rule lifecycle management
- Change provisioning

Enterprise

- Zero-touch automation
- App connectivity management
- Best-in-class high availability
- 24/7 follow-the-sun support

TOS Discovery, TufinMate, Integrations, and Extensions

TOS Hybrid Mesh Network Platform – Powered by TufinAI

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So What's Next?

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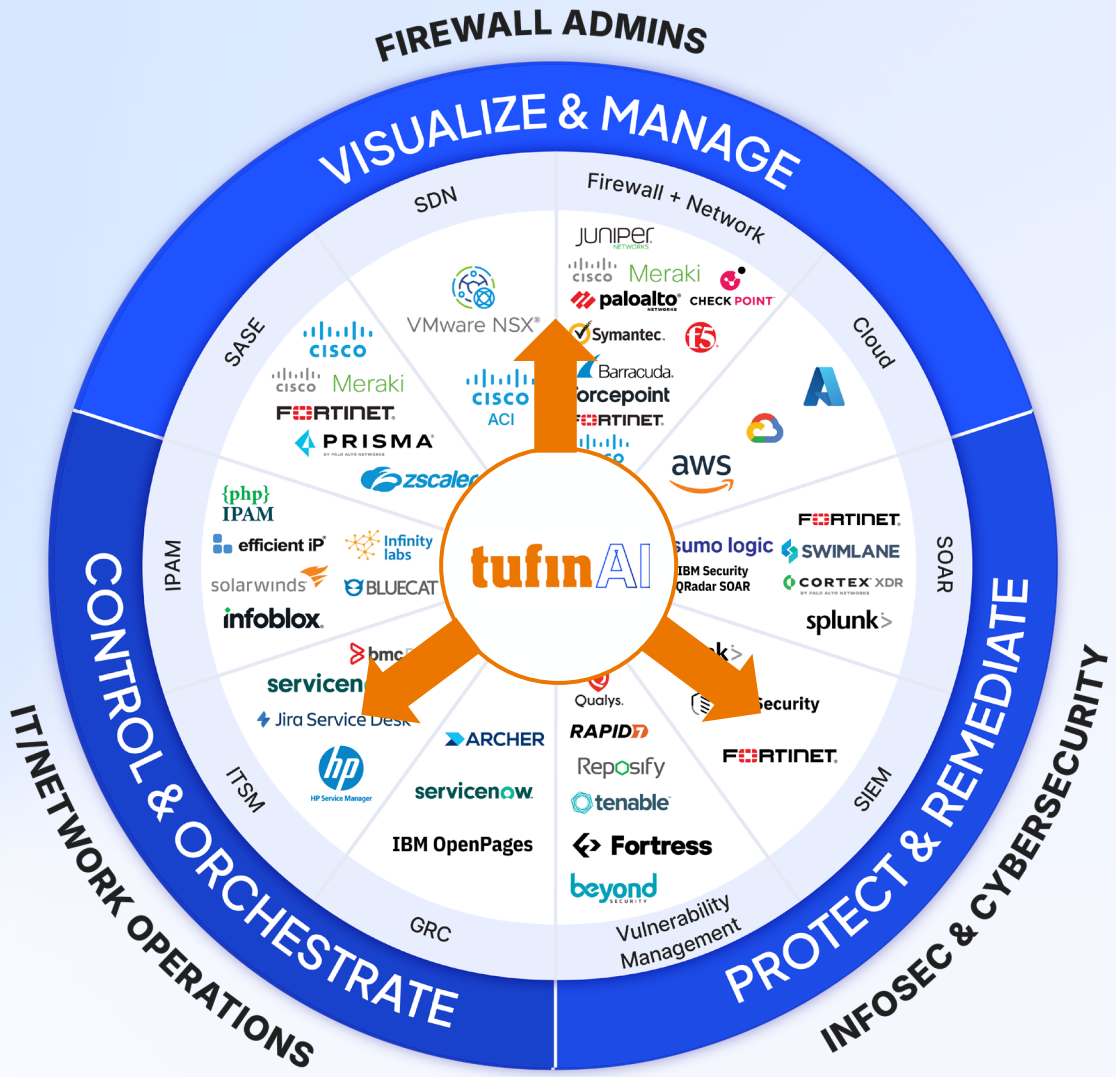
tufinAI

Tufin is building the world's first AI-Powered Hybrid Multi-Vendor Network Security platform

- Simplify deployment
- Accelerate outcomes
- Deliver new innovations



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Tufin is building the world's first AI-Powered Network Security platform

Complexity

Modern networks need coordinated policy across cloud, on-prem, and the edge to ensure smooth operations and satisfy compliance requirements.

Simplicity

Monitors network activity, suggests optimal policies, and orchestrates actions throughout the hybrid mesh network – always with the human-in-the-loop.

Built on 20+ years of data & insights into network security policies

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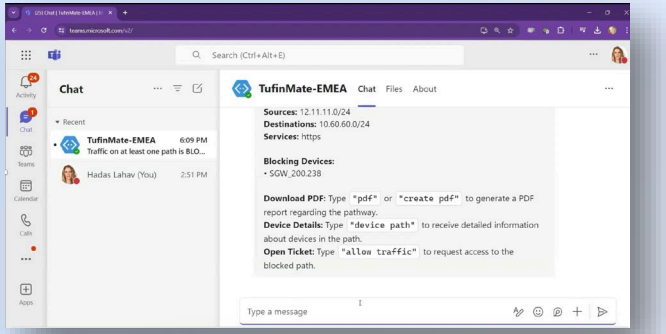
TufinAI: The world's first AI-Powered Network Security platform

TufinMate: Built on TufinAI

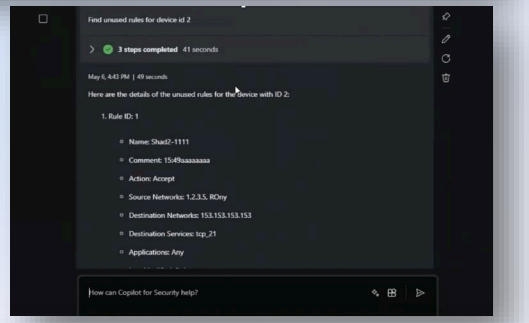
Self-service AI Network Security Assistants that help resolve connectivity issues, accelerate access requests, and eliminate bottlenecks – without adding to your workload

Groundbreaking Capabilities Coming Soon

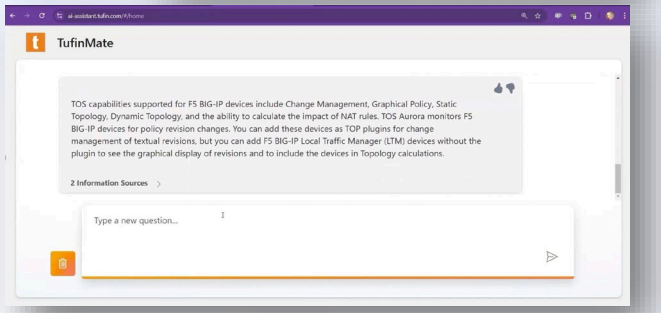
- Network segmentation & USP
- Network & policy anomaly detection
- Policy optimization



TufinMate for IT
Topology and troubleshooting from within Microsoft Teams



TufinMate for SOC
Security investigations within Microsoft Security Copilot



TufinMate for NetSec
Tufin's knowledgebase at your fingertips

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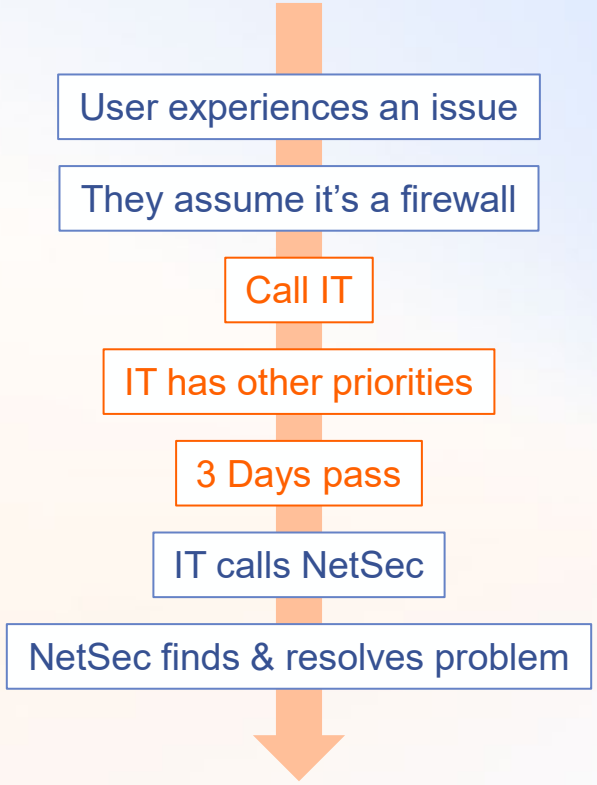
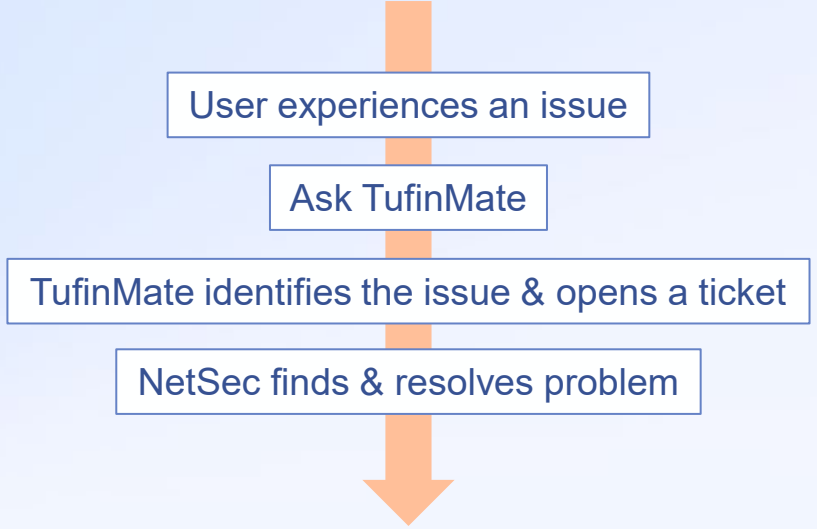
TufinMate in Practice: Resolving Connectivity Issues

TODAY: COMPLEX



TOTAL TIME: 3 DAYS

WITH TUFINMATE: SIMPLE



TOTAL TIME: 1 HOUR

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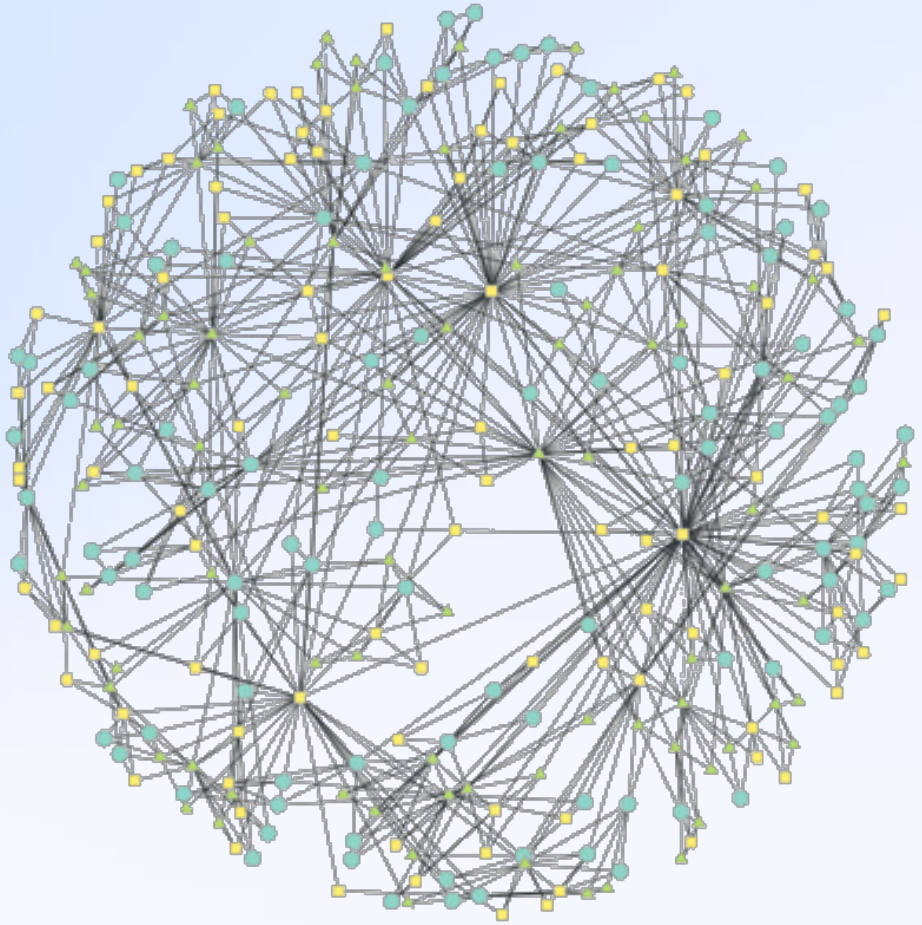
TOS Discovery: Always Up-to-Date Topology

- Topology powers high-value NSPM use cases:
  - Policy enforcement
  - Access validation
  - Vulnerability mitigation
  - Troubleshooting

- TOS Discovery: Automated network discovery
  - Automates discovery of routers/switches
  - Built into TOS, no scripts required
  - SNMP-based scanning ensures reliability
  - Enables always-accurate topology with zero manual work



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Critical Requirements for Selecting an NSPM Solution

Use this checklist when evaluating NSPM vendors. Your environment is too important to settle for anything less.

- ✓ **Dynamic Topology That Just Works**
  Accurate, always-on network topology that adapts in real-time—no PS required to maintain it.
- ✓ **Device-Agnostic Coverage**
  Support for all network devices, firewalls, cloud platforms, and hybrid environments—out of the box.
- ✓ **True Zero-Touch Automation**
  From request to implementation in one click—secure, validated, and fully auditable.
- ✓ **Proven Enterprise Scalability**
  Support for up to 250M routes, 10K devices, and global enterprise architectures—on-prem, cloud, and SASE.
- ✓ **AI-Driven Network Security Intelligence**
  The first and only NSPM solution with AI-powered insights baked into the core of its policy engine.
- ✓ **Embedded Technical Success**
  Designated TAMs, REs, and support models backed by a 50% year-over-year investment in customer success.
- ✓ **A Vendor You Can Count On**
  Tufin is profitable, growing, and innovating fast—so you get a partner who will be there for the long haul.

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Controlware
Security Day

Danke für Ihre Aufmerksamkeit.
Wir freuen uns über Ihr Feedback!

Bitte geben Sie den ausgefüllten Bogen am Empfang ab und erhalten Sie als Dankeschön ein kleines Präsent.

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Thank you!

www.tufin.com

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Example Logo

Network Security Across Hybrid-Cloud and the Edge

SPEAKER NAME

DATE MM.DD.YYYY

Why We Do What We Do

To be THE essential platform for simplifying the protection, compliance, and management of complex network and cloud infrastructure.

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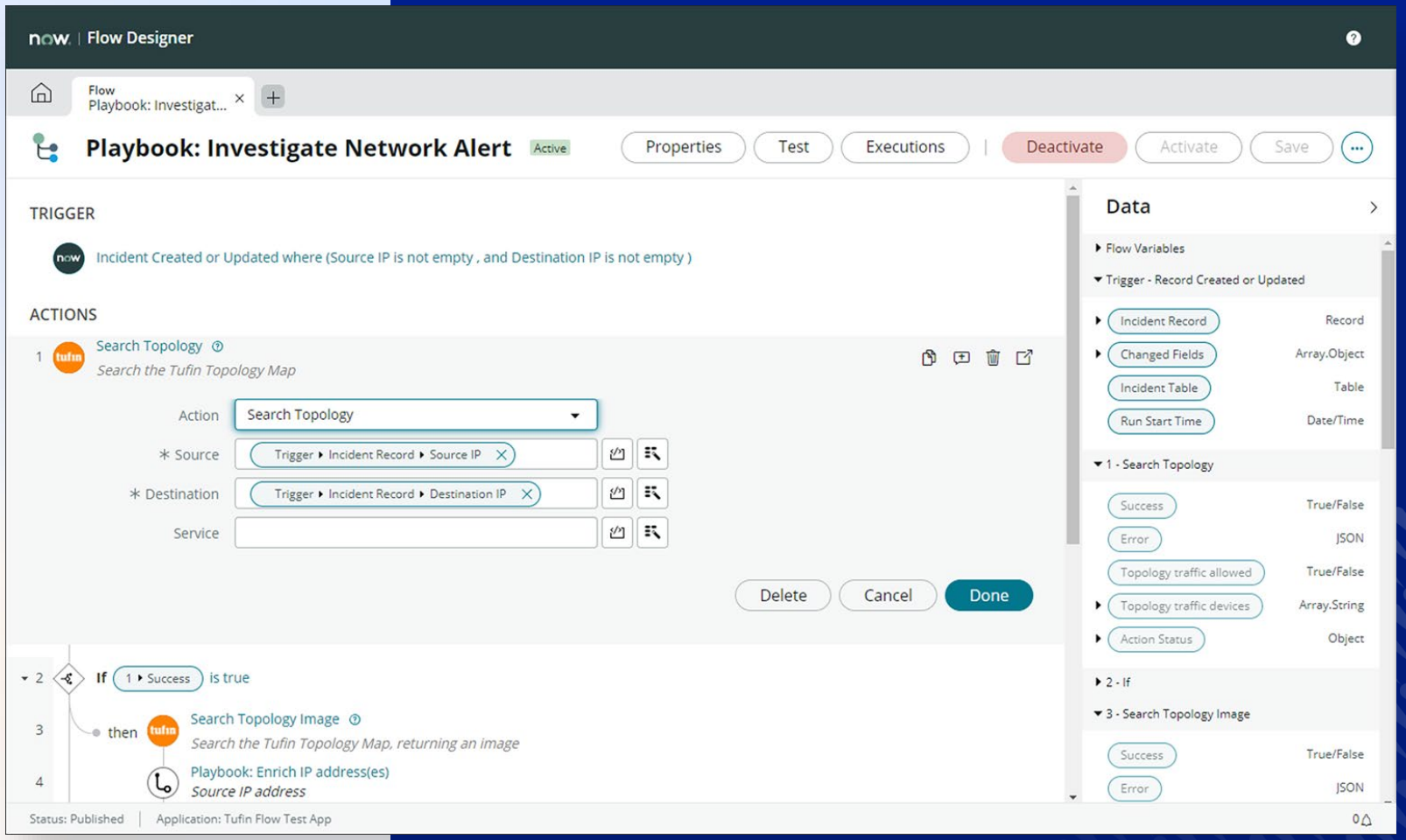
Title


now | Flow Designer
Flow
Playbook: Investigat...
Playbook: Investigate Network Alert
Active
Properties
Test
Executions
Deactivate
Activate
Save
TRIGGER
Incident Created or Updated where (Source IP is not empty , and Destination IP is not empty)
ACTIONS
1
Search Topology
Search the Tufin Topology Map
Action
Search Topology
Source
Trigger ▸ Incident Record ▸ Source IP
Destination
Trigger ▸ Incident Record ▸ Destination IP
Service
Delete
Cancel
Done
2
If
1 ▸ Success
is true
3
then
Search Topology Image
Search the Tufin Topology Map, returning an image
4
Playbook: Enrich IP address(es)
Source IP address
Status: Published
Application: Tufin Flow Test App
Data
Flow Variables
Trigger - Record Created or Updated
Incident Record
Record
Changed Fields
Array.Object
Incident Table
Table
Run Start Time
Date/Time
1 - Search Topology
Success
True/False
Error
JSON
Topology traffic allowed
True/False
Topology traffic devices
Array.String
Action Status
Object
2 - If
3 - Search Topology Image
Success
True/False
Error
JSON

Thousands of customers worldwide

FINANCE

ING
Allianz
MasterCard
UBS
BNP PARIBAS
Morgan Stanley
JPMorganChase
SOCIETE GENERALE
VISA
Deutsche Bank
Westpac

COMMUNICATION

verizon
vodafone
orange™
swisscom
T
Charter COMMUNICATIONS
TeliaSonera

MANUFACTURING

BMW
Cummins
SIEMENS
Volkswagen
Cargill
solventum
TOYOTA
Audi
BASF We create chemistry
BOSCH
AIRBUS
Mercedes-Benz

ENERGY

PG&E
Exelon
DUKE ENERGY
Xcel Energy
MARATHON
TOTAL
eni
Enel

HEALTHCARE & PHARMA

Pfizer
Johnson & Johnson
Roche
CVS
gsk GlaxoSmithKline
Abbott
teva
AstraZeneca
NOVARTIS Alcon
abbvie
MERCK

RETAIL

ACE Hardware
Sainsbury's
Carrefour
STAPLES
M&S EST. 1884
H&M
ULTA BEAUTY
TJX THE TJX COMPANIES, INC.
Woolworths
Publix

Companies are investing in a diverse set of systems – but complexity makes unified network security nearly impossible

- Constant evolution without increasing complexity
- Disparate systems & security paradigms
- No centralized policy to assess compliance
- Difficult orchestrating across network & teams
- Unclear network security posture

Gartner

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Unsustainable Processes, Tools and Workloads

Every new system has **a learning curve**

You don’t know what you have **so you can’t protect it**

Environments **don’t talk to each other**

Automation doesn’t exist so everything must be done manually

Changes made on the fly with **no audit trail**

Weeks spent **auditing unfamiliar systems** at audit-time

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What we have heard from you so far…

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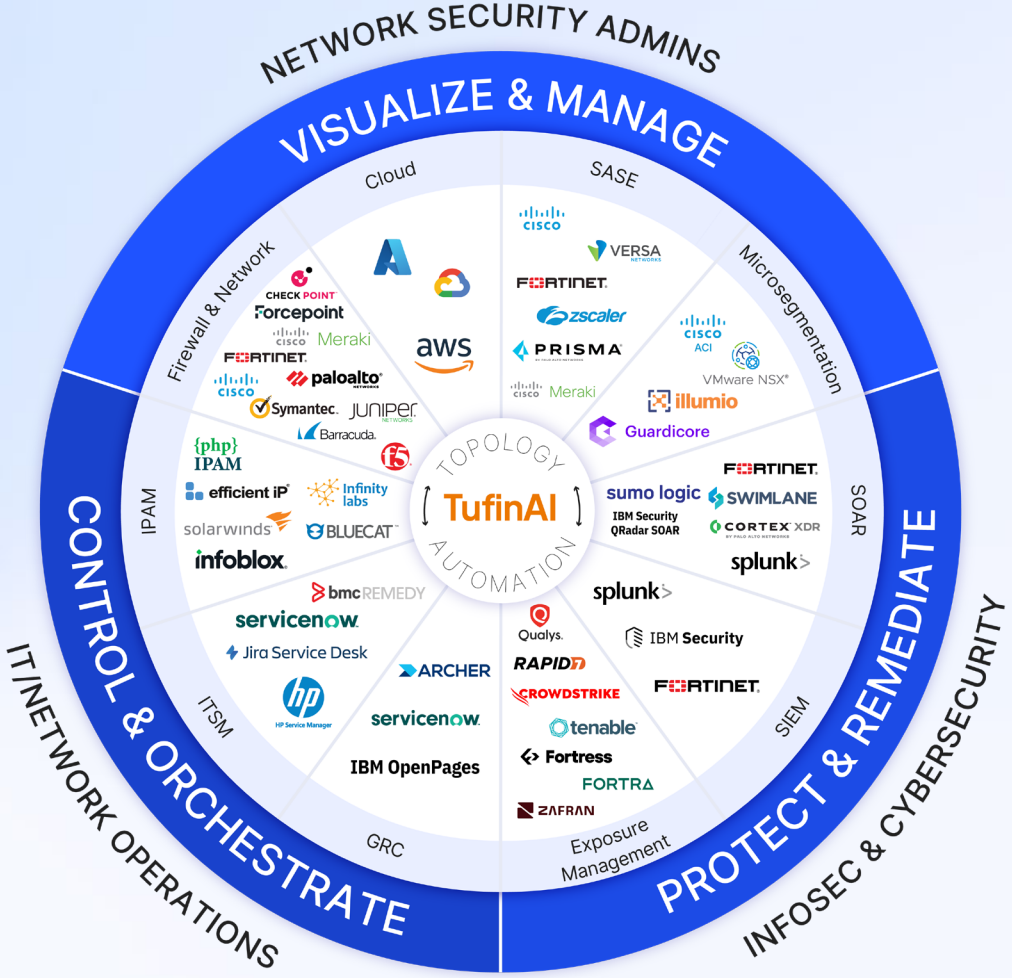
Unified Security and Connectivity Across the Complex Enterprise

Unparalleled **Visibility and Topology** Across Hybrid Environments

AI-Powered Orchestration for Automated Workflows and Compliance

Unmatched Network Context for Immediate **Proactive Security**



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Align to Deliver Value along the Network Security Automation Journey

SecureTrack+

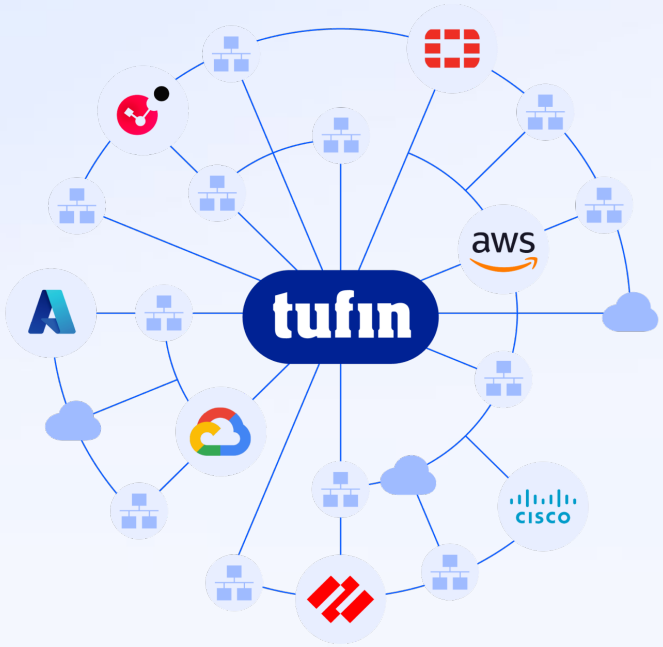
- Security policy management
- Risk mitigation
- Compliance monitoring
- Audit readiness

SecureChange+

- Change design automation
- Attack surface & risk management
- Continuous compliance
- Connectivity troubleshooting
- Rule lifecycle management

Enterprise

- Zero-touch automation
- App connectivity management
- Best-in-class high availability
- 24/7 follow-the-sun support



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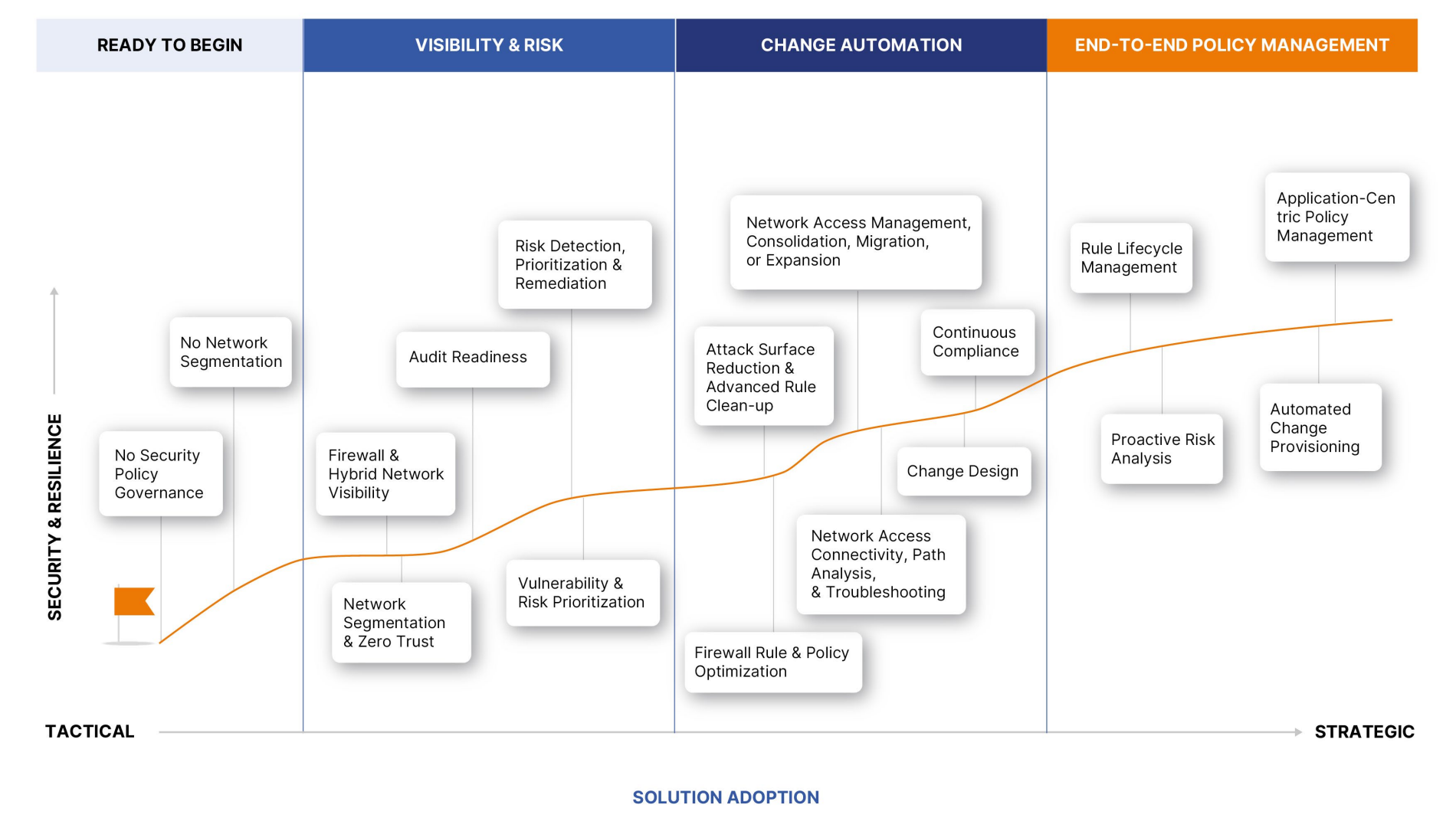
Operationalizing Network Security Policy Management

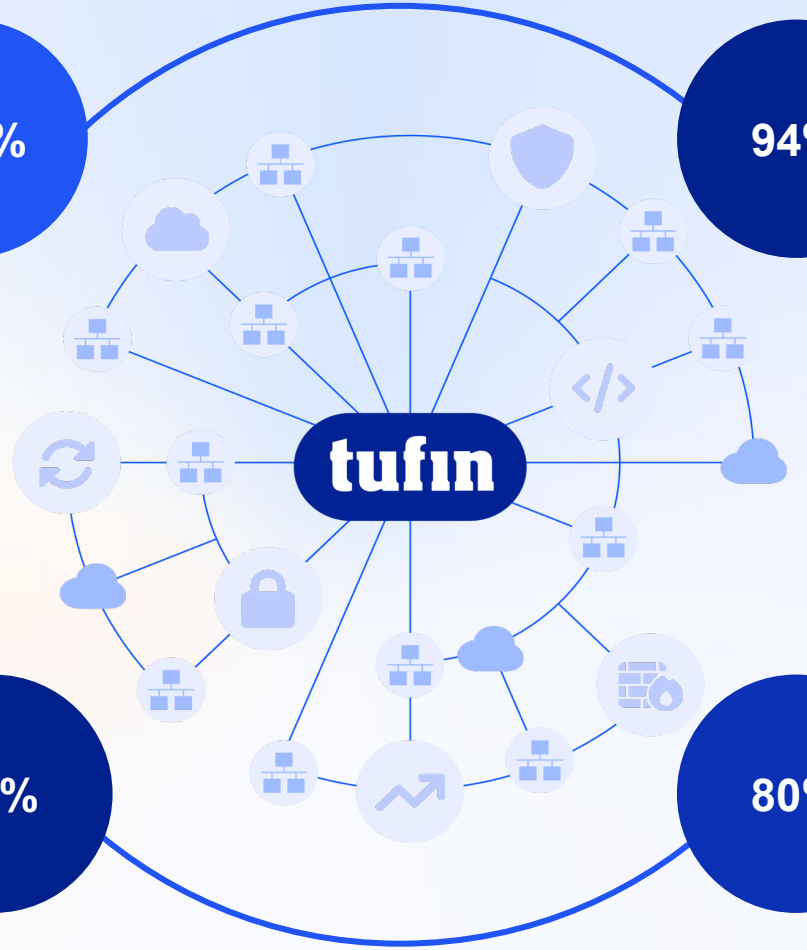


Customer-reported Impacts: Our Value in a Nutshell.

144% ROI with less than 6-month payback period

94% Reduction in effort for network change analysis and implementation

85% Reduction in effort for Ongoing rule maintenance



75% Reduction in app connectivity management effort

95% Audit preparation and reporting efficiency gain

80% Reduction in risk of vulnerability-related breaches

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Why Tufin

Minimize downtime, maximize efficiency & reliability

Stay audit-ready, any time

Scale & secure your business

Know your network topology & attack vendors

Automate your network security

Integrate IT infrastructure

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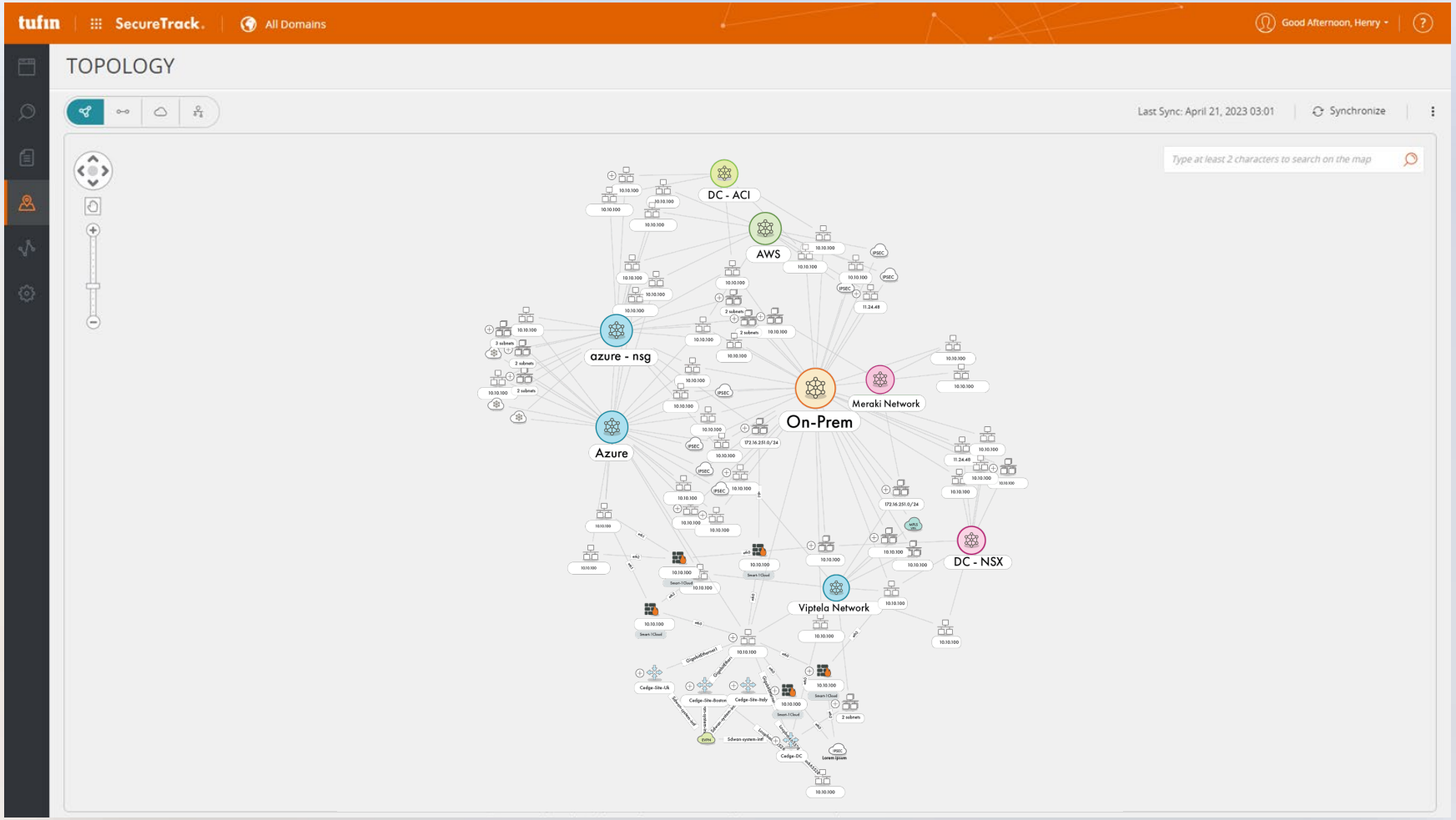
Demo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SecureTrack
All Domains
Good Afternoon, Henry
TOPOLOGY
Last Sync: April 21, 2023 03:01
Synchronize
Type at least 2 characters to search on the map
DC - ACI
AWS
azure - nsg
Azure
On-Prem
Meraki Network
DC - NSX
Viptela Network

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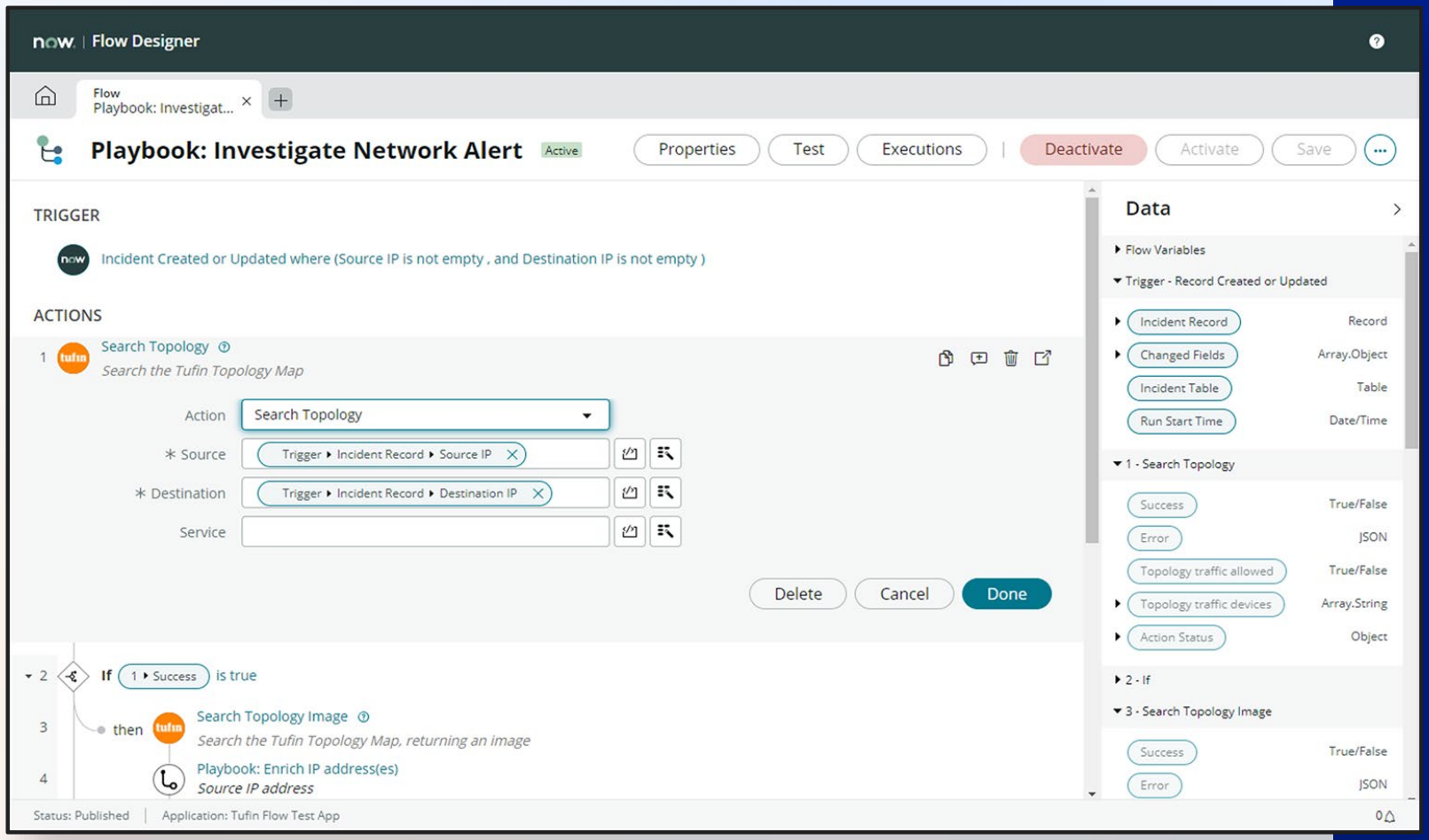
Why Tufin: Product Screenshots

Integrate Your IT Infrastructure



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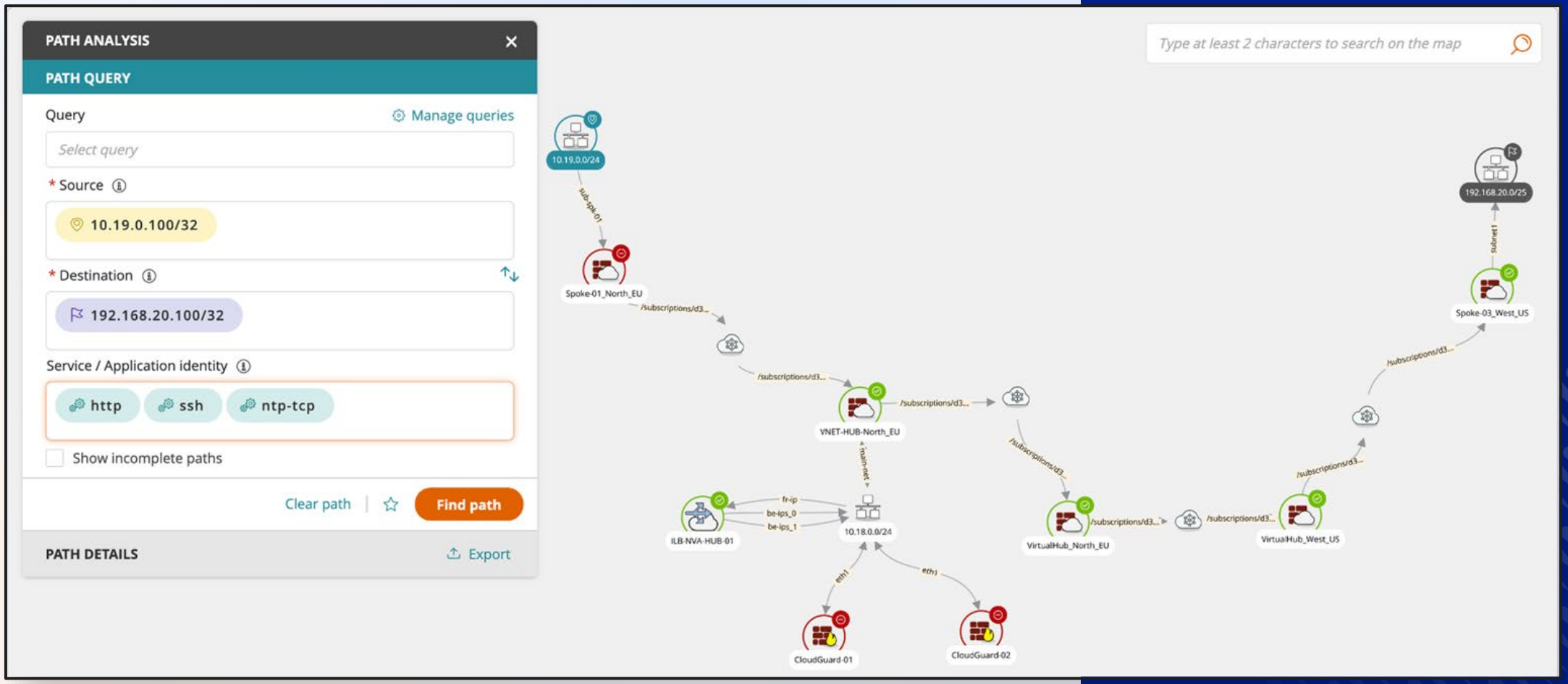
Minimize Your Downtime, Maximize Efficiency & Reliability



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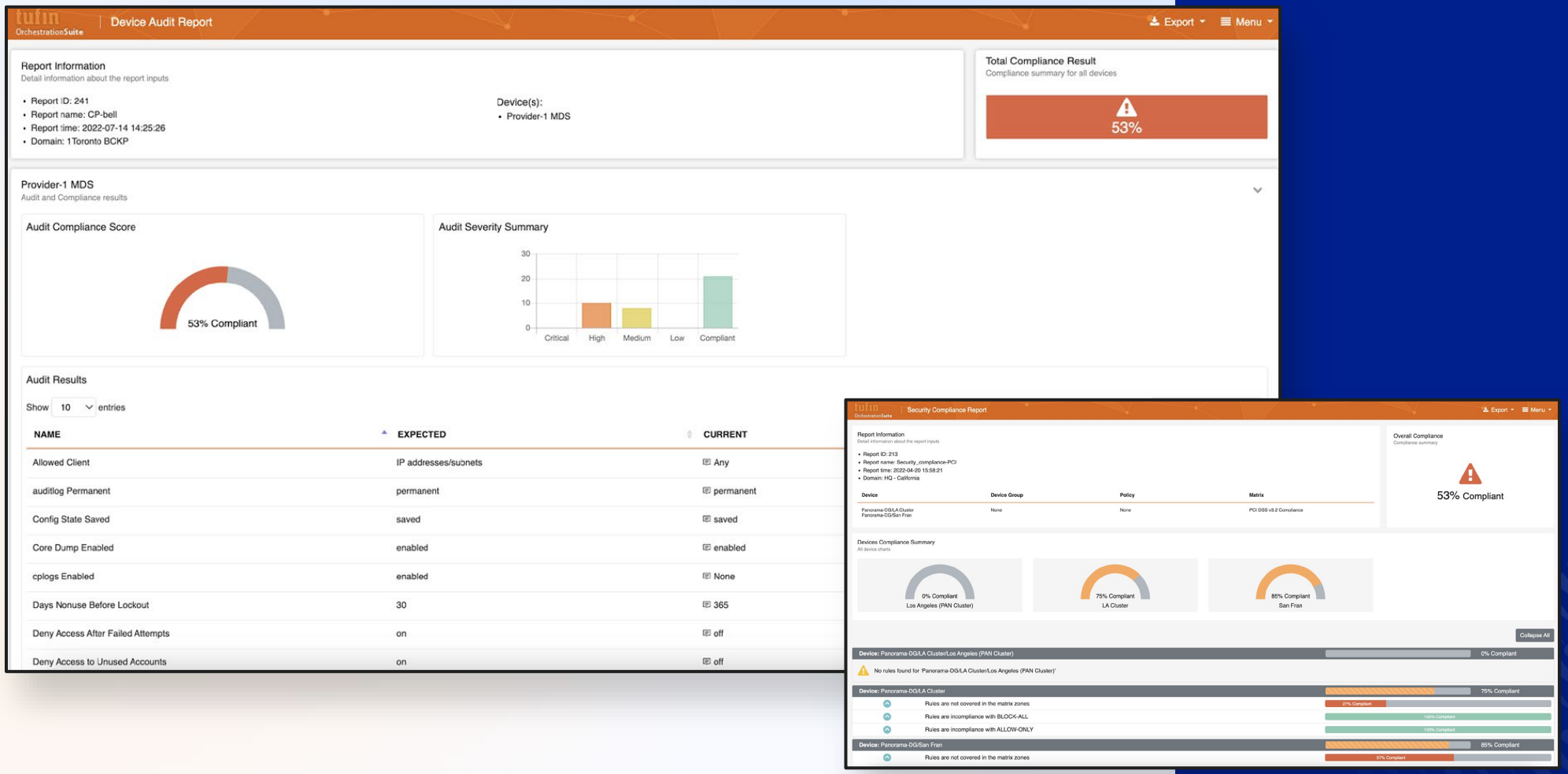
Stay Audit-Ready, Anytime



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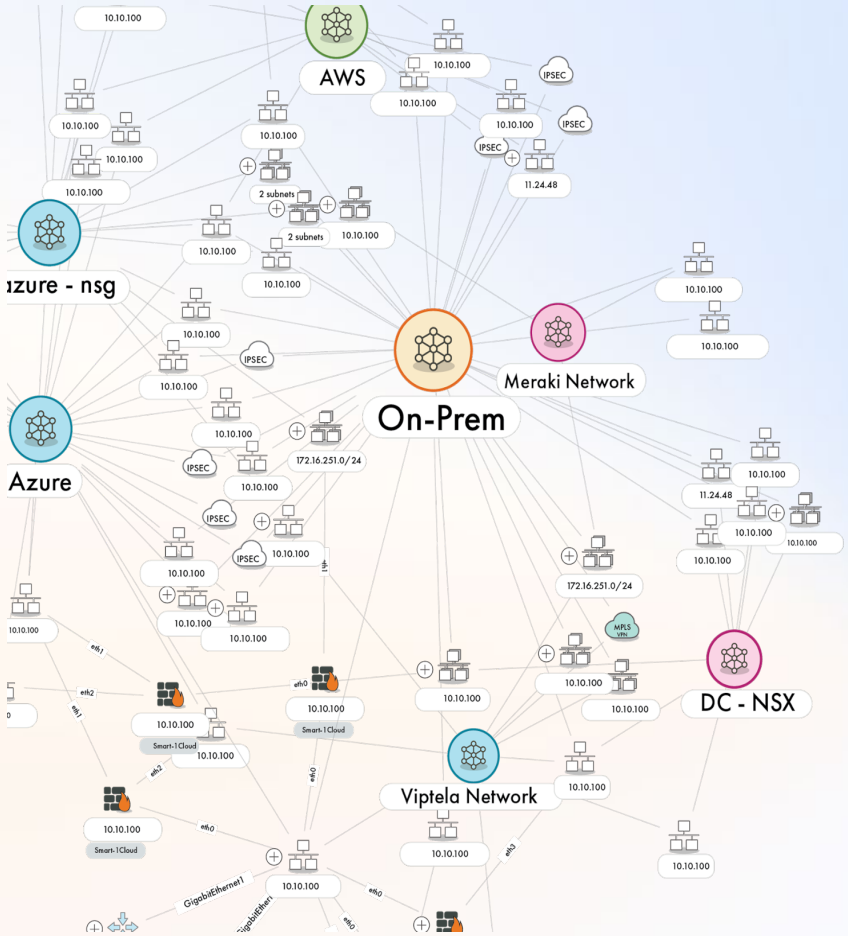
Accelerate Incident Response



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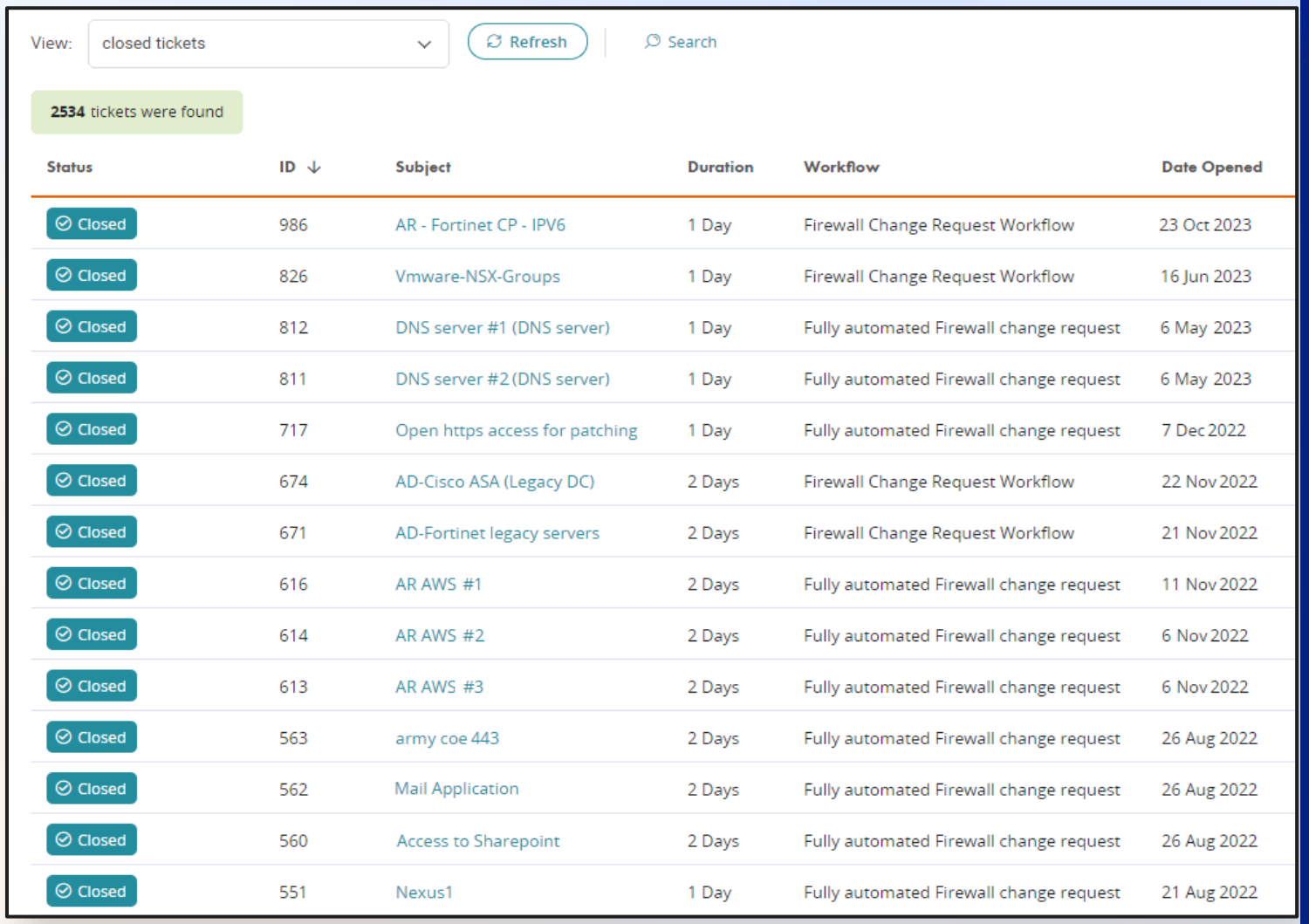
Deploy Applications Faster



Status	ID	Subject	Duration	Workflow	Date Opened
Closed	986	AR - Fortinet CP - IPV6	1 Day	Firewall Change Request Workflow	23 Oct 2023
Closed	826	Vmware-NSX-Groups	1 Day	Firewall Change Request Workflow	16 Jun 2023
Closed	812	DNS server #1 (DNS server)	1 Day	Fully automated Firewall change request	6 May 2023
Closed	811	DNS server #2 (DNS server)	1 Day	Fully automated Firewall change request	6 May 2023
Closed	717	Open https access for patching	1 Day	Fully automated Firewall change request	7 Dec 2022
Closed	674	AD-Cisco ASA (Legacy DC)	2 Days	Firewall Change Request Workflow	22 Nov 2022
Closed	671	AD-Fortinet legacy servers	2 Days	Firewall Change Request Workflow	21 Nov 2022
Closed	616	AR AWS #1	2 Days	Fully automated Firewall change request	11 Nov 2022
Closed	614	AR AWS #2	2 Days	Fully automated Firewall change request	6 Nov 2022
Closed	613	AR AWS #3	2 Days	Fully automated Firewall change request	6 Nov 2022
Closed	563	army coe 443	2 Days	Fully automated Firewall change request	26 Aug 2022
Closed	562	Mail Application	2 Days	Fully automated Firewall change request	26 Aug 2022
Closed	560	Access to Sharepoint	2 Days	Fully automated Firewall change request	26 Aug 2022
Closed	551	Nexus1	1 Day	Fully automated Firewall change request	21 Aug 2022

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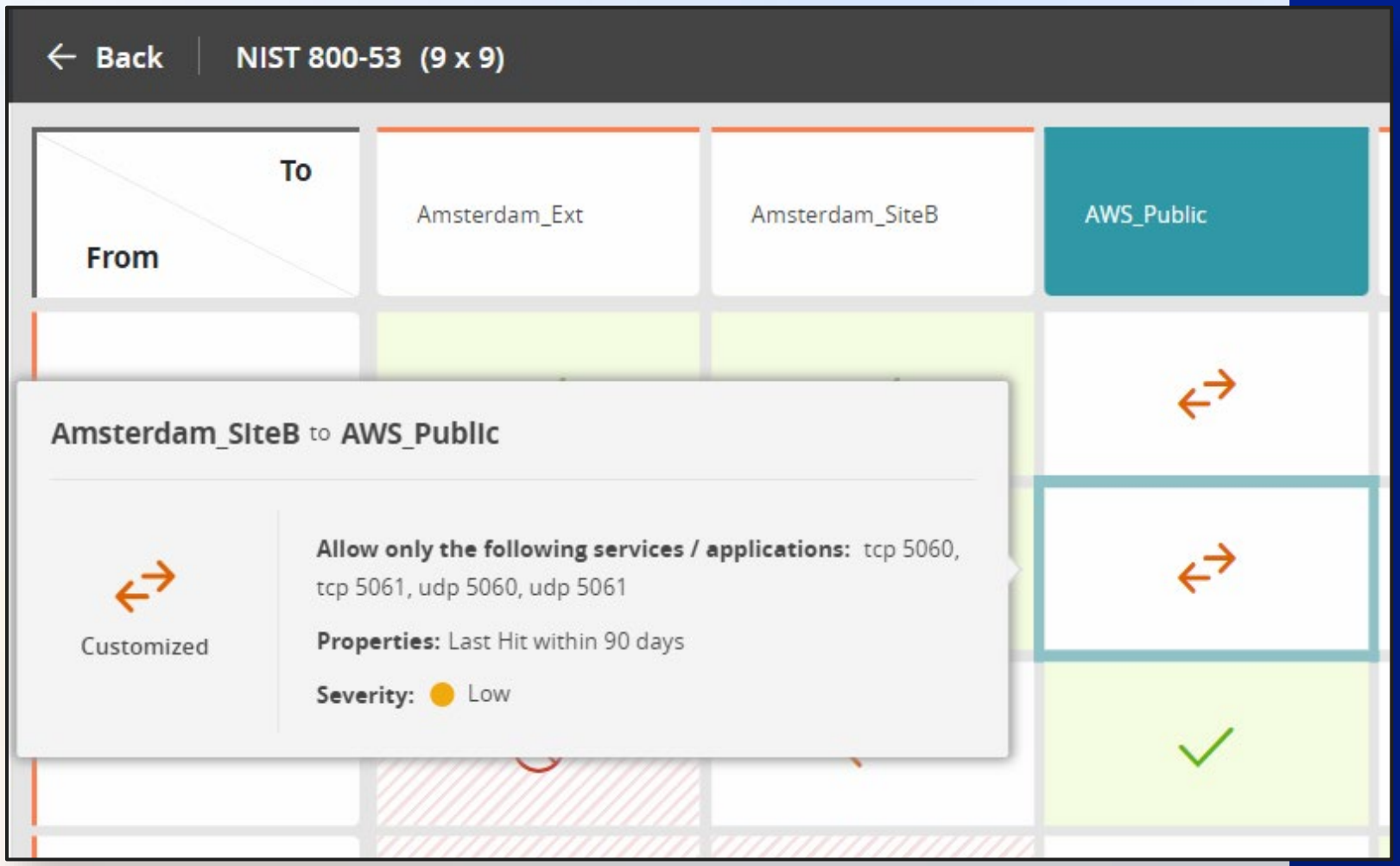
Unify Security Policies



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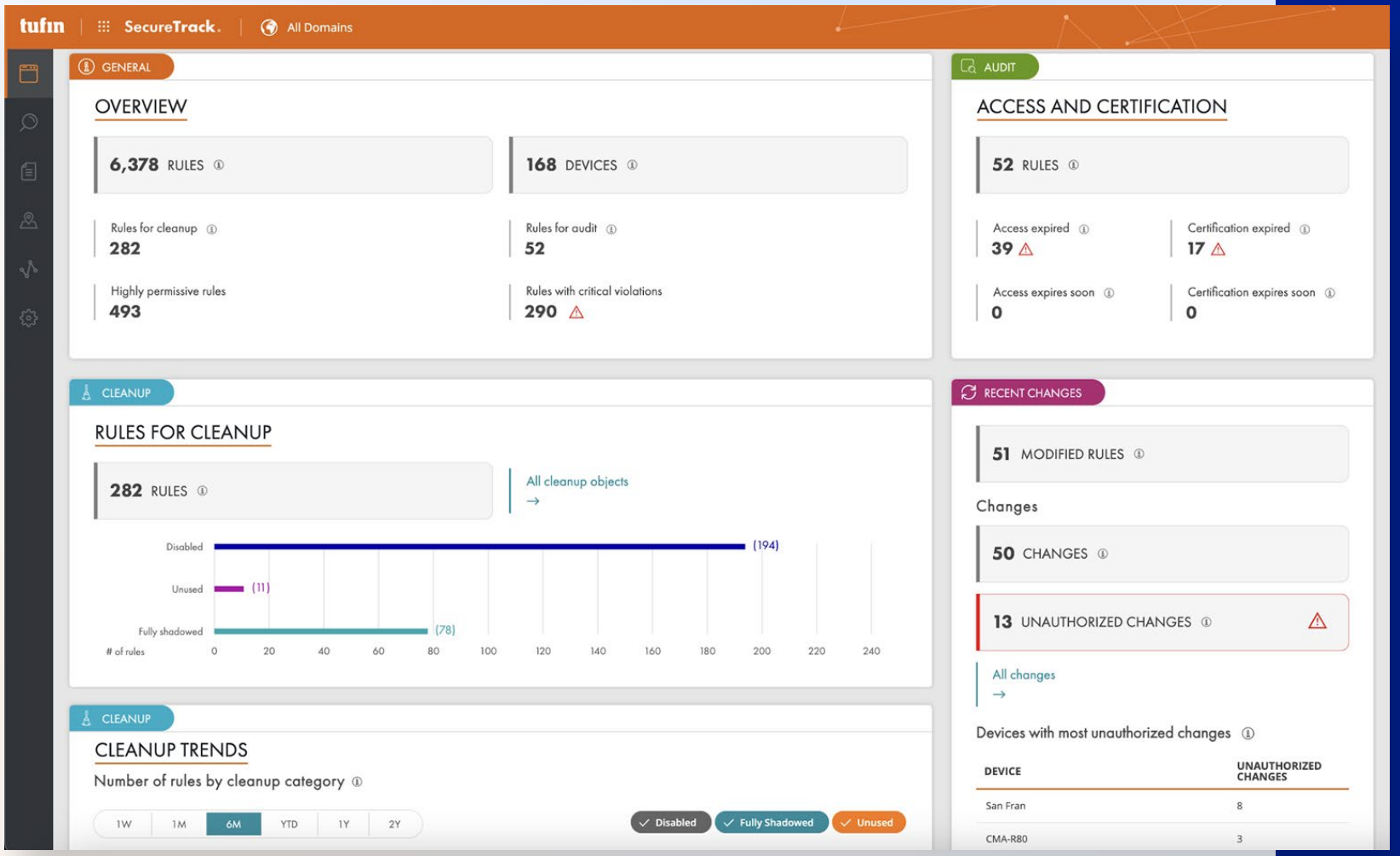
Stay Audit-Ready, Anytime



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