AWS re:Invent

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MKT-208

AWS Marketplace For Containers Anywhere

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AWS

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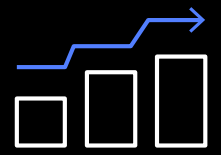
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VP of Product Management
Palo Alto Networks

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Container growth



Gartner predicts that by 2022, more than **75%** of global organizations will be running containerized applications in production, up from less than **30%** today[1]



Worldwide container management revenue will grow strongly from a small base of **$465.8 million** in 2020, to reach **$944 million** in 2024

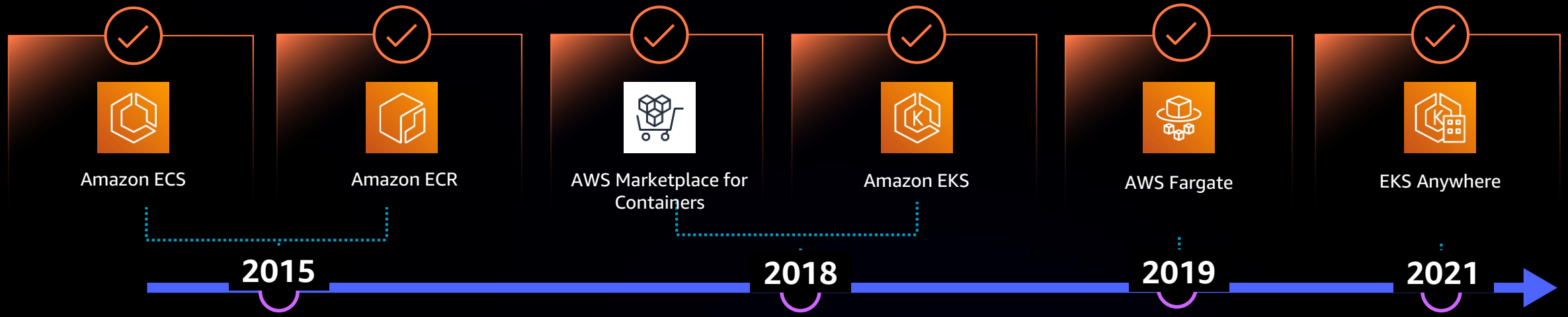


The average number of pods per organization has **doubled** between 2019 and 2021[2]

[1] Source: https://www.gartner.com/en/newsroom/press-releases/2020-06-25-gartner-forecasts-strong-revenue-growth-for-global-co
[2] Source: https://www.datadoghq.com/container-report/

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Container offerings on AWS



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AWS Marketplace for Containers

Launched in re:Invent 2018

Find and buy container products, and deploy them on Amazon container services



18,000+ Deployments on Amazon EKS and Amazon ECS

6,000+ Customers subscribing to applications on AWS Marketplace for Containers

500+ Container applications on AWS Marketplace

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AWS Marketplace for Containers

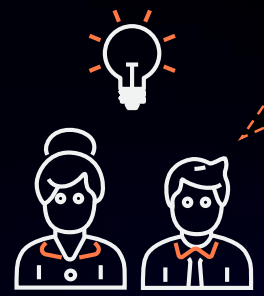


alcide
APIOMAT
Aporeto
aqua
bitnami
Blockchain Technology Partners
ca technologies
ubuntu
CIS Center for Internet Security
clickwrk
cloudbees
Cognosys
Couchbase
DATADOG
envoi
FORTINET
gs globalSolutions
influxdata
intuz
JETWARE

Amazon EKS — Available since 2018

Amazon ECS — Available since 2018

AWS Fargate — Available since 2018

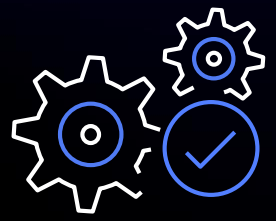


Kubernetes on EC2

Kubernetes on prem

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Customer needs for containers anywhere



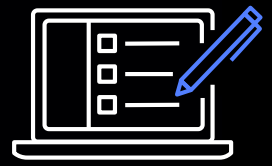
Consistent operations

Customers do not want to have separate operational models for cloud and on-premises when they are not yet all-in



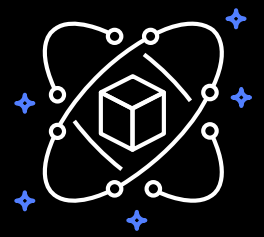
Capex investment protection

Customers may have made capital investments in their data center that they need to amortize before moving to the cloud



Compliance requirements

Customers in specific regulated markets or industries may be forced to own a larger part of the infra operations and can't yet use managed services



Data gravity, proximity & low latency

Customers may need to have applications deployed close to the data for higher bandwidth and lower latency

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AWS Marketplace for Containers Anywhere

Solution

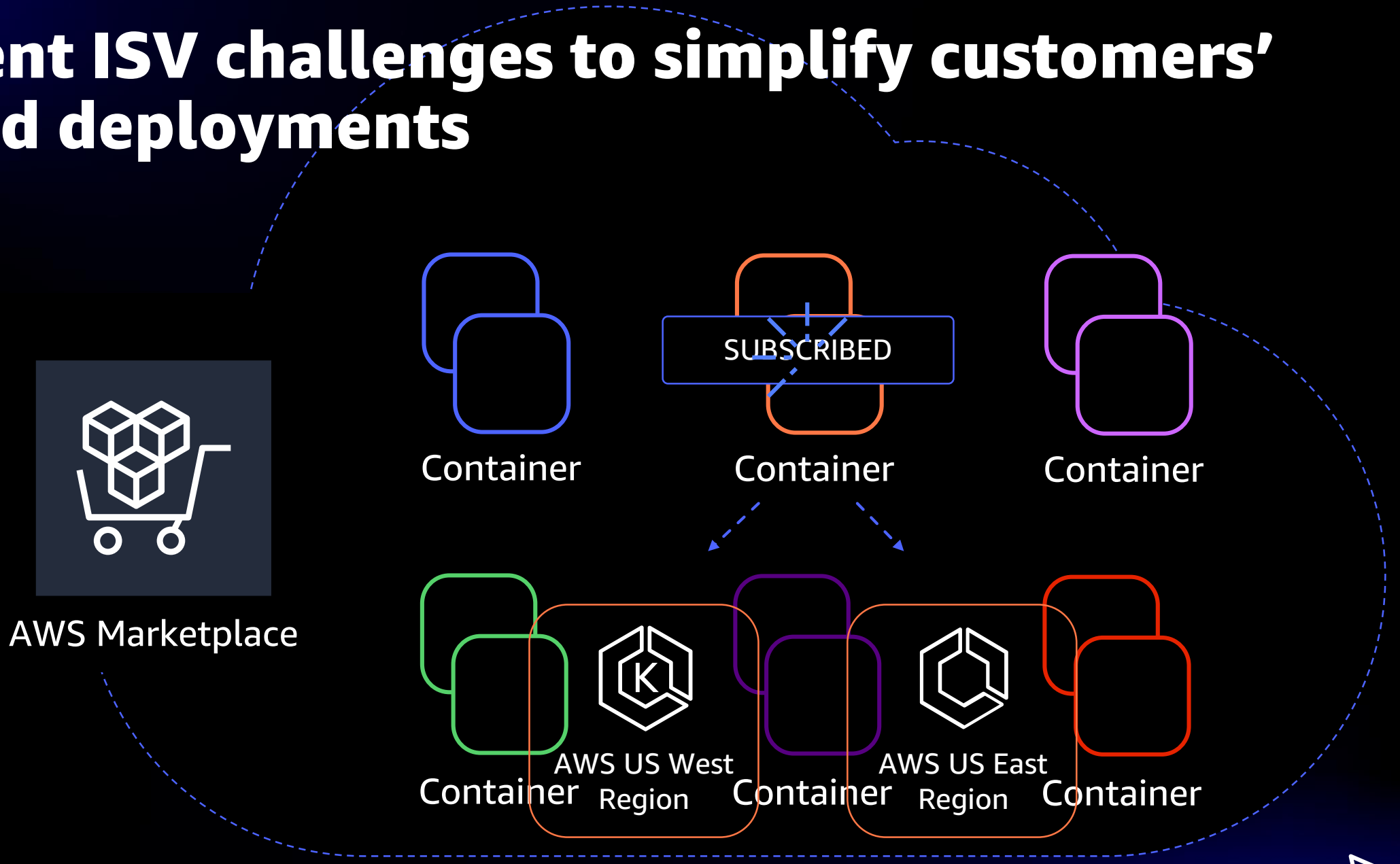


Benefits

- Deploy Anywhere
- Migrate when ready
- Images scanned for CVEs

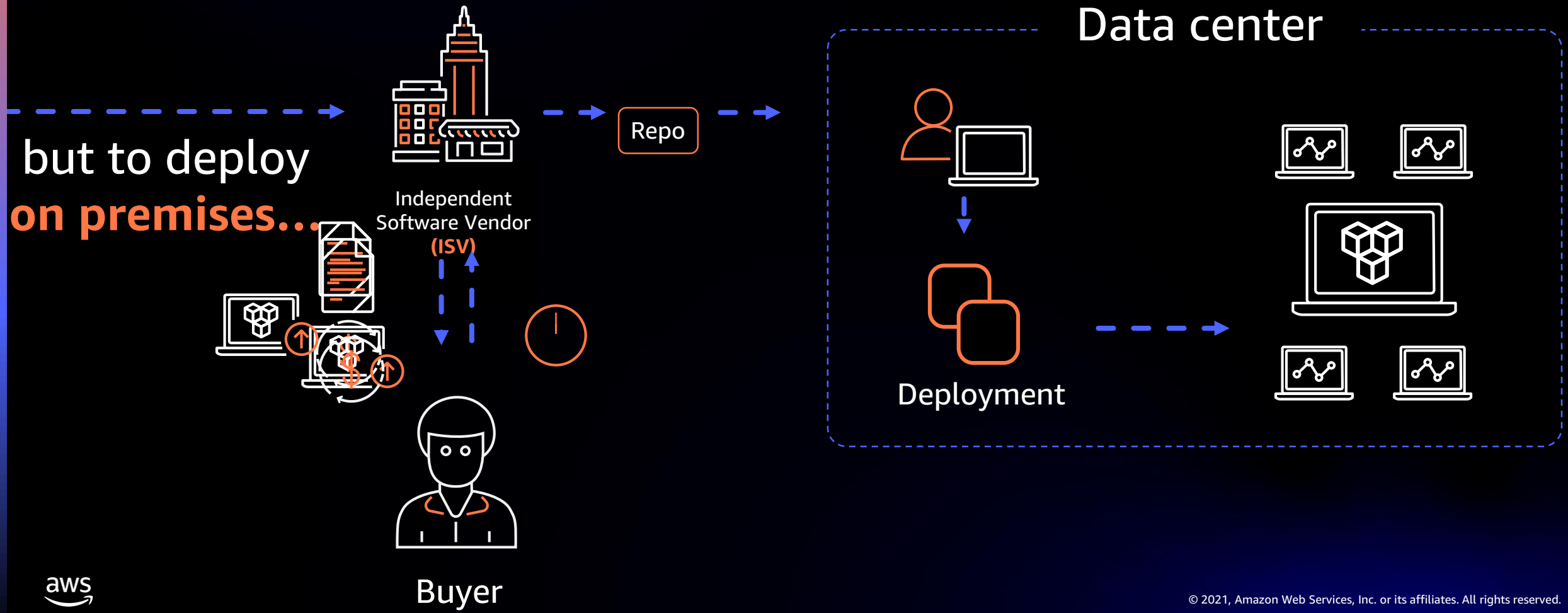
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Current ISV challenges to simplify customers' hybrid deployments



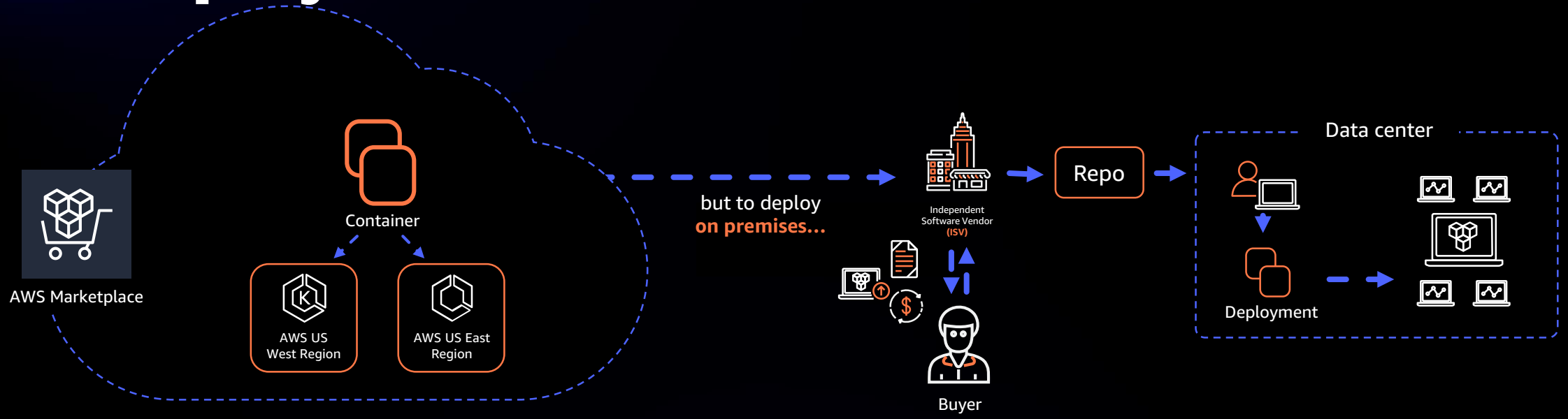
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Current ISV challenges to simplify customers' hybrid deployments



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Current ISV challenges to simplify customers' hybrid deployments



Multiple procurement systems

License management and distribution

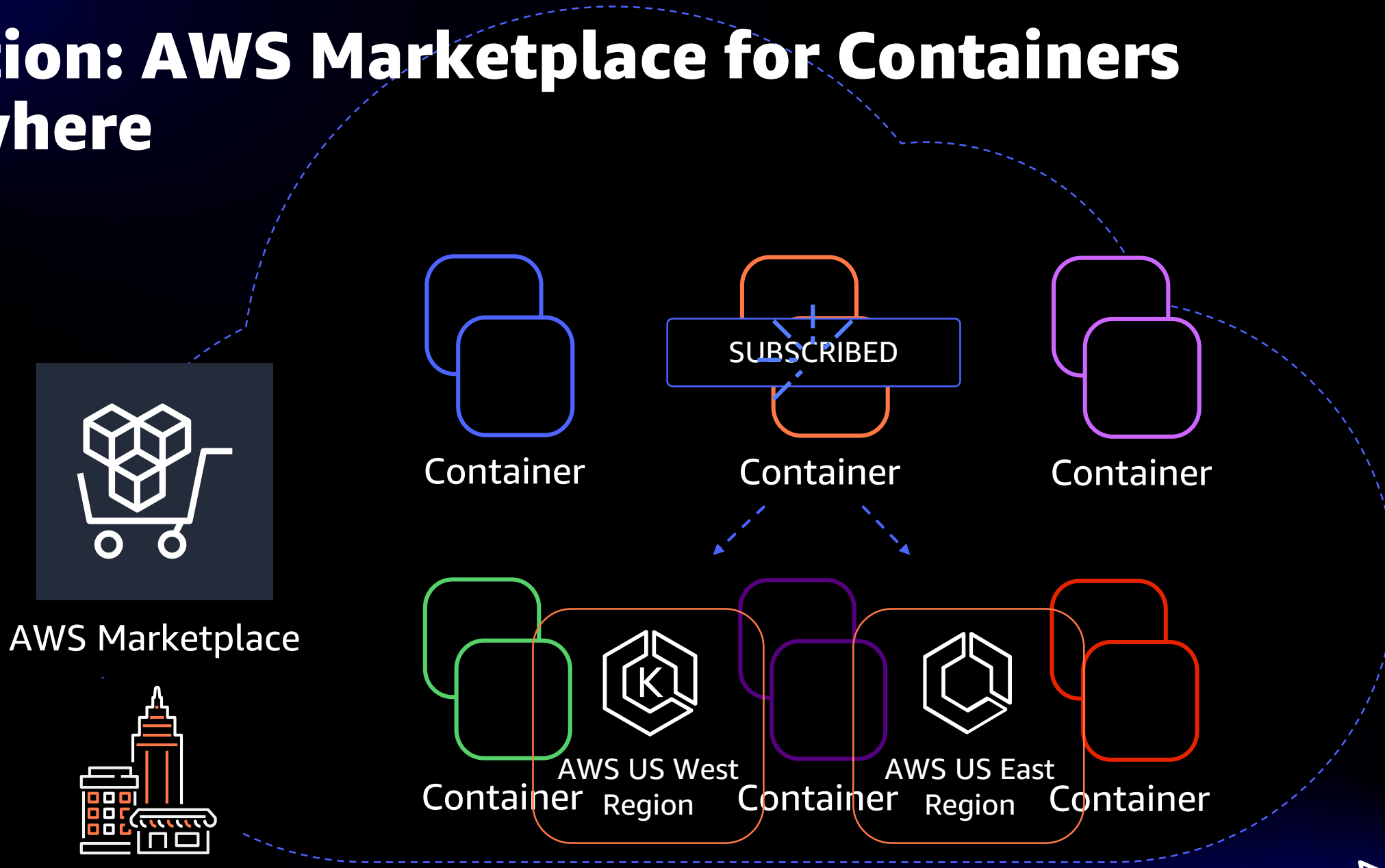
Application image distribution

Application deployment automation

Hybrid deployment support

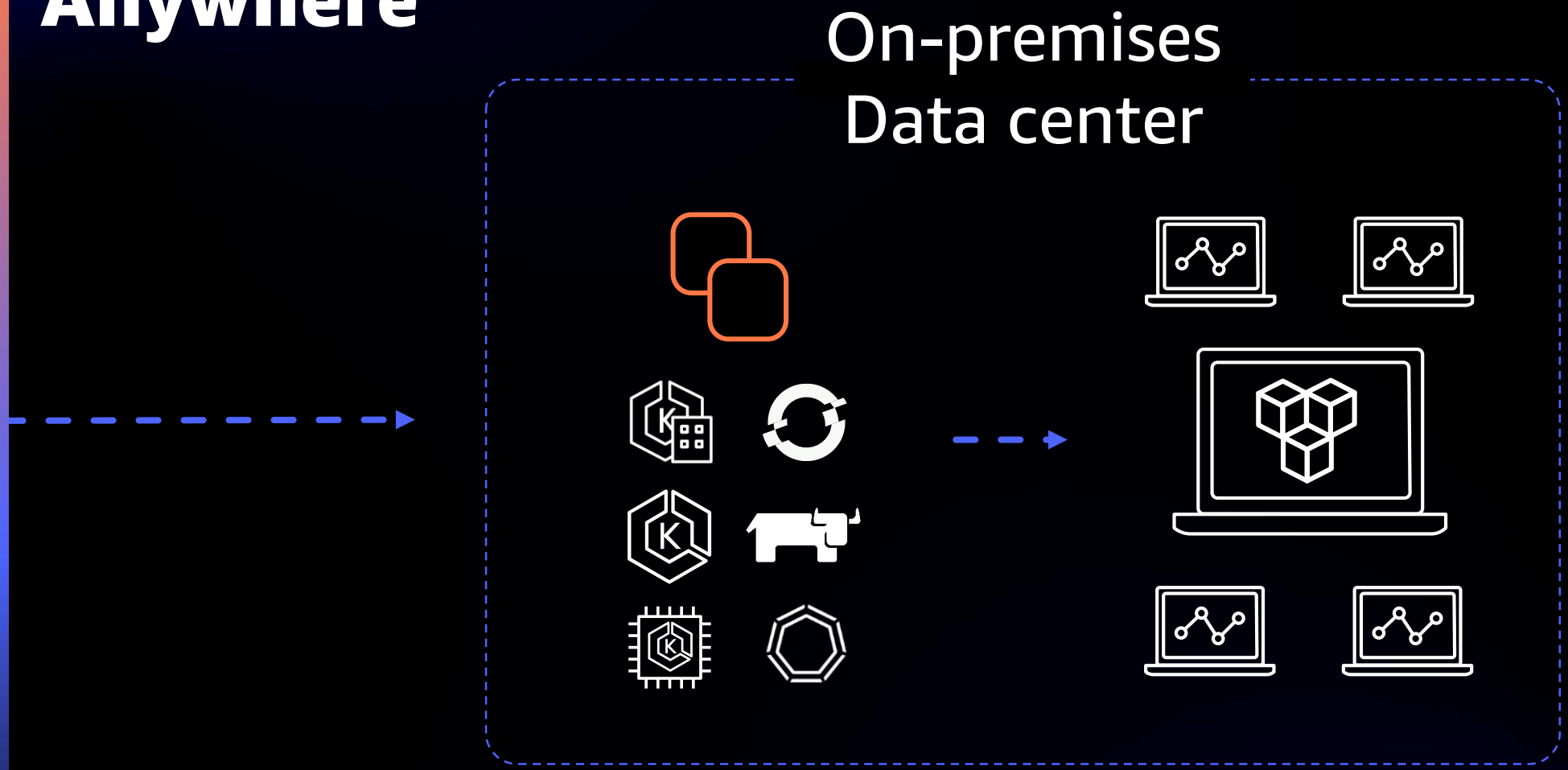
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Solution: AWS Marketplace for Containers Anywhere



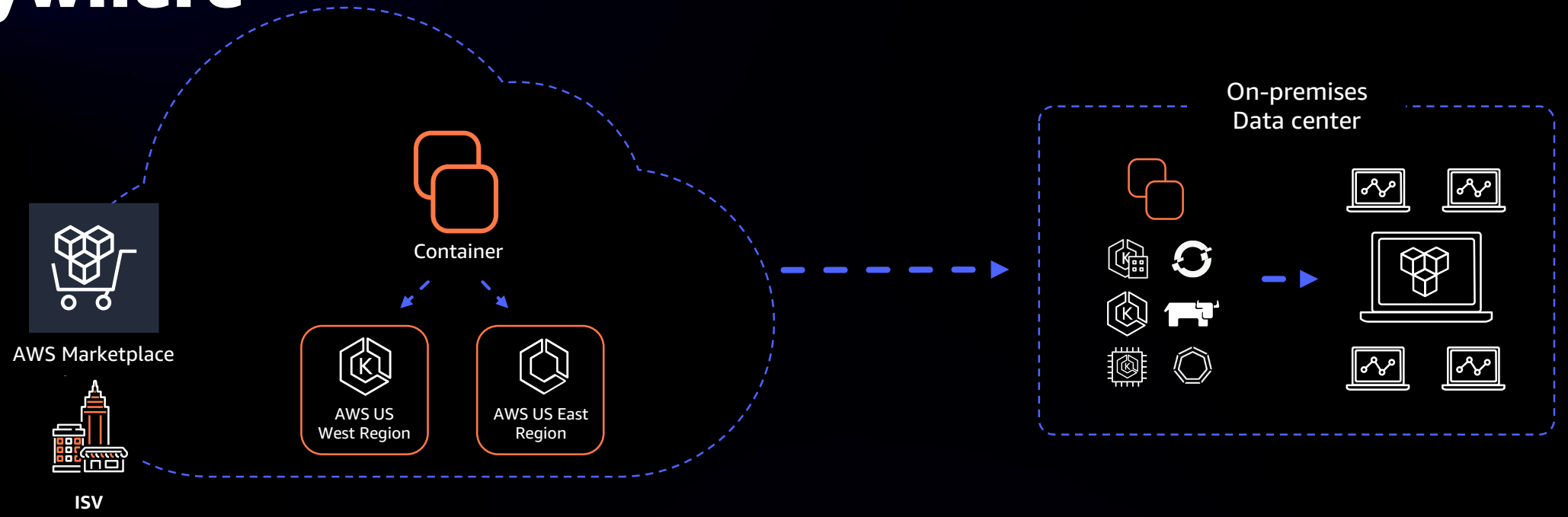
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Procurement through AWS Marketplace

AWS License Manager

Amazon ECR

Deployment automation using helm charts

Support containers anywhere and any K8S distribution

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AWS Marketplace for Containers Anywhere

Launch partners























Coming soon















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Palo Alto Networks CN-Series Container Firewall on

Marketplace for Containers Anywhere



Mukesh Gupta
VP of Products, Software Firewalls
Palo Alto Networks

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Containers are just a new form-factor… Vulnerable to the same network-based threats

CRYPTOJACKING



Graboid

2000 unsecured Docker hosts misused to mine Monero (XMR) cryptocurrency

RANSOMWARE



Ragnar Locker

700 GB stolen from ADATA and threatened to be leaked on the dark web for ransom

BOTNET C2



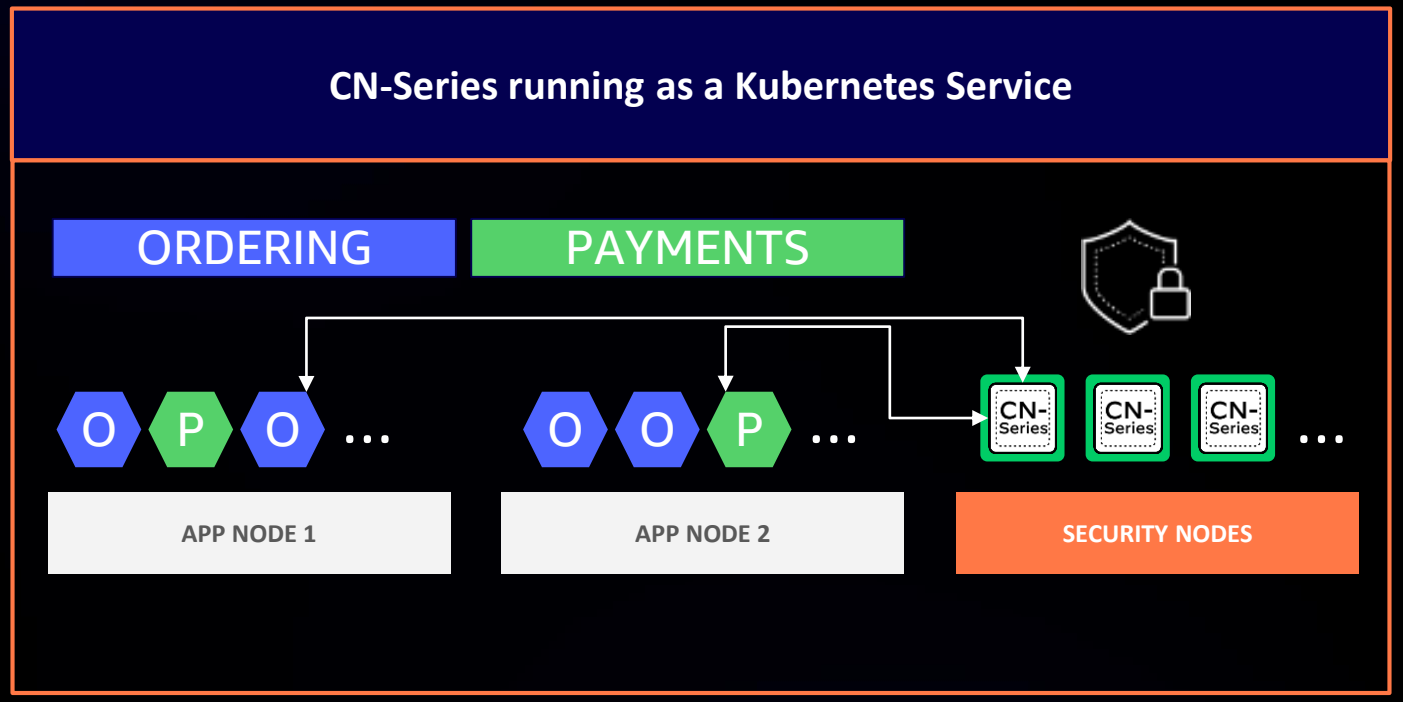
Meris BotNet

250,000 devices compromised and then used to launch a DDoS attack against Yandex

Source:
Graboid: https://unit42.paloaltonetworks.com
Ragnar Locker: https://resources.infosecinstitute.com
Meris BotNet: https://therecord.media

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CN-Series – Industry's First NGFW for Kubernetes



Gain Layer-7 traffic visibility and control

Apply Kubernetes context-aware policies

Protect containerized apps anywhere

Scale network security dynamically

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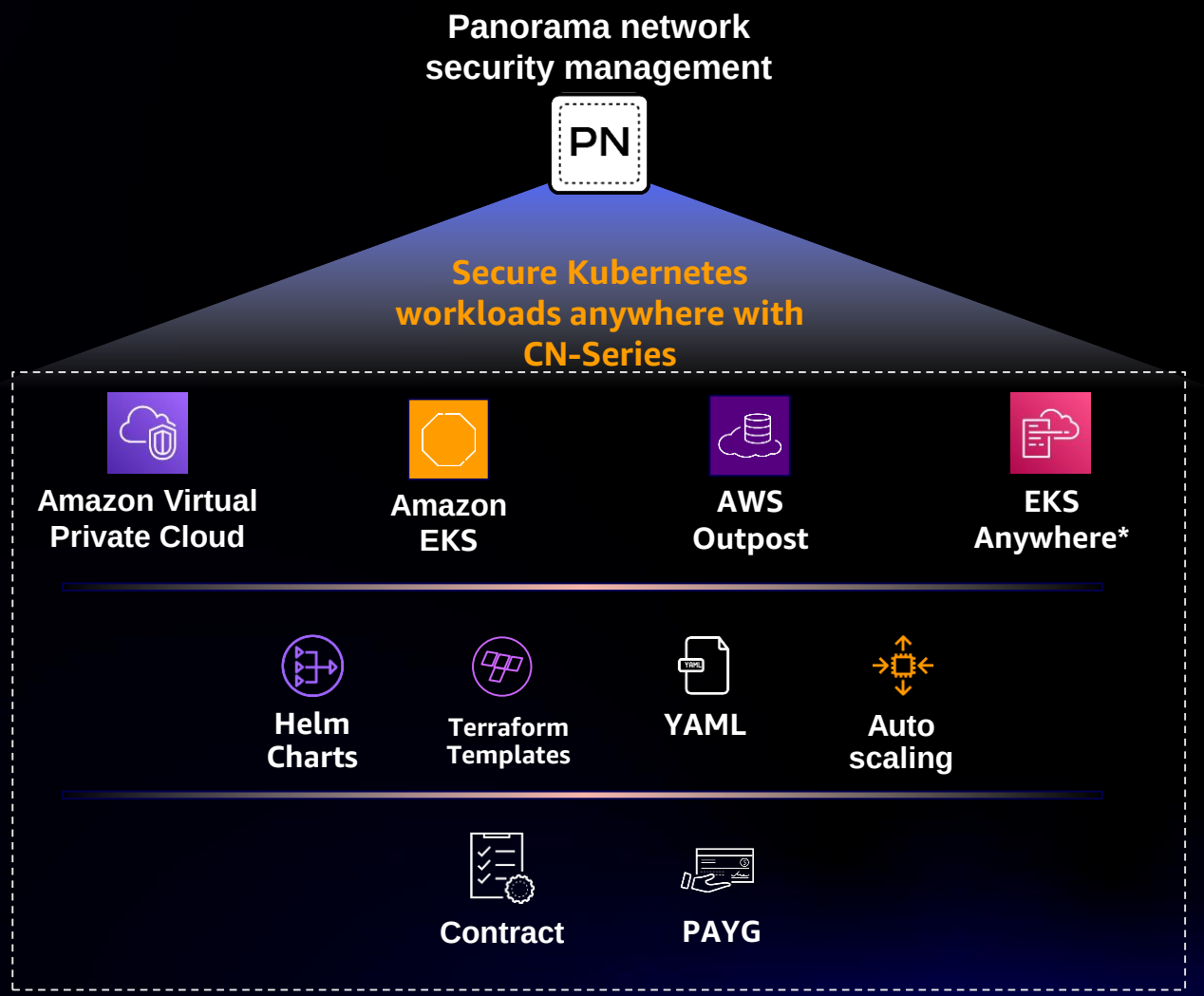
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CN-Series: Comprehensive Kubernetes cluster security

Gain Layer-7 traffic visibility and context

Protect containerized apps deployed anywhere

Dynamically scale network security



** Coming soon*

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CN-Series: Real-world customer use cases

Across AWS Cloud and Hybrid deployments



East-West Layer 7 Traffic Protection

Stop lateral movement of threats via complete visibility and control inside the cluster



Outbound Traffic Protection

Prevent data exfiltration and unwanted outbound connections



Inbound Threat Prevention

Protect your container cluster against known and unknown threats

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Case study

Major online retail company in saves time and increase security

Requirements

Need to host many apps on single Kubernetes cluster for efficiency
Some apps require PCI compliance with Layer 7 inspection
Agile and efficient network security

Solution

Palo Alto Networks CN-Series

Results

Deployed CN-Series on Kubernetes clusters
Full NGFW functionality at namespace/pod level
L7 firewall and threat prevention within Kubernetes cluster for PCI compliance



Photo credit: nounproject.com, Zamurovic Brothers

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Palo Alto Networks benefit from AWS Marketplace for Containers Anywhere



Flexibility to deploy container products anywhere

Streamlined the license upgrades and renewals

Eliminate platform specific license management

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* Roadmap

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With CN-Series Container Firewall on AWS Marketplace

Protect and Secure Hybrid Kubernetes environments

CN-Series will help with your share of the AWS shared responsibility model

Simplify and expedite procurement

By purchasing CN-Series once from AWS Marketplace and deploying anywhere

Retire your EDP cloud currency commitment

By procuring Palo Alto Networks products via the AWS Marketplace

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Call to action

We launched **AWS Marketplace for Containers** in 2018

We launched **AWS Marketplace for Containers Anywhere** today

We are adding **more features**

https://a.co/awsmpcontainersanywhere

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Call to action

Sellers

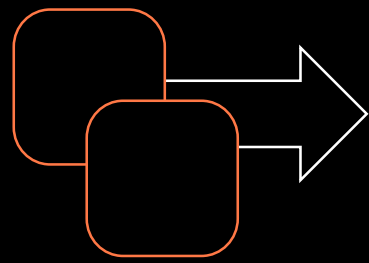


Make your products available on AWS Marketplace for **frictionless** buying and deploying experience

Buyers



Visit AWS Marketplace to subscribe to **500+** containers offerings



Start **deploying** containers from AWS Marketplace Anywhere and trying out on-premises

https://a.co/awsmpcontainersanywhere

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Amazon EKS



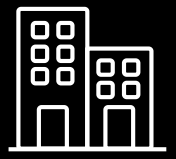
Amazon ECS



Amazon EKS Anywhere



Self-managed Kubernetes in EC2



Self-managed Kubernetes on prem

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Thank you!

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