



Palo Alto Networks Traps Named a 2016 CRN Product of the Year Winner

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Traps Advanced Endpoint Protection Honored in Security Endpoint Category

SANTA CLARA, Calif., Dec. 6, 2016 /PRNewswire/ -- Palo Alto Networks® (NYSE: PANW), the next-generation security company, today announced that CRN®, a brand of [The Channel Company](#), has named its Traps™ advanced endpoint protection offering the overall winner in the 2016 Product of the Year Awards in the Endpoint Security category. Among the finalists, Traps scored highest in all three areas – Technology, Profit and Revenue, and Customer Demand – as judged by solution providers. Recognized products represent best-of-breed technological innovation as judged by CRN editors and the solution provider community at large.

As a key element of the Palo Alto Networks Next-Generation Security Platform – a natively integrated and automated platform designed to safely enable applications and prevent cyber breaches – Traps advanced endpoint protection distinctively combines the most effective, purpose-built malware and exploit detection methods to prevent known and unknown threats before they can successfully compromise an endpoint. By focusing on detecting and blocking the techniques at the core of these attacks, Traps can prevent sophisticated, targeted, and never-before-seen attacks.

In 2016, for the first time, the top five finalists in all Product of the Year technology categories were selected by CRN editors, while solution providers themselves rated those finalists to determine the winner. The Channel Company surveyed solution provider partners working with each of the finalists, asking them to rate the products on Technology, Revenue and Profit, and Customer Demand. Solution providers considered a number of factors in determining their ratings, including product quality and reliability, technical innovation, ease of integration, potential to drive revenue, and fulfillment of market and customer demands. The survey garnered over 5,000 responses.

"CRN's Products of the Year certainly bring laudable innovations to market, but they represent much more than technical prowess alone," said Robert Faletta, CEO of The Channel Company. "These valuable products, such as the Palo Alto Networks Traps product, stand at the intersection of technological excellence, outstanding profit potential and high customer demand. Solution providers will find that our 2016 Products of the Year list serves as a valuable, one-of-a-kind guide to the all-around best new products in today's IT marketplace."

"Our customers and partners know firsthand that legacy antivirus point products can no longer protect against today's evolving cyberthreat landscape," said Lee Klarich, executive vice president, Product Management for Palo Alto Networks. "This award, which was determined by feedback from our partners, further validates the strength of our Traps advanced endpoint protection product and our commitment to preventing cyber breaches and protecting our way of life in today's digital age."

The 2016 Products of the Year will be featured in the December issue of CRN and can be viewed online at www.crn.com/poty.

Learn More

[Read our blog post about the CRN Product of the Year award win](#)
[Palo Alto Networks Traps Advanced Endpoint Protection](#)
[Palo Alto Networks Next-Generation Security Platform](#)

About Palo Alto Networks

Palo Alto Networks is the next-generation security company, leading a new era in cybersecurity by safely enabling applications and preventing cyber breaches for tens of thousands of organizations worldwide. Built with an innovative approach and highly differentiated cyberthreat prevention capabilities, our game-changing security platform delivers security far superior to legacy or point products, safely enables daily business operations, and protects an organization's most valuable assets. Find out more at www.paloaltonetworks.com.

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