



Product Launch Message Map – Midrange Rackmount Hardware Refresh

Product Family:	Network Security	
Product/Service/Feature Name:	Firebox Midrange Rackmount Appliances	
Release Classification:	N = New product New midrange rackmount systems: • M295 (Darrington 2) • M395 (Silverdale 0) • M495 (Silverdale 1) • M595 (Silverdale 2) • M695 (Silverdale 3)	
Launch Milestones:	BETA Period:	August 11, 2025
	GA Date:	October 6, 2025
	Marketing Launch:	October 7, 2025
	Map Last Updated	August 30, 2025

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1. Solution Overview

WatchGuard is expanding its Unified Security Platform with a new generation of Firebox midrange rackmount appliances designed to help MSPs serve more demanding customer environments. With up to 5x faster single-tunnel BOVPN performance, 2-3x improvements in UTM throughput, and integrated features, these models reduce service complexity and make it easier to deliver enterprise-grade security for the midmarket, from branch offices to large data centers.



WatchGuard's expanded hardware lineup, including five new appliances in this series, provides more deployment options and increased flexibility to select the firewall that best meets modern business needs. By choosing WatchGuard, MSPs get more than just faster firewalls: They gain a platform that simplifies management, broadens service opportunities, and maintains healthy margins.

Key Performance Highlights

- **Balanced performance and affordability for today's modern business needs:** Significant boost over the previous generation, leveraging the latest Intel technology, delivering high-end performance without high-end costs.
- **High-speed connectivity built-in:** Dense, multi-speed ports support today's traffic demands, no expensive add-on modules required.
- **Higher User Count Support:** With 8 GB of memory standard and up to 32 GB on select models, Firebox appliances maintain fast performance even with high user counts. More memory means smoother session handling and no slowdowns, even when every security service is enabled.
- **Always-on resilience:** Optional redundant power (excl. M295) and full clustering capabilities ensure uninterrupted protection.
- **Continued sustainable approach:** Firebox next-gen hardware cuts waste with reduced packaging, supports green initiatives, like WatchGuard's Climate Pledge, and lets customers reuse or order only the power cords they need at a low cost.

2. Problem Statement, Value Proposition, and Business Outcomes

Problem Statement and Value Proposition

Today's growing organizations can't afford complexity, downtime, or runaway costs. WatchGuard's next-gen Firebox midrange rackmount appliances deliver enterprise-grade performance and reliability without the premium price tag.

With multi-speed port density, higher memory to support more active users and sessions, and optional redundant power, these appliances are built to sustain modern workloads. When managed through WatchGuard Cloud, the Firebox M Series integrates seamlessly into a Unified Security Platform, simplifying deployment, scaling, and ongoing management across sites. Plus, the Firebox M Series is available with FlexPay licensing, giving businesses the flexibility to choose payment terms that fit their needs.

Bottom line: Firebox rackmount firewalls empower IT teams and MSPs to deliver secure, fast, and cost-efficient networks, backed by no-surprise pricing and a platform built for growth.

Business Outcomes

- **Stronger Price/Performance:** Deliver improved throughput and efficiency by leveraging the latest technology in the Firebox M Series.
- **Revenue Growth:** Achieve 2025–2026 targets across all purchase models: new term, renewals, trade-ups, and subscriptions.
- **Market Alignment:** Position Firebox as meeting evolving customer and partner needs like zero trust security, while staying competitive on critical performance metrics.
 1. Proposed Firebox + FireCloud promotion to boost messaging and positioning, waiting for approval
- **Customer-Centric Evolution:** Address the top customer and partner asks while closing gaps in the current lineup.

3. New Product Overview and Key Features

Current Model	New Model	Hardware
M290	M295	
M390	M395	
N/A	M495	
M590	M595	
M690	M695	

New or Improved Features	Why It Matters (Customer Value & Differentiation)
Substantial UTM & VPN performance jump compared to the Mx90 and Mx70 series	Run every service at once: IPS, IAV, App Control, APT, DNS filtering, TLS inspection, without killing performance . Competitors often publish “lab-tuned” numbers that drop off when all services are enabled. With WatchGuard, it’s all real-world performance, no trade-offs.
Modern multi-gig connectivity (2.5/10 GbE options, more SFP and SFP+)	For customers, this means no weak links and faster speeds for high-bandwidth apps and traffic growth. For partners, this means they can cover more deployment scenarios with one device. Sophos, for example, often requires pricey hardware modules or higher-end boxes to unlock multi-gig uplinks.
Big BOVPN gains (site-to-site performance)	Branch-to-branch traffic is faster and more reliable, even with heavy workloads like file transfers or VoIP. Competitors like SonicWall and Sophos often see performance drops under full security loads. WatchGuard keeps inter-office connections smooth without forcing hardware upgrades.

Redundant power supply available for M395 and up	High availability is critical for modern networks. Customers can achieve resiliency through clustering and add an extra layer of protection with an optional redundant power supply. We've heard that Fortinet sells redundancy separately, sometimes in 5-pack minimums, which adds cost and complexity.
All the interfaces already installed	Every port you need is already built in: 1G, 2.5G, 5G, 10G (both copper and fiber ports). No guessing, no add-on cards, no delays. Competitors likely will charge extra.
Recyclable packaging, reduced waste, and power cords sold separately	Less plastic, less waste, and only the cords you actually need. Competitors ship bulky packaging and unused cords that end up in the trash. WatchGuard is leaner, greener, and more cost-efficient for MSPs rolling out at scale. Note: All power cords for the M295 through M695 are available at a low price but sold separately.

4. Messaging and Positioning

Positioning Statement

The new Firebox midrange rackmount series (M Series) delivers balanced performance and affordability, giving organizations and MSPs the flexibility to choose the right appliance for every environment. With performance tiers across the models, WatchGuard provides options that scale with business needs and budgets. Integrated multi-speed networking, ample memory for higher user counts and heavier security workloads, and optional redundancy ensure these appliances are built for real-world deployments.

The new models run the same WatchGuard Basic and Total Security Services that partners already trust. By operating on the latest version of the WatchGuard OS, configurations from current and previous generations can be ported to the new appliances, simplifying migration and reducing costs. Plus, because Firebox is part of the WatchGuard Unified Security Platform, the value goes beyond speeds and feeds by delivering simplified management, XDR correlation, and seamless integration with AuthPoint MFA to enable identity security and zero trust across the network.

5. Key Messaging Pillars

Grow with Confidence, Not Complexity

The new Firebox M Series offers MSPs a flexible portfolio of five models designed to fit customer size, performance demands, and budgets. With built-in features like multi-speed ports, high-capacity memory, clustering, and optional redundant power, MSPs can right-size deployments and scale services without adding complexity or hidden costs.

More Than Speeds and Feeds: As part of the WatchGuard Unified Security Platform, Firebox appliances go beyond hardware performance. With WatchGuard Cloud, they enable simplified deployment and management, XDR correlation through ThreatSync, and seamless integration



with AuthPoint MFA for identity security and zero trust enablement. Plus, with WatchGuard MDR, organizations can extend protection to 24/7 monitoring and response, reducing the burden on IT teams and MSPs while strengthening defenses against evolving threats.

Built-In Features and No Hidden Costs: By including enterprise-grade features out of the box (multi-speed ports, ample memory for higher user counts, and redundancy options), Firebox reduces add-on expenses and keeps pricing predictable. MSPs can better protect margins, deliver transparent pricing to customers, and build long-term trust by avoiding the surprise costs common with competitors. All this, while delivering everything needed to handle today's apps, traffic growth, and security workloads

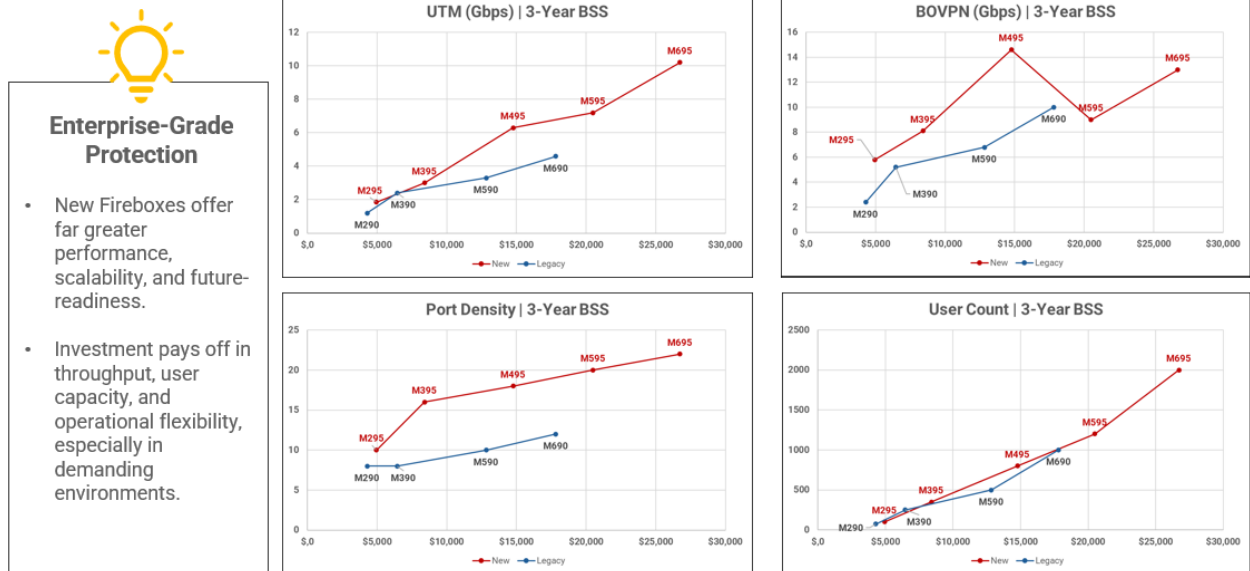
Sustainable by Design: Eco-conscious packaging, reduced waste, and low-cost optional power cords reflect WatchGuard's ongoing commitment to greener IT practices. Customers and partners can meet sustainability goals while keeping rollouts efficient and cost-effective.

6. Ideal Use Cases by Model

Firebox Model	Ideal Business Type	MSP Challenges Solved
Firebox M295	Small enterprises, regional offices, boutique firms	Customers outgrowing tabletop performance but not ready for enterprise pricing
Firebox M395	Professional services (legal, accounting), retail chains, multi-branch SMEs	Balancing deep inspection with budget and staff constraints
Firebox M495	Healthcare clinics, manufacturing sites, distribution hubs	Meeting compliance without complex management or added appliances
Firebox M595	Education (K–12, universities), public sector agencies	Lean IT teams managing rapid growth in hybrid environments
Firebox M695	Growing enterprises, data-intensive industries, MSPs hosting multi-tenant environments	Handling heavy traffic loads and advanced threat defenses without bottlenecks

7. Competitive Positioning: Legacy vs. Next-Gen Performance, Firebox Rackmount M Series Key differentiators

WatchGuard Price-to-Performance Comparison



Legacy vs. Next-Gen Performance

Firebox Rackmount M Series Key differentiators

- **Real-World Price-Performance**
 - **MSP Value:** Confidently size solutions without overspending or overprovisioning. Better performance with all services enabled means fewer devices to manage, simpler deployments, and happier customers.
 - **With WatchGuard, what you see is what you get:** >2X performance gains over previous generation; UTM, HTTPS, and VPN speeds tested with *all* services active. No need to disable security to hit promised numbers.
 - Competitors: Market with “lab-optimized” results; performance drops sharply when full security stacks are enabled.
- **Unified Security Platform Advantage**
 - **MSP Value:** Simplify operations and expand service offerings. Centralized management, integrated XDR correlation, and optional MDR services free staff from admin work and unlock new revenue streams.
 - **WatchGuard offers one platform, fewer gaps, and faster response:** Integrated with WatchGuard Cloud and ThreatSync for centralized management, XDR correlation, and optional MDR, for those wanting to reduce complexity and response time.
 - Competitors: Fragmented tools and separate consoles; higher overhead to manage hybrid networks.

- **Built-In Value: Ports and Features Included**
 - **MSP Value:** Lower total cost of service and predictable pricing models. Fewer hidden costs mean stronger margins and greater transparency for customers.
 - **WatchGuard gives you more speed and features, without hidden costs:** Integrated multi-gig, SFP, and SFP+ ports standard, worth \$500–\$1600* (based on WatchGuard MSRP for equivalent network modules) in comparable competitor add-ons. Licensing includes essential security features from day one.
- **MSP-Centric Management and Business Flexibility**
 - **MSP Value:** Manage at scale, brand services your way, and transact on terms that protect your margins and match customer preferences. With these built-in capabilities, MSPs reduce overhead, expand offerings, and grow profitably.
 - **Product Proof:** Native multi-tenant, multi-tier management in WatchGuard Cloud to securely manage thousands of firewalls. Custom branding, delegated access, and role-based controls enable branded services and granular customer management. Flexible FlexPay options let MSPs align billing to their business and client needs.