The Evolution of SASE

How the Enterprise Browser is transforming the Security Landscape

Oliver Kaiser | SASE Domain Consultant

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A Web-First World has Transformed the Way We Work

The Browser is the Primary Hub of Productivity

85%-100%

of a worker's day is spent in the browser

Palo Alto Networks/Omdia Forrester

But Browsers are Vulnerable

95%

of organizations reported a security incident originating in the browser

Palo Alto Networks/Omdia

328

vulnerabilities were found in browsers in 2024

CVE Details

Widespread Use of SaaS, Web & GenAI apps via the Browser

~10,000

SaaS and web apps used in large organizations today, on average

Palo Alto Networks

But Organizations Lack Visibility & Control in SaaS, Web & GenAI Apps

65%

of organizations have limited to no control into what data is shared in AI tools

Palo Alto Networks

Employees & Third Parties Leverage Unmanaged Devices to Get Work Done

~90%

of organizations enable employees access to corporate apps with personal devices

Palo Alto Networks/Omdia

But Unsecure Devices Compromise Top Organizations

~90%

of successful ransomware compromises originate from unmanaged devices

Microsoft

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But it hasn't transformed the way we secure our Users

Web Filtering

- Based on Reputation DBs
- Prone to Evasion Techniques
- Can't handle HTTP3 + QUIC
- Can't inspect TLS with Pinned Certificates

Data Loss Prevention

- Can't handle modern WebSocket protocols
- Lacks native integration into SaaS Applications
- Bad User Experience results in Monitor-Mode Deployments

Malware Detection

- Prone to modern evasion tactics
  - HTML Embed
  - File Chunks
  - WebRTC, WebSockets, gRPC Transport
  - File Encryption

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So how do we actually protect the Modern Workplace?

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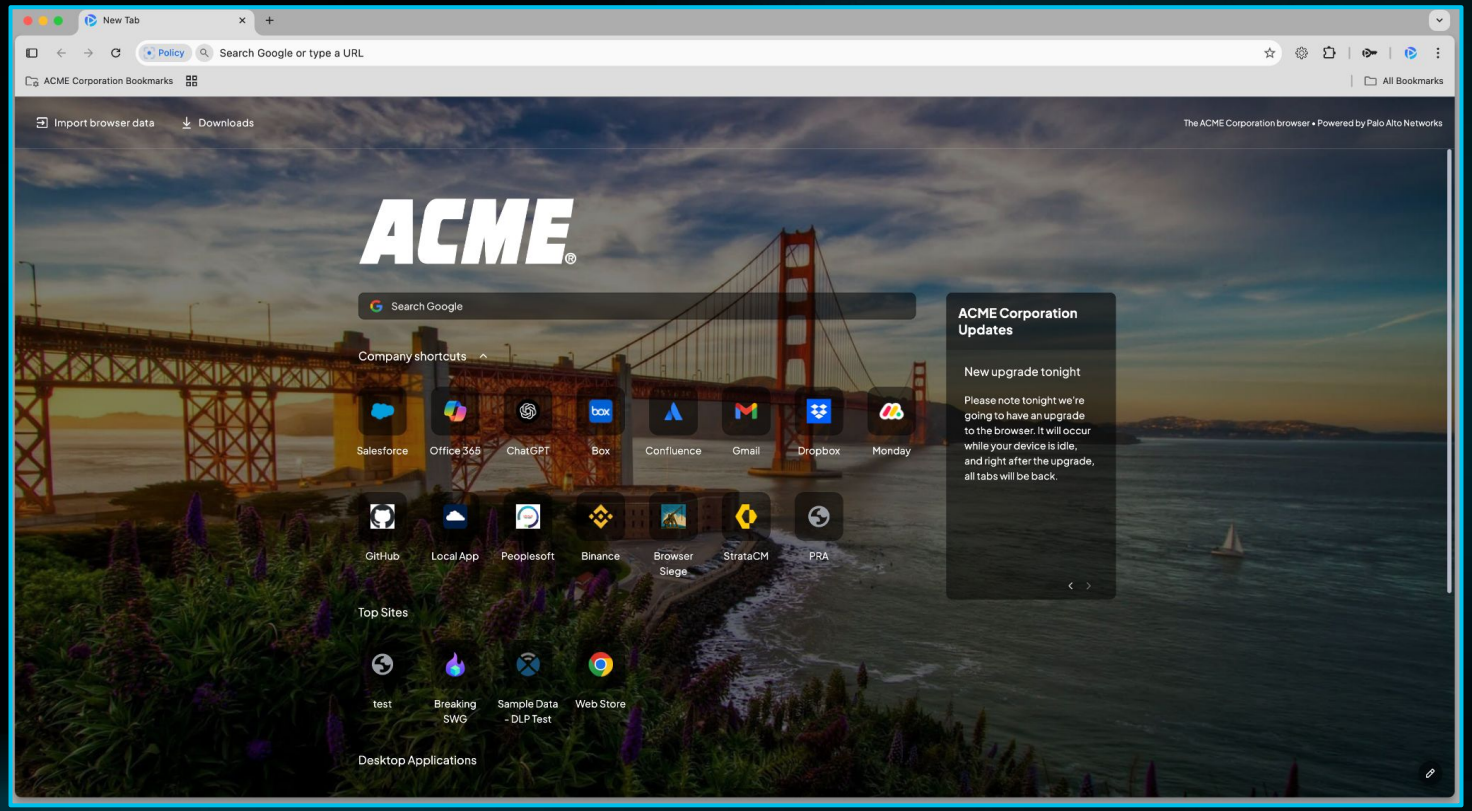
Meet Prisma Browser



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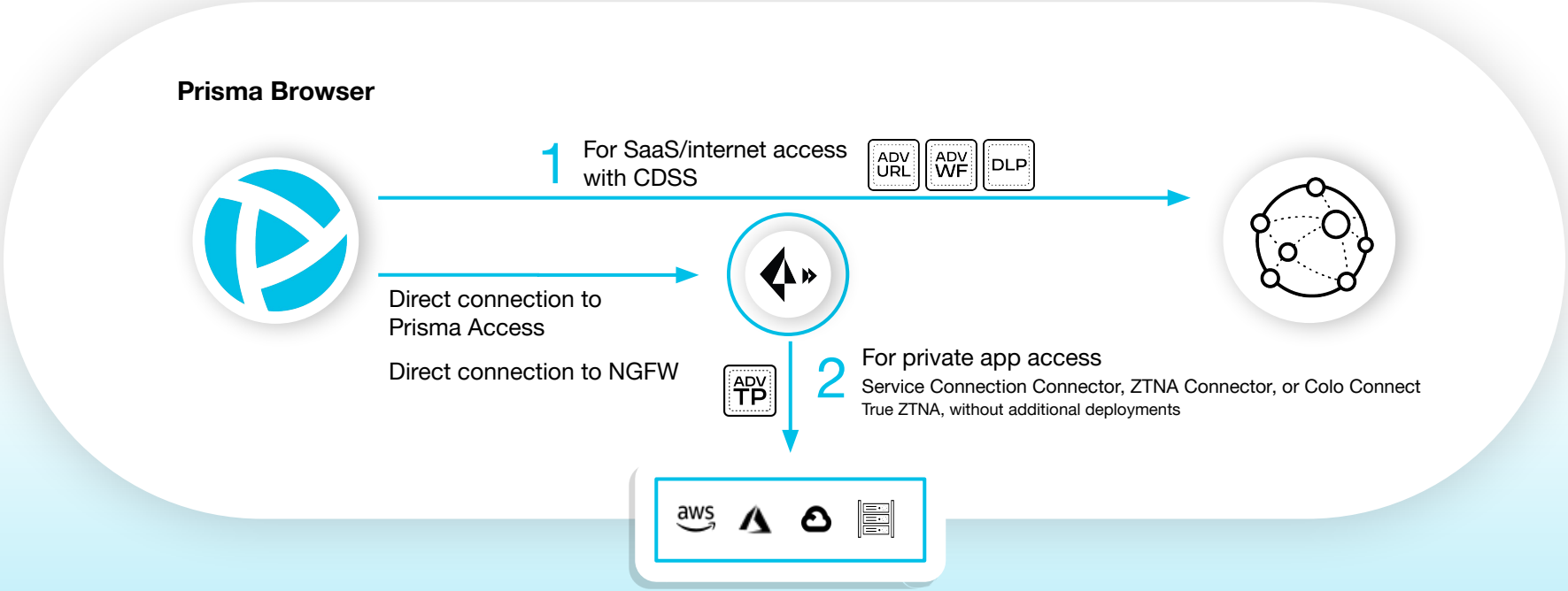
Prisma® Browser: Secure Connectivity to ALL Applications



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Zero Trust with Zero Exceptions

Leveraging Palo Alto Networks Precision AI®

Malware Analysis

Advanced WildFire®

- Industry's largest cloud-based malware prevention engine
- Analyzes **>28B** unique files per year, detects **>99%** of known and unknown malware

Web Security

AI-Powered URL Filtering

- Industry's biggest AI-powered threat intel DB
- Most advanced phishing protection engines block **>41B** malicious URLs a year

Threat Protection

Advanced Threat Protection

- Real-time defense against the most advanced evasive threats
- Deep learning models trained on millions of data points provide **90%** prevention of injection attacks

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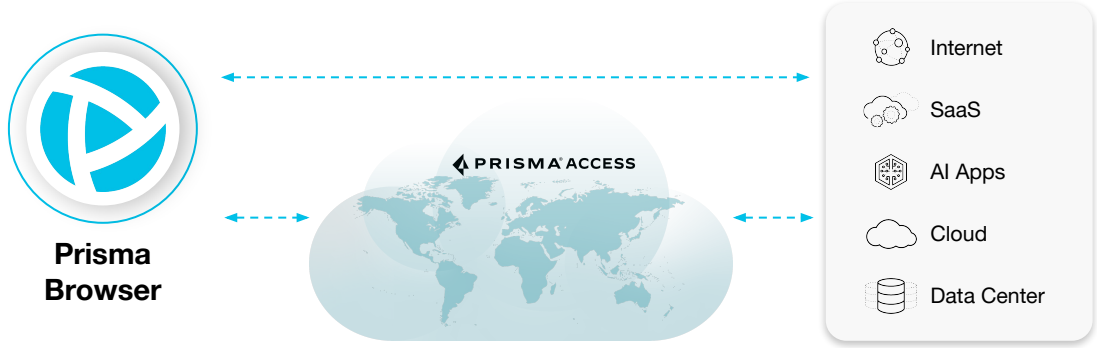
Browse Bravely with Prisma Browser

- Chromium-based, native UX
- Zero infrastructure changes
- No admin privileges required
- Unified visibility, single policy

Available on

iOS IGEL



BY 2030 enterprise browsers will be the **core platform** for delivering workforce productivity and security software on managed and unmanaged devices for a seamless hybrid work experience.

Gartner

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Secure Environment

Last-Mile Data & Identity Controls

User-First Workspace

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Total Control with built-in Protection

MULTI-DIRECTIONAL PROTECTION

Protects against compromised endpoints

Hardens from tampering & Account Takeover

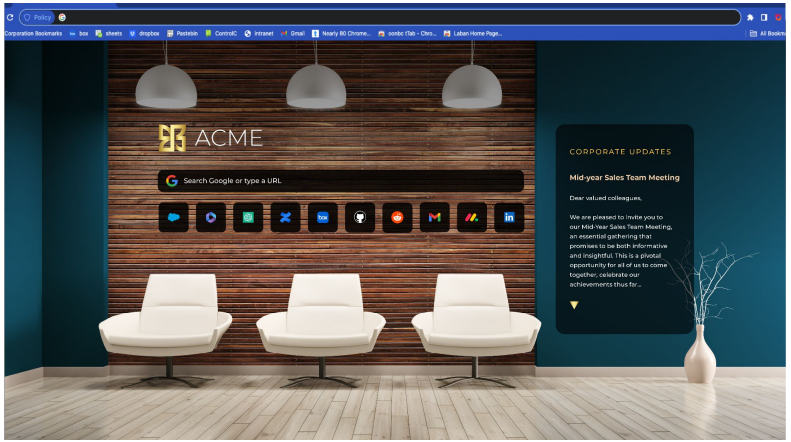
- Asset & memory protection
- Cert pinning & Integrity checks

Isolates from risky device

- Keyloggers & scrapers
- Untrusted certificates
- Public networks & MitM

Protects browser session

- Lock Screen
- Temp browser session time/data
- Max concurrent devices
- Device posture every 90 sec



Protect against insider risks with deep web insights for hunting and forensics

Web & user actions

SaaS & Shadow IT

Screenshot & session recording

Browser extensions

Protects against web threats

Protects from malicious file download/upload

Protects from phishing

- URL reputation
- Static URL analysis
- Credential hygiene

Reduces attack surface

- Forces security patches
- Remote Browser Isolation
- Disabling browser components
- Memory protections

Defends against malicious extensions

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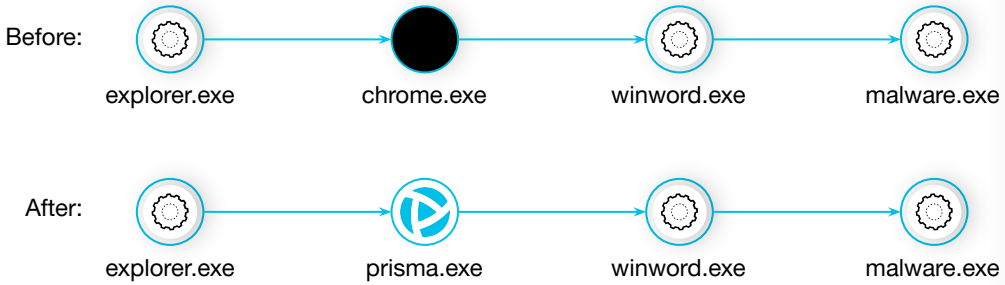
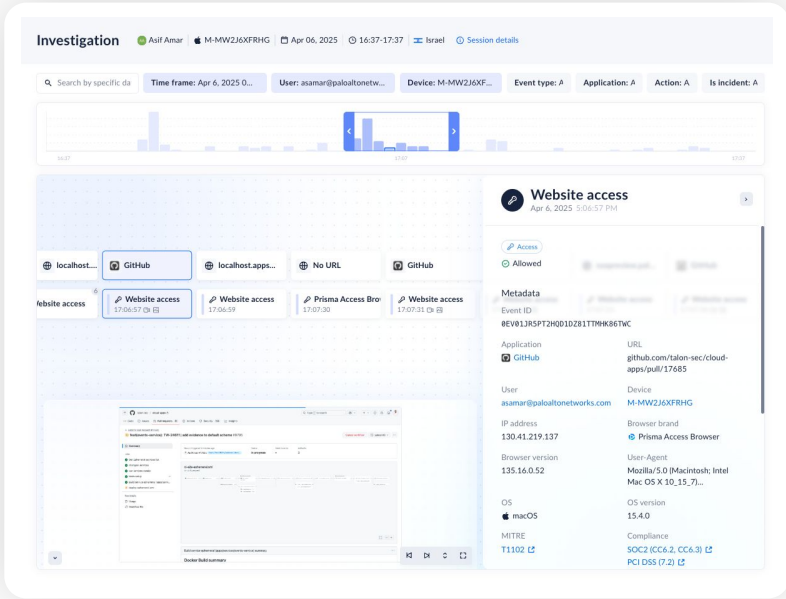
Holistic Visibility across every digital transaction

Eliminate the browser blindspot in your security operations



- Web activities
- SaaS visibility
- User & data behavior
- Browser extensions
- Device posture (+unmanaged)
- Evidence storage



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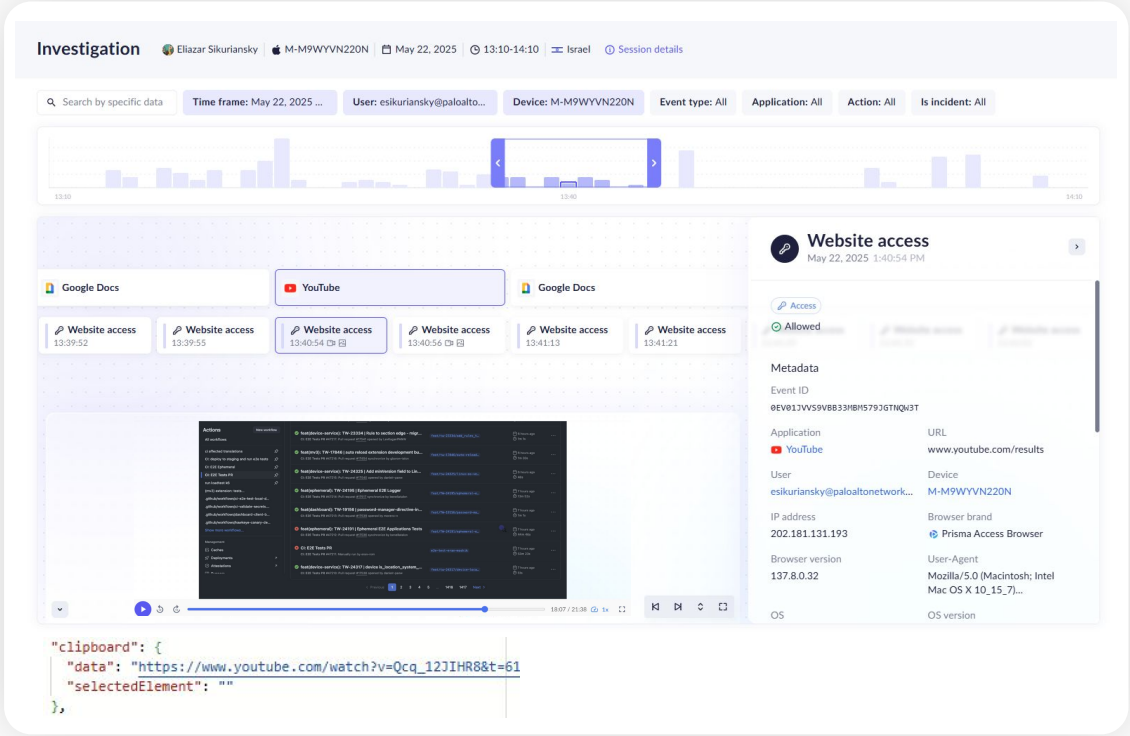
Investigating Incidents across the Web like never before

Comprehensive Investigation Panel

Create a complete user journey

- Screenshots
- Event recordings
- Full session recordings
- Data snippets
- File & clipboard evidence



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Secure Environment

Last-Mile Data & Identity Controls

User-First Workspace

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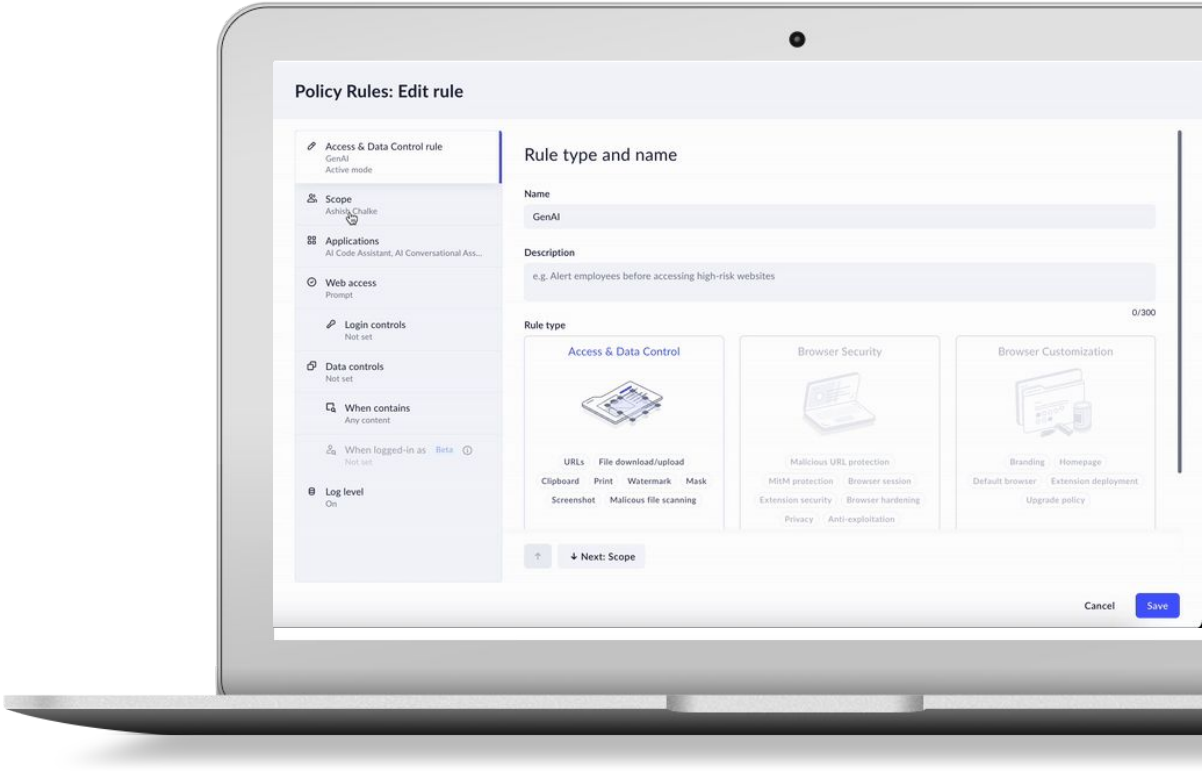
Every Identity. Every Device. Across All Applications

ALL user & device attributes

- USER / GROUP / RISK SCORE
- DEVICE POSTURE ATTRIBUTES
- NETWORK
- LOCATION

ALL apps & user context

- URL / CATEGORY
- SAAS APP
- UNMANAGED APPS
- AI APPS
- PRIVATE APPS
- SSH/RDP
- ACCOUNT TYPE & SAAS TENANT



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Take Full Control of Content

ALL actions & last mile, agnostically

Files

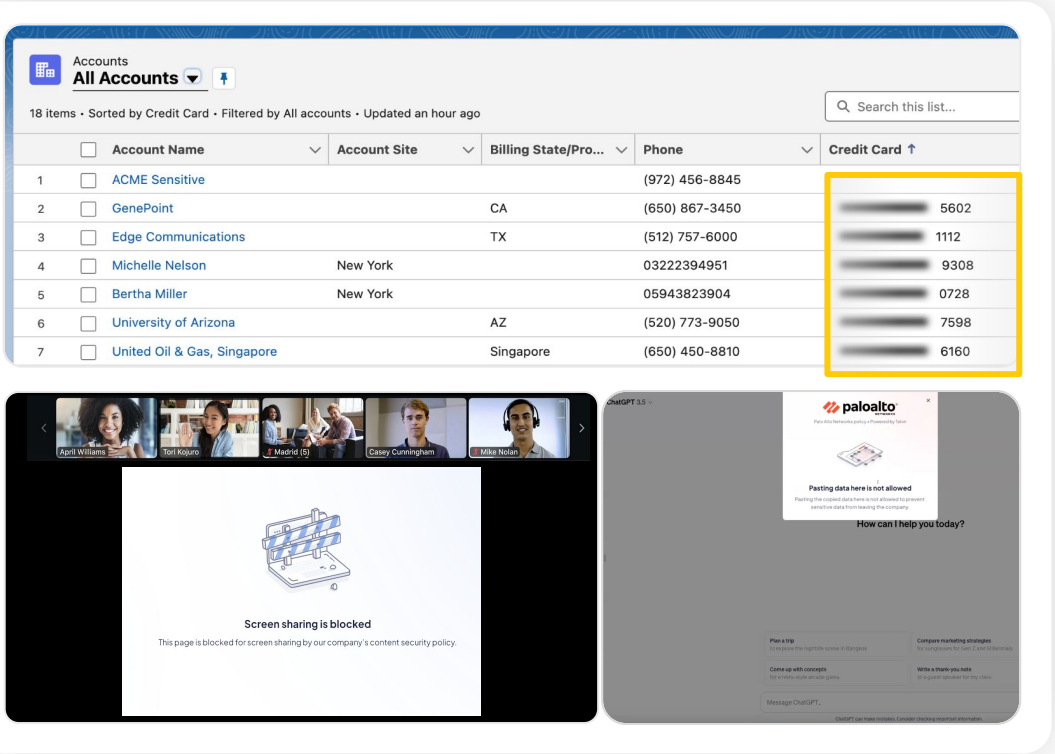
- File upload / download

Last-mile

- Copy / paste
- Print
- Screenshot / Screenshare

Web-specific

- Web login
- Prompt control on GenAI
- Typing & read-only
- Masking
- Camera / Microphone
- Watermarks



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Holistic Access Control for Private and Public Apps

WITH leading data classification engines, WITH inline MFA & JIT on ALL controls

DLP **Data Loss Prevention**

Data classification engines

- **One-stop shop** with shared classification library across all PANW products
- **>1K** built-in data classifiers, **80%** higher data classification with ML classifiers and 10x fewer false positives
- OCR, EDM & IDM
- **22** predefined regulations & compliance profiles (e.g., HIPAA, PII, GDPR, PCI)

MFA JIT

Inline MFA & JIT on all web actions

- Step-up MFA with a variety of factors (including passkeys)
- End-user coaching and customized messages
- Proceed anyway with a reason
- Admin approval workflows

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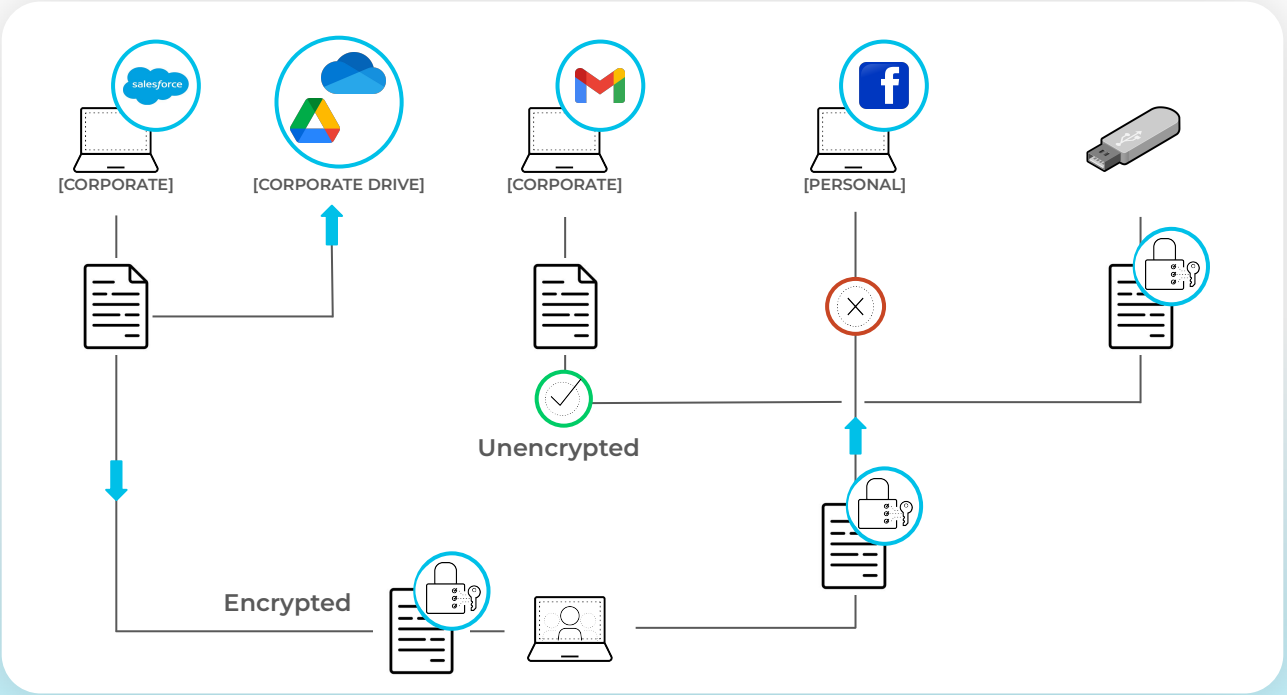
Ensuring your Data never leaves the Secure Enterprise Browser

WITH directional context for modern data protection: always assume compromise

For example:

- Allow **file movement** or **copy/paste** *only* between sanctioned apps
- Block or **encrypt** transfer from sanctioned apps *to* private accounts or flash drives
- Allow **file download** *only* to enterprise cloud drive



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Prisma® Browser: Unique Capabilities

Secure Environment

Last-Mile Data & Identity Controls

User-First Workspace

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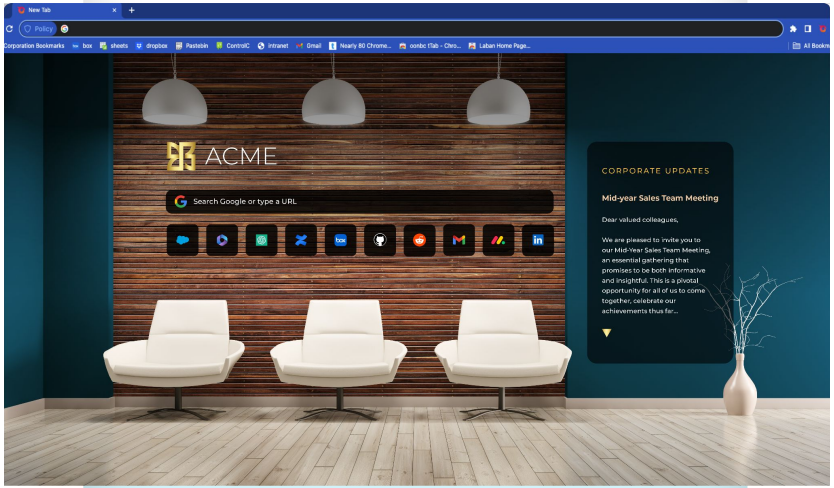
Removing Friction and Enhancing User Experience

ENABLE USERS TO…

- Access all work apps as the primary work interface: Web, SaaS, GenAI, private, remote protocols, desktop apps, legacy web apps (IE)
- Onboard in minutes, with no admin privileges
- Experience maximum uptime with NO single point of failure



EMPOWER USERS TO…

- Login to apps immediately with an integrated password manager
- Quickly access company shortcuts via customized homepage and sidebar
- Preserve privacy with separate browser for personal and corporate use
- Quickly resolve issues with ADEM, remote troubleshooting and live session streaming

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Taking Full Control of Credentials

Protect Credentials with the Power of an Integrated Password Manager

- Keep credentials out of user hands with a zero-knowledge password approach
- Simplify operations and reduce costs by eliminating the need for separate password tools
- Speed up onboarding with auto-filled password access at first login

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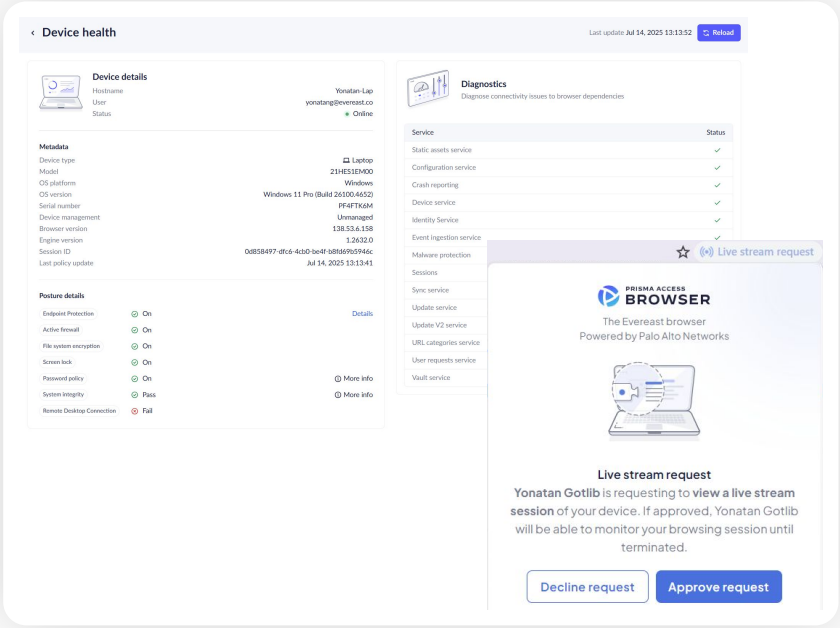
Simplifying Live Support

Quickly resolve issues with remote admin operations

- Live session streaming to share the user's tab, browser, or full desktop in live
- Admin troubleshooting to inspect device health, collect logs, and remediate
- Autonomous Digital Experience Management with real-user metrics (RUM) for quick resolution of website issues



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BY

2030

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Thank you

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