

VERSATILITY

Powering Security Edge Preferred built on the VersaONE platform

Network-native. Zero-touch. Scalable. Powerful protection from day one.

Christian Nascimento

Senior Vice President: Connectivity and Digital Solutions

COMCAST
BUSINESS

From connectivity provider to security partner

THE CHALLENGE

Small businesses face the same cyber threats
as large enterprises...



MALWARE



PHISHING



RANSOMWARE

...but without dedicated IT teams
or security expertise.



**NO DEDICATED
IT TEAM**



**NO SECURITY
EXPERTISE**



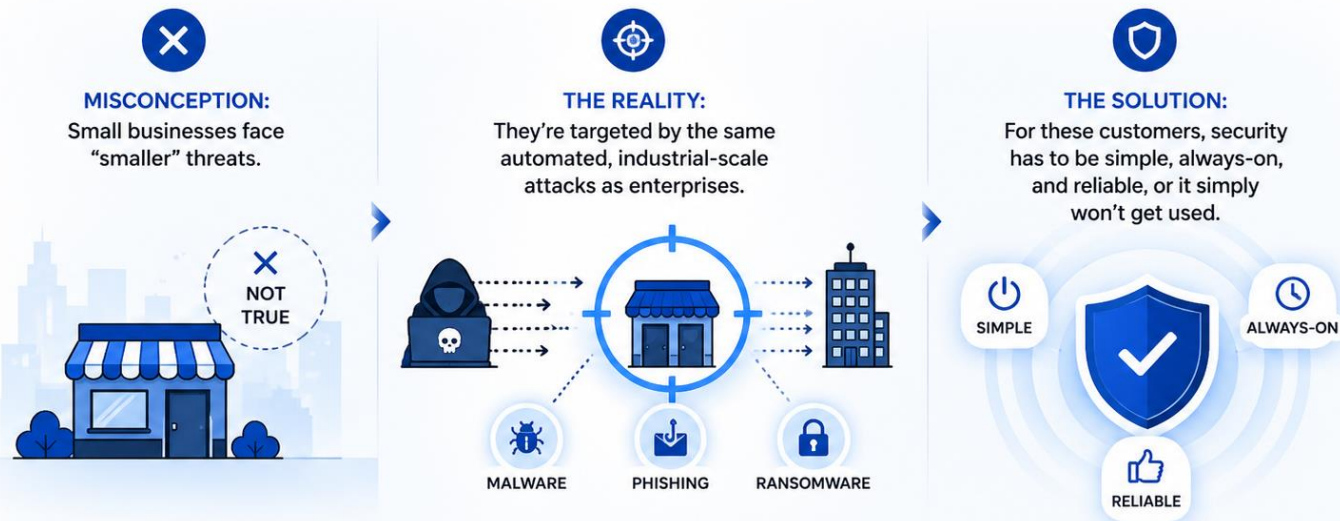
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Why cybersecurity matters to small business

Small Businesses, Big Threats

Small businesses face the **same cyber threats** as large enterprises— but without the people, tools, or time to manage complex security stacks.



Security that works in the background—so you can focus on running your business.

Small businesses face unprecedented cybersecurity threats — and most don't even realize it.

- 43% of all cyberattacks now target small businesses.
- The average cost of a breach has climbed above \$500,000, double what it was in 2024.
- One breach can cause downtime, loss of trust, or even close a small business' doors for good.
- They can't afford to ignore the risk.

At scale, simplicity
is a requirement

WHY WE PARTNERED WITH **VERSA**

WHAT WE DECIDED TO IMPLEMENT

**SECURITYEDGE™
PREFERRED**



BUILT-IN PROTECTION



ACTIVE FROM DAY ONE



NO EXTRA HARDWARE TO BUY



NO COMPLEX SETUP OR MANAGEMENT

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WHY **VERSA**



ON THE NETWORK

Built for modern networks with superior performance and scale.



ENTERPRISE-GRADE SECURITY

Comprehensive SASE capabilities to protect users, apps, and data.



PARTNERSHIP MINDSET

Collaborative, responsive, and committed to our shared success.



THE **IMPACT**



Stronger security posture across the network

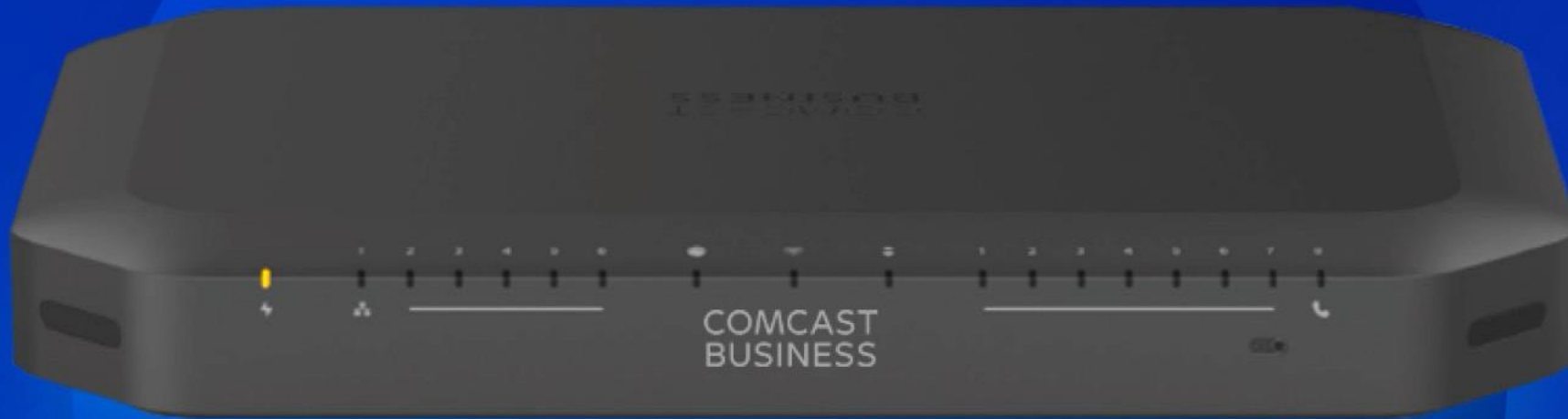


Simplified operations with a unified platform



Better experiences for customers and users

Simple, Smart, Instant Protection



Built into the nation's largest, fastest, AI-optimized Comcast Business network, SecurityEdge™ Preferred delivers advanced protection using customers' existing equipment. Activation takes minutes, with no additional hardware, no IT involvement, and no waiting.



Enterprise-grade protection. Built in. Always on. | **Stronger together.** From day one.

SECURITYEDGE™ PREFERRED

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Most Comprehensive Small Business Cybersecurity Protection at the Best Price



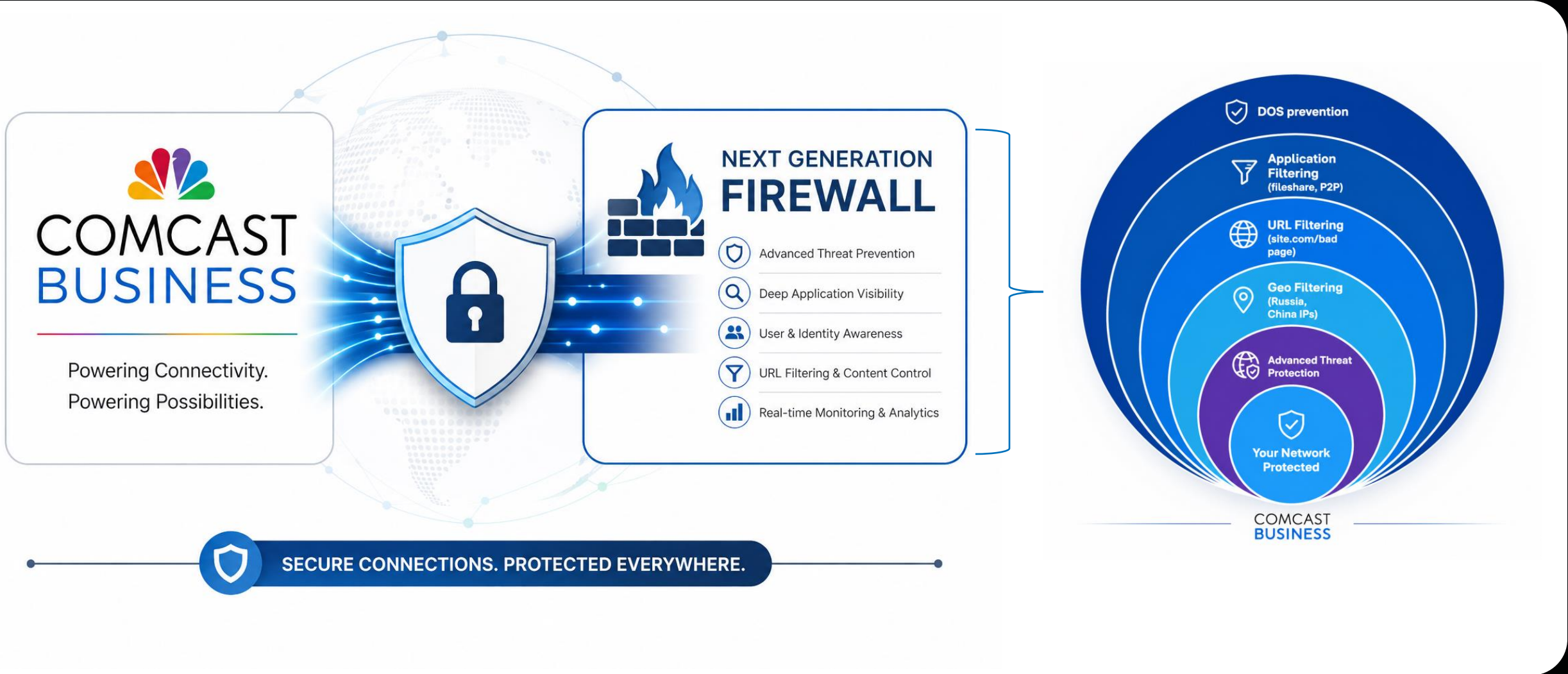
Cyberthreats are always evolving, and Comcast Business is here to help businesses of all sizes stay connected and protected in the face of an evolving cybersecurity landscape.



SecurityEdge™ Preferred builds on SecurityEdge™ to provide small businesses with the simplicity, all-in-one protection, and affordability that only Comcast Business can deliver.

Our Next Generation Firewall

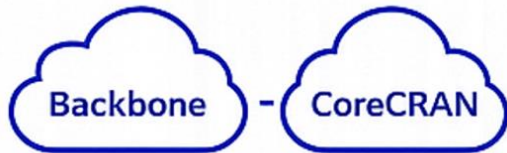
SecurityEdge Preferred embeds NGFW into the network, monitors and inspects payload traffic and proactively blocks domains, URL's, IP's, protocols, and apps based on real-time threats and business use



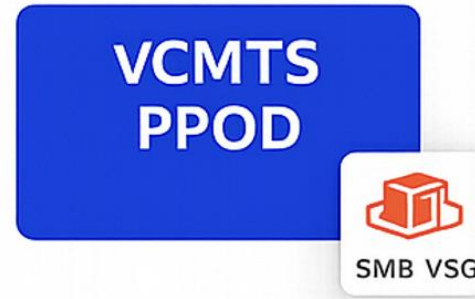
VERSATILITY

SASE Architecture allows us to scale

Core Network



Headend



SMB Security Customers

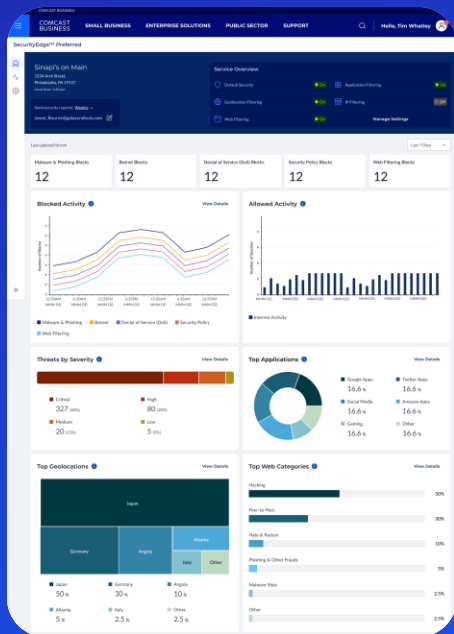


An Intuitive Portal for Any Small Business Mindset

Whether small businesses want deep, enterprise-level insights or a simple, set-it-and-forget-it experience, Comcast Business makes cybersecurity effortless — hands-on or hands-off, always on.

Deep, Advanced Control

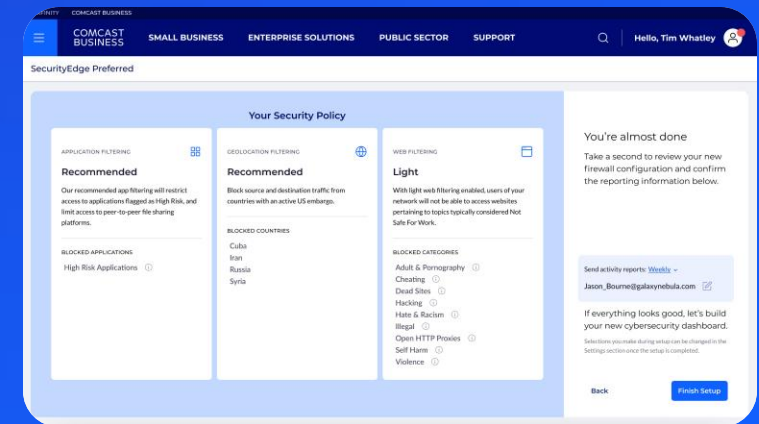
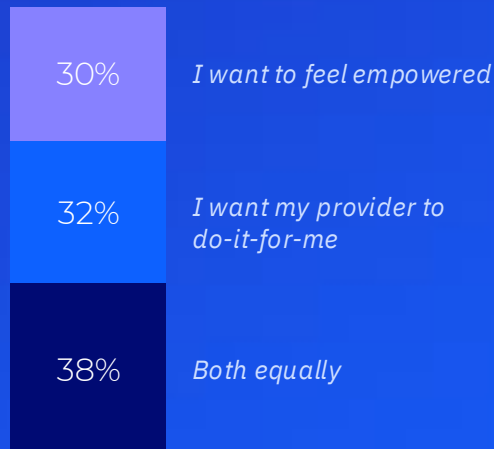
A security control center fit for an enterprise CTO



Easy Set It & Forget It

A simple set of easy defaults that run in the background to keep your business safe

Preference for Empowerment and Provider-led protection is nearly equal.





Welcome

Dosas & Mimosas

[TOUR MY ACCOUNT](#)

Account Number: 8069100010623337

Service Address: 2544 Library Rd,
Ste 210, Pittsburgh, PA 15234

[ACCOUNT DETAILS](#) | [SWITCH ACCOUNTS](#)

Account Preferences Completion



SET UP TWO-STEP VERIFICATION

ADD MOBILE NUMBER

ENROLL IN PAPERLESS BILLING

SET AUTO PAY



Finish setup for SecurityEdge™ Preferred

Visit your SecurityEdge portal to tailor your cybersecurity service in a few steps. Once setup is finished, your internet dashboard will display key security metrics, including cyberattack and block counts.

[SET UP SECURITYEDGE](#)



Subscribed Services



BUSINESS INTERNET

300 Mbps / 30 Mbps

- [SECURITYEDGE™ PREFERRED](#)



COMCAST BUSINESS MOBILE

- UNLIMITED DATA



PUBLIC VIEW TV

Key takeaways



**Traditional security
doesn't scale**



**Zero-touch from
the start**



**Evolve from
connectivity to
security partners**

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Thank you

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