



Network security without the complexity



September 2026



Making security simple

Every small business deserves network security that's easy to trust and even easier to manage. That's the thinking behind everything ZyXel Networks does – and it's exactly what we're bringing to cybersecurity.

We've built our reputation on making networking technology accessible for SMBs and we're applying the same approach to keeping them secure. While we're best known as a developer of switches and WiFi equipment, we also have a long history and a strong track record in cybersecurity, backed by our own global security network and long-established

relationships with leading security suppliers.

In this document, we explain what we're doing to make security straightforward, why our approach and value proposition stand apart, and why that matters to installers, integrators and MSPs serving the small business market.



The threat landscape has evolved, so we built protection that keeps pace

Digital security has changed a great deal since the early days of the internet, when the main advice was simply to choose a strong password.

Over the past 40 years, the range of threats businesses need to think about has grown – from unauthorized access attempts and malicious software to more deceptive tactics such as phishing and ransomware.

As threats have diversified, so has the protection needed to counter them, and cybersecurity has grown into a substantial, specialist industry.

That growth in complexity is real. But it doesn't have to be a burden small businesses carry on their own.

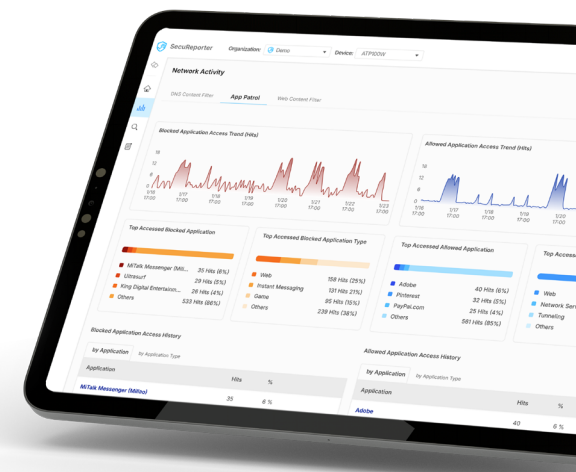
Combined protection without the complexity

We believe the answer to a more complex threat landscape isn't more complexity for the customer – it's smart consolidation.

By bringing protection against the full range of threats together in one solution, we can give end-user customers a level of assured protection that significantly reduces their risk, without asking them to become security experts.

This is what we've done with our USG FLEX H series of firewalls, which come with built-in protection drawn together from leading specialist security providers.

Combined with our SecuReporter dashboard and reporting tools, and our Nebula secure cloud management platform, we provide a comprehensive service that gives SMBs, sole traders and even home workers the protection they need at an affordable price – along with a clear way to demonstrate that protection is working and the ability to configure and manage security remotely.





Making security more accessible for small businesses

Alongside finding cybersecurity complex, many SMBs simply don't have the time to research what they need, and smaller firms often don't have dedicated IT staff or in-house digital security expertise. Finding and retaining people with the right skills can be a challenge too.

Budget is a real consideration as well – the cost of equipment and license renewals matters to businesses with limited resources.

That's exactly why we've focused on making our solutions affordable and easy to justify, so a lack of in-house expertise or a tight budget doesn't have to mean a business goes without protection.



Why protection matters

When small businesses take the right precautions, they significantly reduce their chances of being affected by a cyberattack. According to ESET's [2026 SMB Cyber Readiness Index](#), 64% of surveyed EMEA organizations expect to face a cyberattack in the next year, and 44% experienced a cybersecurity incident over the past 12 months. The figures show that attacks are a live consideration for businesses of every size, and that preparation pays off.

The right level of protection should match a business's needs and its level of risk. A company handling personal financial data is likely to hold more sensitive information than, say, a café or a hairdresser – but every business stores some data worth protecting, from banking details to the personal information of customers and staff.

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What SMBs need to protect

Protecting the entry point to the network – the connection out to the internet, where the firewall sits – is a great place to start.

Alongside securing this pivotal point, all connected devices should have some form of protection and be kept up to date. Ideally, network activity is also recorded and reviewed regularly, and businesses benefit from having a security policy in place, with employees aware of how to spot and handle suspicious emails and links.

These steps won't just reduce risk. They give a business a solid, practical foundation for keeping its systems and data safe.

Most businesses will still want a partner to take the day-to-day work of keeping licenses and firmware up to date, and monitoring and reviewing security, off their hands – which is where installers, integrators and MSPs come in.

A genuine opportunity for IT and tech installers

Many SMBs set up their own laptops, PCs, and basic WiFi networks, or turn to a local IT specialist. For CCTV, physical security, fire alarms and smart tech such as door entry systems, they'll typically rely on specialist installers.

For these small, local IT consultancies and installer businesses, cybersecurity represents a genuine opportunity – a revenue line ready to be switched on.

Complexity has understandably held some partners back in the past, since nobody wants to put a valued customer relationship at risk. Our simple approach to security removes that barrier.

With the USG FLEX H series, installers can provide all the protection customers need in a single device. A five-step pre-delivery configuration process makes it easy to set up and install, and the default settings are designed to suit most small businesses without modification.

Simple deployment that makes a real difference

This deployment capability is a genuine differentiator – it saves everyone significant time, effort, and expense. Customers don't need to wait for an engineer to visit and carry out a technical installation; as soon as they connect the firewall, it self-configures.

Partners don't need to become specialists to offer the solution, though if they'd like to, an IT or installer partner can easily use our Nebula secure cloud platform to monitor customer devices and make changes remotely.

Once installed – and with the security license and firmware kept up to date – the firewall keeps delivering thorough, all-round protection with little or no further intervention needed.

On the rare occasion help is needed, the Zyxel Networks team is on hand with personalized support and guidance.



USG FLEX H series of firewalls:

key features & benefits

The Zyxel USG FLEX H series is designed to meet the needs of small businesses of every size and budget. Every model comes with the full set of security features as standard – even the smallest, most affordable option gets all the protection. The main difference between models is speed and capacity, with higher-end options built for businesses with more users and greater throughput needs.

What's included

All these features and capabilities are provided as standard with every model in the USG FLEX H series:

- **AI-powered threat detection:** analyzes global threat intelligence in real-time to identify and respond to evolving and more sophisticated cyberattacks
- **Cloud sandboxing:** isolates unknown or suspicious files in a safe environment and analyzes their behavior before allowing them through
- **Intrusion prevention system (IPS):** scans network traffic to detect and cut off malicious payloads, vulnerability exploits and attempts to gain unauthorized access
- **Web and content filtering:** filters and blocks access to malicious or inappropriate websites
- **Application patrol and control:** identifies, classifies and controls specific applications to prioritize important traffic and block unapproved apps
- **Collaborative detection and response (CDR):** links with other network devices to quarantine or block compromised devices at the edge, automatically
- **Robust VPN support:** support for both IPSec VPNs for point-to-point connections and SSL VPNs for remote access
- **Self-protection and IP reputation:** protects the firewall appliance itself by disabling vulnerable ports automatically when not in use. Also uses external block lists and IP reputation filtering to halt potentially malicious traffic from unauthorized sources
- **Nebula secure cloud management:** the entry-level Nebula license is included, allowing remote configuration and monitoring of devices and settings

[Click here](#) for more details.



USG FLEX H series: a new era in cybersecurity.

Making protection visible

It's natural to want to see the value of an investment, especially if a business hasn't experienced a breach or attack before.

Our cloud-based security analytics dashboard, SecuReporter, makes the effectiveness of USG FLEX H series protection easy to see.

SecuReporter provides clear, easy-to-read graphs and charts showing network activity, including potentially malicious activity detected on the network. It's a simple, elegant way to demonstrate the value of the protection in place.

Using SecuReporter, businesses can see all network activity, including files flagged and placed in the cloud sandbox, and viruses or possible ransomware attempts that were blocked.

It also provides detailed information on user behavior – such as who clicked a malicious URL – helping businesses identify where their security policy or awareness training would benefit from attention.





Our cybersecurity credentials

While Zyxel Networks is best known as a provider of networking switches and WiFi access points, we've been providing firewalls since 1999 and have a significant track record in cybersecurity.

Hundreds of thousands of businesses around the world trust our solutions to protect their networks. End-user customers and partners alike know they can rely on Zyxel Networks to keep things simple without compromising on security.

This has been recognized across the industry. The entry-level USG FLEX 50HP was awarded Security Hardware of the Year in the PC Pro Excellence Awards 2025, and we achieved Champion status in the Professional User Ratings (PUR) 2026 security survey from independent research organization *techconsult*, based on feedback from thousands of security experts.

[Independent testing from The Tolly Group](#) confirms the strong performance and security effectiveness of the USG FLEX H series, highlighting its excellent

malware detection and overall protection.

Zyxel Networks is also a registered CVE Numbering Authority (CNA) – recognition as a responsible security provider that continually evaluates and remediates reported Common Vulnerabilities and Exposures (CVEs). Our products support compliance readiness for standards including PCI-DSS (finance), HIPAA (healthcare) and CIPA (education), and are both GDPR and NIS2-ready.



VIEW THE FULL TOLLY REPORTS

Zyxel USG FLEX H-Series vs. Ubiquiti Dream Machine Firewall/gateway Anti-malware Efficacy Evaluation:

www.tolly.com/publications/225150



Zyxel USG FLEX 100H vs. SonicWall TZ270 Firewall Anti-malware Efficacy and Subscription License Evaluation:

www.tolly.com/publications/225151



Why we're different – and why it matters

Zyxel Networks' standing as a recognized cybersecurity provider sets us apart among networking companies.

No modern business can function without secure, reliable connectivity, and for SMBs, we're one of very few companies able to deliver the simplicity, performance and cost-effectiveness that small businesses need.

We make security simple

As cybersecurity has grown more complex, our focus has stayed the same: making it as simple as possible for SMBs and the IT resellers and tech installers who serve them. We remove the barriers, making cybersecurity easier to understand and easier to deliver – fast to deploy, and easy to justify, manage and support.

For SMBs, we provide an all-in-one solution that doesn't compromise on security and stays up to date and protected. For IT and installer partners, we provide an opportunity to deepen trust with customers, grow their business and generate recurring revenue.





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