

The Palo Alto Networks Story

Cybersecurity experts from around the world rely on Palo Alto Networks to stay up-to-date on rapidly evolving best practices

Executive Summary

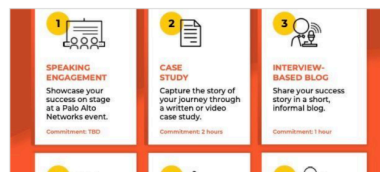
Palo Alto Networks is a threat intelligence provider with a mission to protect our digital way of life using cybersecurity solutions for networks, cloud-native applications, and more. The company expanded its LIVEcommunity forum to streamline customer service and promote knowledge sharing among its global customer base. The result is a robust resource for cybersecurity professionals across the globe to improve their cybersecurity efforts and connect with each other.

In 2022, 38% of members reported successful support outcomes through their interactions with LIVEcommunity, translating into significant savings for Palo Alto Networks.

Welcome to Palo Alto Networks LIVEcommunity

Find answers, share solutions, and connect with peers and thought leaders from around the world.
New to LIVEcommunity? Check out our [Welcome Guide](#).

Featured Posts





Palo Alto Networks' Rationale for Change

Palo Alto Networks is a global cybersecurity company on a mission to protect the digital way of life. Offering network security, cloud app protection, and more, the company helps enterprise organizations secure their digital transformation. Palo Alto Network's customers look to it for expertise and resources, so they can always stay a step ahead with their security.

“ — ”

“We strive to be the cybersecurity partner of choice which means providing support and solutions our customers can count on, especially as technology continues to change rapidly,

Cheryl Rasmussen Community Manager, Palo Alto Networks

Solution

In order to keep its customers ahead of changing cybersecurity protocol, Palo Alto Networks needs to be in constant connection with its users. The company saw an opportunity to create a digital hub that would bring together IT and cybersecurity professionals from all corners of the world to share critical resources for customer success.

Palo Alto Networks evolved its online communication hub through:

- **Collaboration:** Palo Alto Networks creates collaboration touchpoints for members and internal teams to ensure its useful, actionable, and expert-written content drives security best-practices.

- **Streamlined self-service:** Palo Alto Networks customers have easy access to a robust and evolving resource library of blogs, videos, whitepapers, and more to quickly solve common problems and learn about emerging cybersecurity topics.
- **Contributor recognition:** Top contributors to Palo Alto Networks community benefit from tailored, customer-only content that increases the likelihood of cybersecurity success.



"LIVEcommunity isn't just a forum — it's a vital resource powered by collaboration and knowledge-sharing. By bringing together cybersecurity professionals from around the world, we're able to collectively strengthen global defenses against evolving threats."

Rahul Kumar Director, Enterprise Digital CX, Palo Alto Networks

Outcomes

Since its original launch as a simple Q&A forum, Palo Alto Networks' LIVEcommunity members have led its evolution into a meeting place for **more than 350,000** IT and cybersecurity professionals around the world. Its members benefit from access to localized tools, alerts, and information. These resources empower members to share their experience and solutions across miles and language barriers.

In the last year, LIVEcommunity has seen a 73.6% increase in unique visitors and 33.3% increase in page views. Its most active forum receives a 97% average response rate, and 71% of posts are replied to by fellow customers and partners — evidence of LIVEcommunity's strong engagement.

Palo Alto Networks Achieved

73.6%

increase in unique
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33.3%

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views

97%

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Crowdsourcing ideas and information from company departments and community members enabled Palo Alto Networks to grow its LIVEcommunity into the customer service powerhouse it is today.

[Learn more about empowering customers with an online community.](#)