

# Zscaler Value Creation Services

## Realize and Maximize Cloud Transformation Value

Value Creation helps you realize Zscaler's value as a transformation enabler. It is designed to be a collaborative and transparent process, requiring no obligation other than your time and mutual trust.

### About Zscaler Value Creation

Value Creation is Zscaler's customer-engagement program to measure the financial impact of Zscaler technology and justify investment with clear value.

### Who it's for

Zscaler Value Creation services are designed for customers evaluating any or all of the following:

- Projecting the cost of staying with the status quo
- Measuring cost benefits of consolidating several solutions
- Identifying cost-containment and cost-removal areas

### The Team

The Value Creation team is comprised of IT leaders and financial experts whose experience allows them to find value that will be relevant to your stakeholders and executives.

### Deliverables

Zscaler Value Creation provides a forward-looking benefit projection (that's our job) and a means of tracking realized value as we move forward. Assessments include hard cost benefit of current system displacement, avoided future-cost mitigation, and branch network transformation benefits.

### Benefits

Financial justification is a must for IT and procurement. Customer stakeholders can use Zscaler Value Creation team output to gauge potential impact and to champion that impact within the company.

### Process and Timing

Through on-site customer Value Exploration sessions, collaborative analysis, and briefings, the Zscaler Value Creation team works to assess potential impact of Zscaler technology deployment. The process takes one-to-three weeks.

## Zscaler Value Creation Customer Engagement Workflow



### Qualify Conversation

A Zscaler sales representative gauges engagement interest.



### Value Exploration Session Prep Email

Preparation for the Value Exploration session.



### Value Exploration Session One-hour on-site meeting

Review collected cost data, make adjustments, and discuss analysis.



### Analysis and Collaboration 5-10 business days

Develop, refine analysis to ensure accuracy, credibility.



### Executive Briefing One-hour on-site meeting

Present business-case output to executive decision-makers.

## The Zscaler Value Creation Approach

- We qualify your willingness to participate in advance.
- No mystery calculations, we use only customer-validated cost data.
- We stay transparent by explaining how data will be used.
- Value Creation typically follows or is done in parallel with an architecture workshop.
- We require collaboration to ensure we're aligned to your goals throughout the process.
- The results are clear and easily explainable to executives.

## Value Creation Opportunities

### Zscaler Internet Access and Zscaler Private Access

Zscaler Internet Access (ZIA) replaces the security solutions and fills solution gaps within your existing outbound internet security gateways (DMZs). ZIA secures user traffic to the Public Internet (ex. Google, YouTube, CNBC, ESPN), and Public Cloud / SaaS (ex. Salesforce.com, Workday, ADP, Concur, Office 365). Protecting users from internet-based threats, bots, and malware. Nothing bad gets in, nothing good gets out.

Zscaler Private Access (ZPA) replaces the solutions providing inbound access to private applications in the data center or Private Cloud (ex. AWS, Azure, Google Cloud). This is not VPN, it's a fundamental shift in providing secure access to private applications.

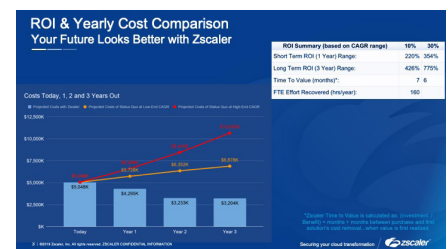
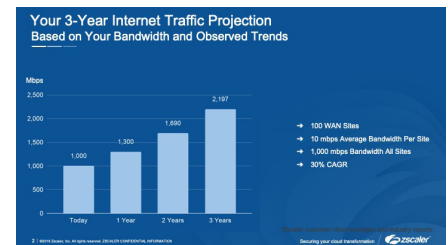
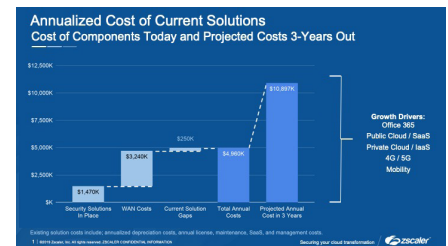
## Cost Areas for Value Creation Analysis

ZIA	ZPA
<b>Access Control</b> Web Proxy Gateway (URL/content filtering) Outbound Internet Firewalls DNS Filtering	<b>User Remote Access (VPN)</b> VPN Concentrators and Licenses External Global Load Balancers VPN Policy Firewalls
<b>Threat Prevention</b> SSL/TLS Scanning and Inspection Inline Anti-Virus / Anti-Spyware Advanced Threat Protection / Sandbox	<b>Data Center to Private Cloud Connectivity</b> Data Center-side Firewalls Cloud-side Application Firewalls DC-Cloud Private Line Connectivity
<b>Data Protection</b> DLP (data in motion)	<b>App Presentation</b> Certain Citrix, VDI Instances
<b>Costs Gathered for Each Solution*</b> Annualized CapEx Depreciation Costs Annual OpEx Costs for Vendor Maintenance, Licensing, and Software/SaaS Costs of Contractor Management	

### About Zscaler

Zscaler was founded in 2008 on a simple but powerful concept: as applications move to the cloud, security needs to move there as well. Today, we are helping thousands of global organizations transform into cloud-enabled operations.

### Sample Output



\*If a solution is missing from your as-is stack, but is a part of new capabilities Zscaler will deliver, we will look to estimate the cost of filling that gap in addition to the cost of your as-is solution for a more like-for-like comparison.

