


Zscaler Business Update


05. März 2024



Ensure Great User Experiences

Using Zscaler Digital Experience

Cédric Blöchliger
Principal Sales Engineer



5000+ Customers Rely on Zscaler Digital Experience

SIEMENS

UNITED

MOLSON COORS
beverage company

SUNBELT RENTALS

CSC Commonwealth Superannuation Corporation

Liberty Mutual

colt

New Jersey Courts

Department for Business, Energy & Industrial Strategy

Royal Caribbean INTERNATIONAL

UNIVERSITY OF South Carolina

SOUTHWEST GAS

U.S. Government Civilian Agency

Careem

zscaler Experience your world, secured.

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AVANTEC
Competence. Security. Trust.

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85%

Of IT Leaders Say
Hybrid Work Will Continue

91%

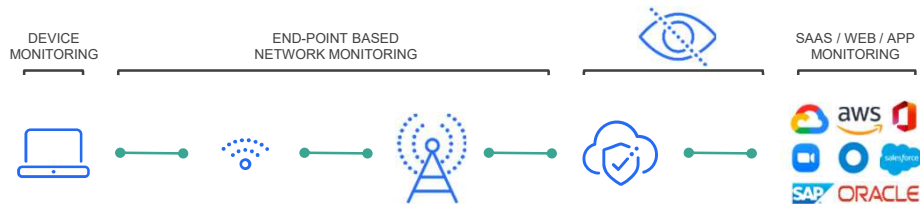
Of Employees Are Still
Frustrated By Workplace Tech



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Point Tools Fail to Equip IT Teams in the Hybrid Workplace



Siloed metrics and blind spots caused by cloud security

Requires manually correlation causing reactive troubleshooting

Missed support SLAs without comprehensive root cause analysis

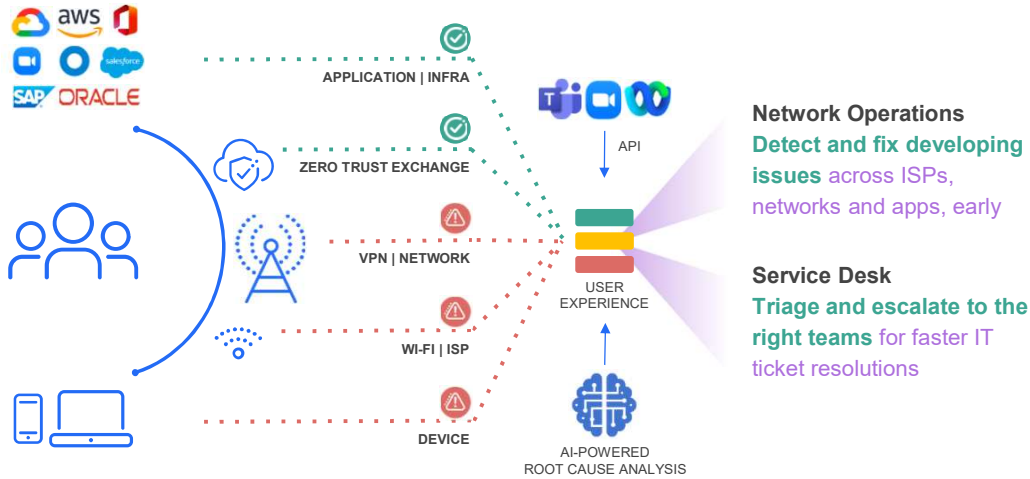
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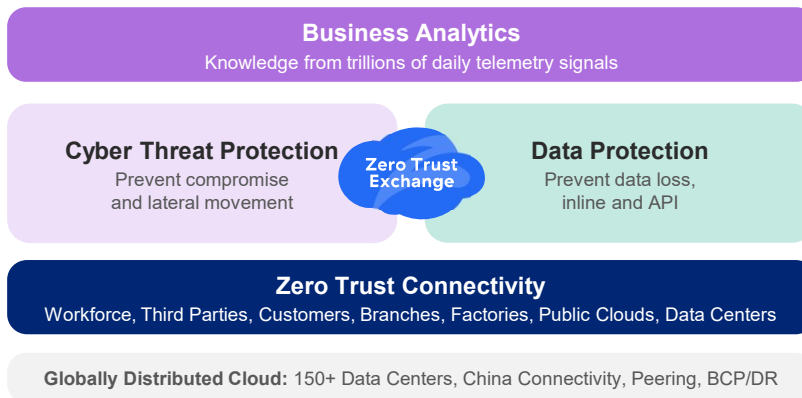
Zscaler Digital Experience Helps Deliver Flawless Digital Experiences



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Part of the Zscaler Zero Trust Exchange



Zscaler for Users



Zscaler for Workloads



Zscaler for B2B



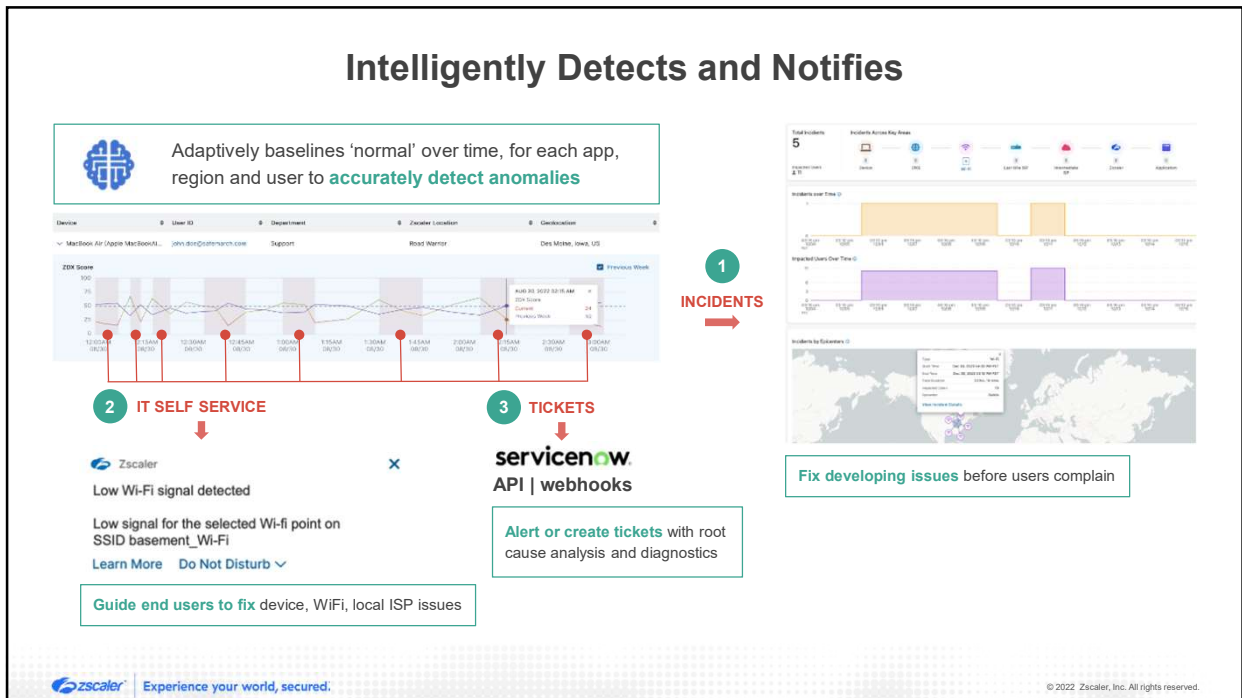
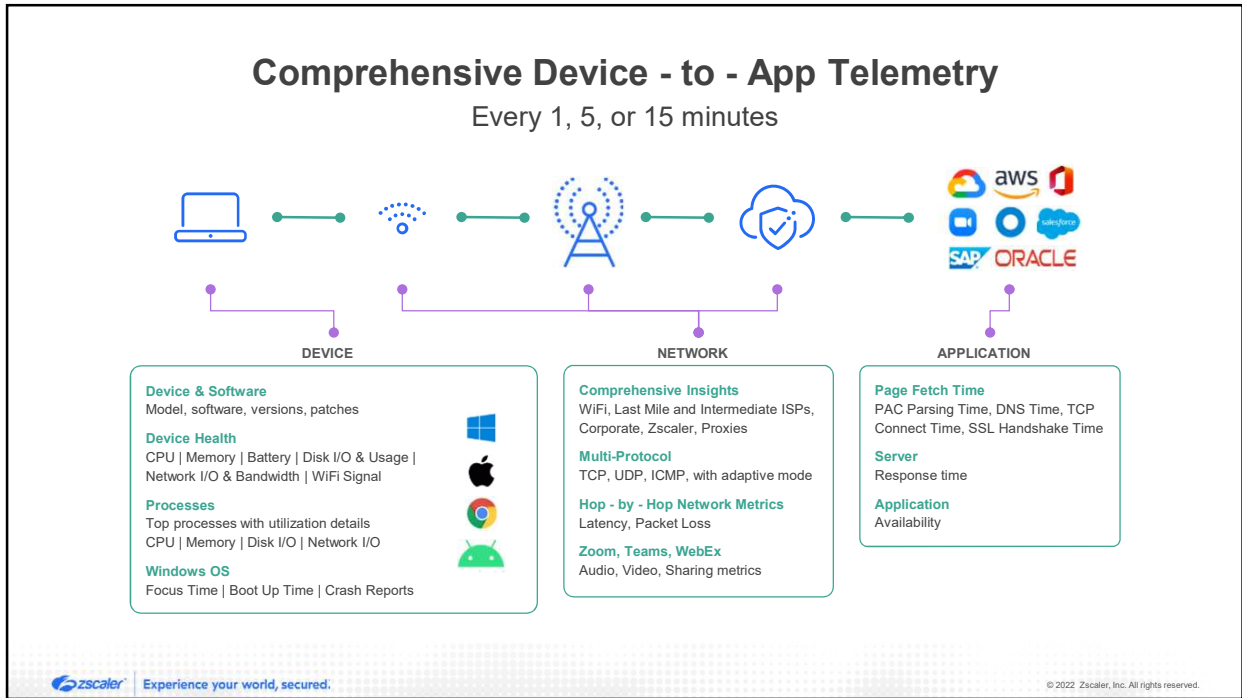
Zscaler for IoT / OT

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Network Operations

to find and fix issues before users complain

Service Desk

to achieve faster mean time to resolution

Desktop Support

to rapidly troubleshoot and fix device issues

Network Operations: Proactively Fix Issues

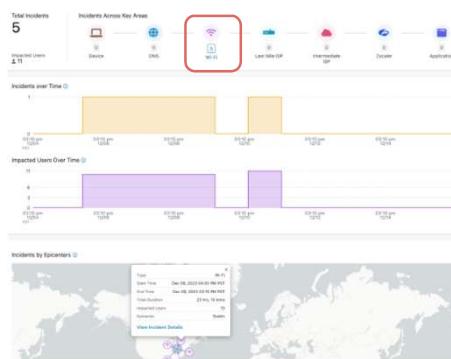


15 minutes to resolve user experience issues, down from 8 hours previously

1 Detect developing global, and regional issues

2 Review impacted locations, users, and apps

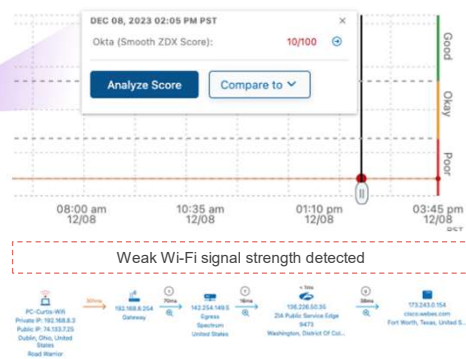
3 Isolate root cause using AI, and resolve problem



Impact

- 10 Users
- 1 Geolocations
- All Applications

User	Impact Score
Amelia Ross (usa.ccs@mc.com)	14,7/100
Ali Khan (al.khan@mc.com)	14,7/100
Lara Ross (lara.ross@mc.com)	15,7/100
Amelia Sharma (amelia.sharma@mc.com)	15,7/100
Olivia Schmidt (olivia.schmidt@mc.com)	15,7/100
Emily White (emily.white@mc.com)	15,7/100
Mia Brown (mia.brown@mc.com)	15,7/100
Andrew Williams (andrew.williams@mc.com)	15,7/100
Angela Patel (angela.patel@mc.com)	15,7/100
Laura Martinez (laura.martinez@mc.com)	15,7/100



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Service Desk: Accelerate IT Ticket Resolution

Liberty Mutual INSURANCE

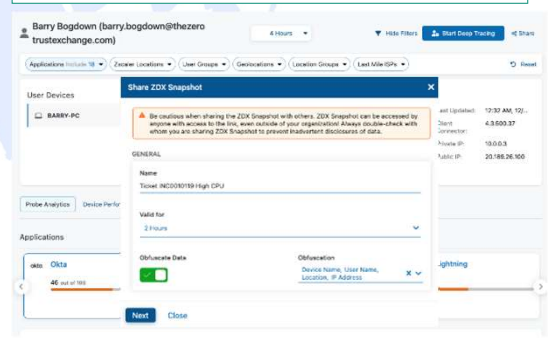
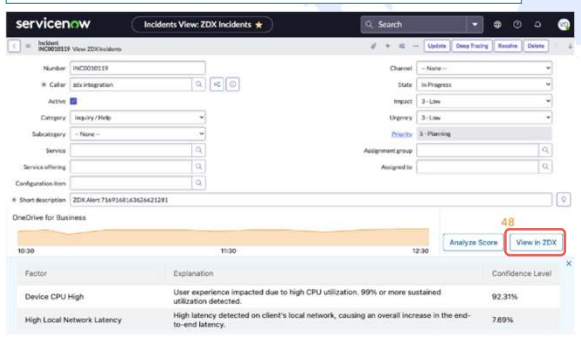
ZDX helped us identify the root cause of long-term performance issues and our helpdesk teams resolve user issues easily



1 Remote Barry experiencing slow app

2 Service desk sees issue due to high CPU, opens details in ZDX

3 Service desk shares snapshot with desktop team



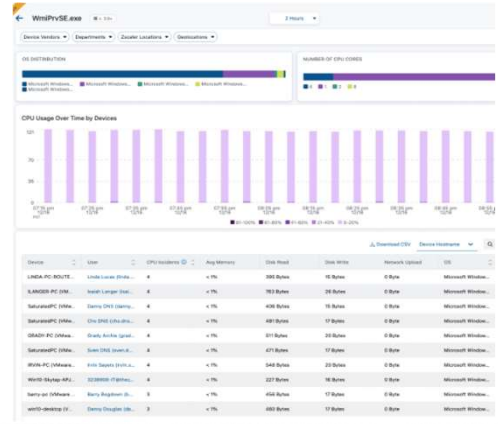
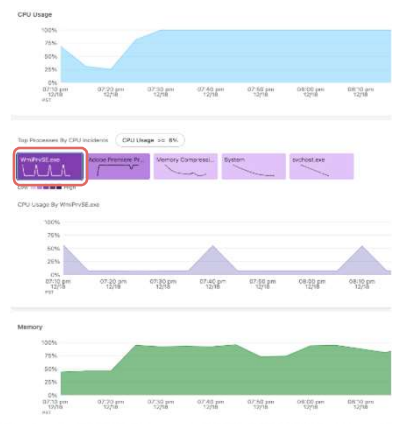
Desktop Support: Resolves Issue for Multiple Users

Liberty Mutual INSURANCE

ZDX helped us identify the root cause of long-term performance issues and our helpdesk teams resolve user issues easily

4 Desktop team identifies offending process

5 Same process affecting upto 120 devices



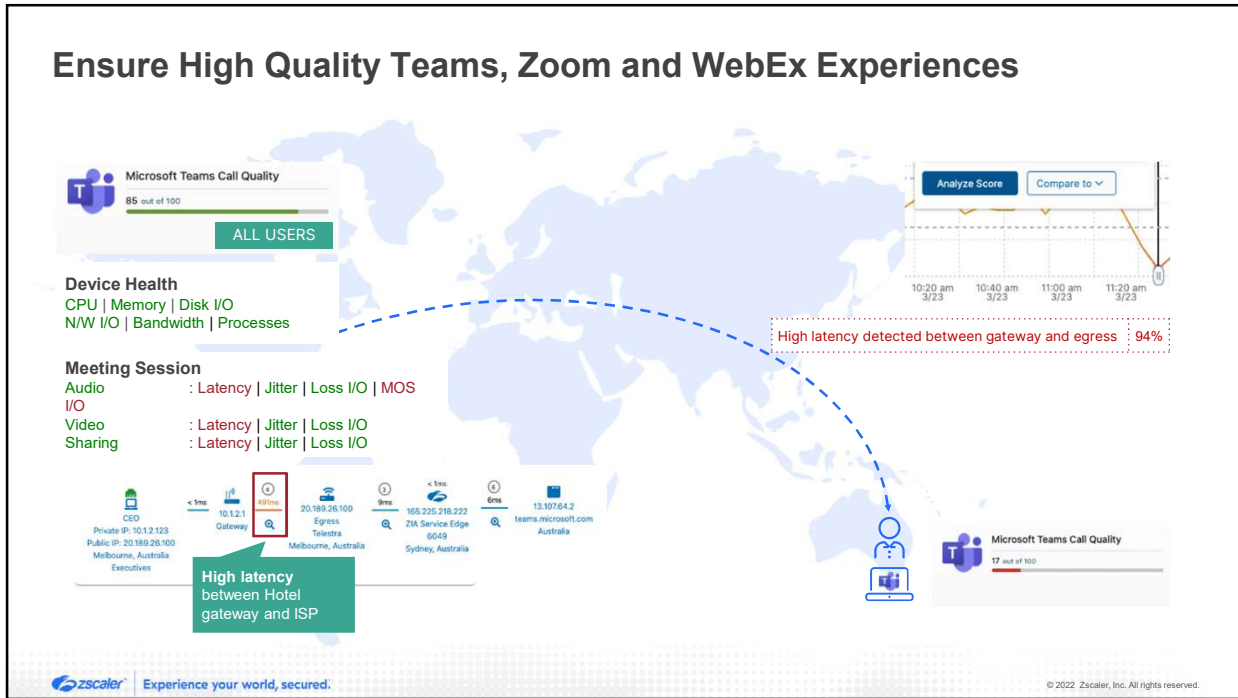
6 Desktop team fixes issue for Barry, and on 119 other devices



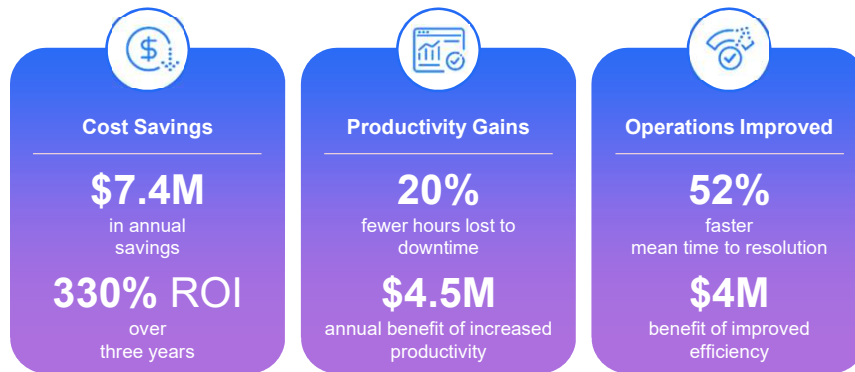
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Ensure High Quality Teams, Zoom and WebEx Experiences



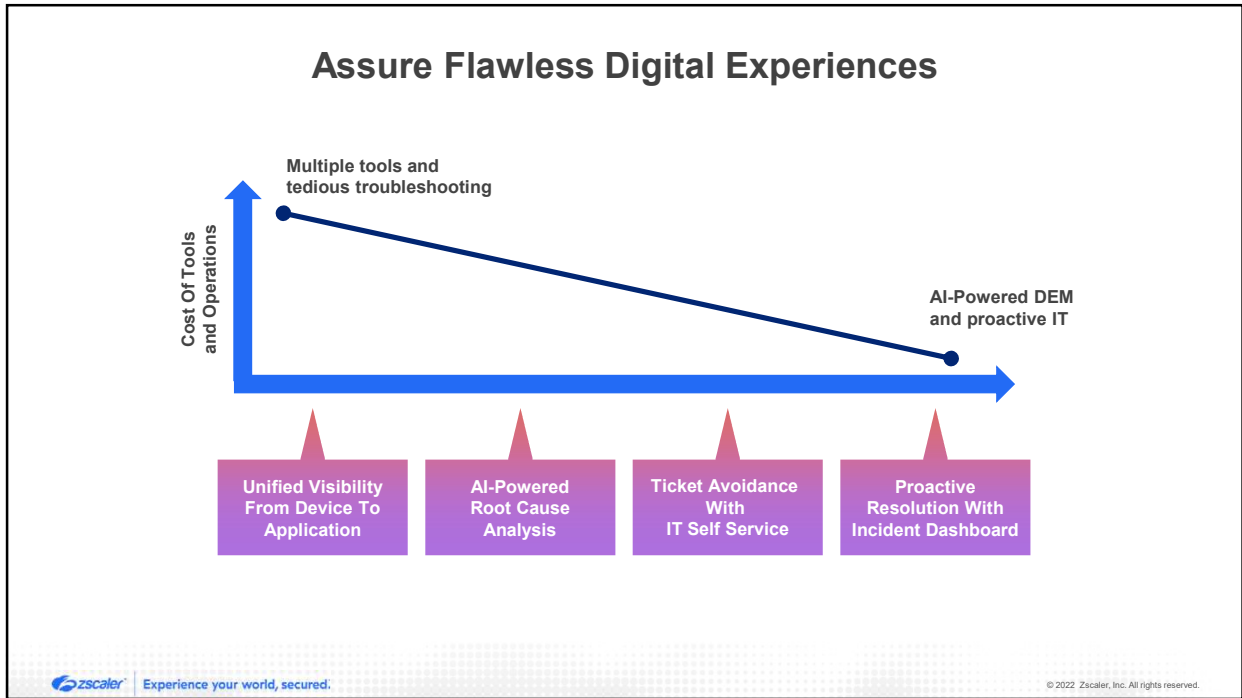
Reduce Cost and Complexity with ZDX



Our mean time to resolve (MTTR) has improved by 62%, helping us scale to support a doubling in our workforce

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Watercare

Every day public utility Watercare Services converts approximately 400 million liters of collected fresh water into drinking water for 1.7 million residents of the greater Auckland, New Zealand region. Watercare also treats wastewater and operates a construction division.

Federal & Government

Auckland, New Zealand

Approximately 1,100 employees serving 1.7 million residents

< ½ day to deploy WFA access to private apps for 800 users

Reduced application issue resolution from **weeks to minutes**

Challenge

Replace insufficient security with a comprehensive zero trust approach that optimizes WFA for IIoT and IoT devices

Products

- [Zscaler Zero Trust Exchange™](#)
- [Zscaler Internet Access™ \(ZIA™\)](#)
- [Zscaler Private Access™ \(ZPA™\)](#)
- [Zscaler Digital Experience™ \(ZDX™\)](#)

Outcomes

- Reduced application issue resolution from weeks to minutes with AI-powered analytics and real-time insights
- Optimizes Microsoft Teams and M365 for improved experiences and reduces IT overhead
- Allows direct internet access to IIoT, IoT, and other connected devices across 1,300 sites
- Gains a strategic partnership for securing planned multi-billion-dollar physical infrastructure investments

“With ZDX, it takes us only second to track down Teams issues, which frequently are related to a user’s ISP”

Adam Gower, Head of Digital Operations, Watercare

[View Success Story](#)

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ciena

Ciena is a networking systems, services, and software company that delivers best-in-class networking technology through high-touch consultative relationships. They enable their customers to optimize their existing frameworks while incorporating new technologies and ways of working.


Telecommunications

Hanover, Maryland, USA

6,600+ employees in 35 countries



Cut costs by **50%**



Reduces application latency by **20%**

Challenge

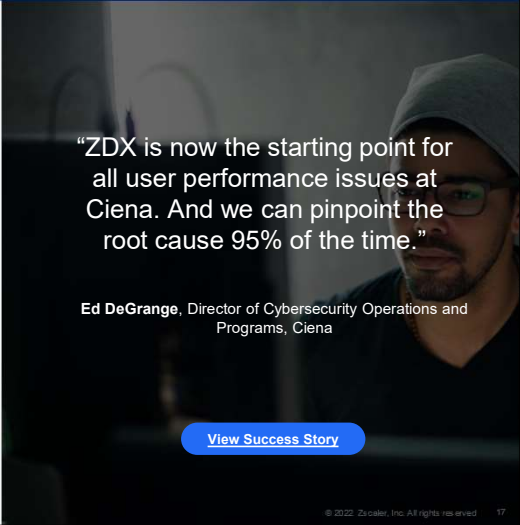
Raise the engagement level of all employees, specifically during daily meetings

Products

- [Zscaler Zero Trust Exchange™](#)
- [Zscaler Internet Access™ \(ZIA™\)](#)
- [Zscaler Private Access™ \(ZPA™\)](#)
- [Zscaler Digital Experience™ \(ZDX™\)](#)
- [Zscaler Advanced Cloud Firewall™](#)

Outcomes


- Maintains identical security for employees at the branch office or remote locations
- Inspects the 70% of its traffic that is SSL-encrypted
- Reduces application latency by 20%
- Doubles meeting participation
- Cuts costs by 50%



“ZDX is now the starting point for all user performance issues at Ciena. And we can pinpoint the root cause 95% of the time.”

Ed DeGrange, Director of Cybersecurity Operations and Programs, Ciena

[View Success Story](#)


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Verisk

Verisk is a global predictive analytics and decision-support firm, providing solutions to more than 70 percent of FORTUNE 100 enterprises. Customers rely on Verisk's advanced technologies to manage risks, enhance decision-making and improve operating efficiency.


Financial Services & Insurance

Jersey City, New Jersey, USA

9,000 at 100+ offices in 34 countries



Solves 4-month performance issue in minutes



Quantifies user experience across applications globally

Challenge

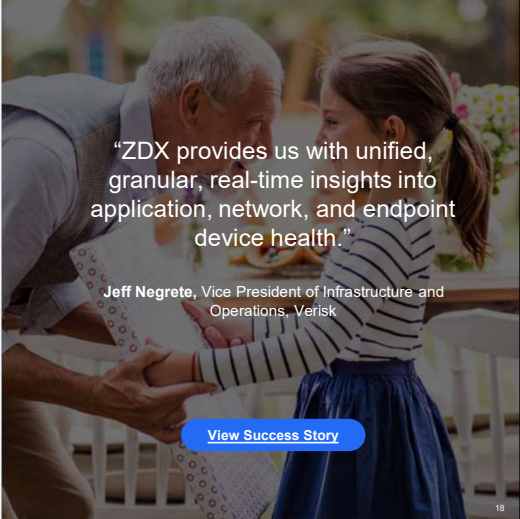
Obtain the visibility and insights required for delivering premier modern workplace experiences

Products

- [Zscaler Zero Trust Exchange™](#)
- [Zscaler Private Access™ \(ZPA™\)](#)
- [Zscaler Internet Access™ \(ZIA™\)](#)
- [Zscaler Digital Experience™ \(ZDX™\)](#)
- [Advanced Cloud Sandbox](#)

Outcomes


- Pinpoints the source of a chronic 4-month performance issue in minutes
- Achieves unified and centralized user experience visibility to help speed issue resolution
- Gains AI-powered analytics and real-time insights that quantify experiences across applications
- Improves IT efficiency by proactively identifying latency issues and device upgrade opportunities
- Supports the strategic allcloud transformation and adoption of a zero trust security approach



“ZDX provides us with unified, granular, real-time insights into application, network, and endpoint device health.”

Jeff Negrete, Vice President of Infrastructure and Operations, Verisk

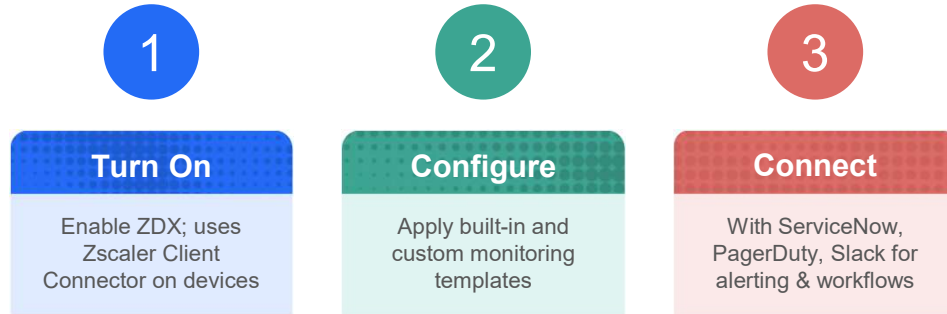
[View Success Story](#)


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Deliver Great User Experiences



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Challenge

Customer service call center expanding from 1,200 to more than 5,000 remote customer service representatives (CSRs)

Solution

Monitor performance of devices, network, and applications to provide insights and isolate root cause of connectivity issues

Result

Regardless of a problem's source, Careem can now identify it fast

"Our mean time to resolve (MTTR) has improved by 62%, helping us scale to support a doubling in our workforce with the same Infosec staff while also improving colleague and CSR experiences." - CIO

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Careem

"Using ZDX we've improved our troubleshooting time by 62%, enabling us to focus attention on the source of a user's connectivity issue."

100+

CITIES

14

COUNTRIES

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Additional Slides

Use Cases and Scenarios

Popular Use Cases

Hybrid Workforce
Experience



UCaaS
Monitoring



ZTNA
Visibility



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Use Case 1: Proactively Detect Applications Outages With AI

Zoom Outage – Global issues in September 2022

ZDX Score highlights Zoom outage

ZDX Score indicating the degradation and recovery times in Zoom

ZDX Web Probe metrics indicating 502 errors

ZDX AI-Powered root cause analysis

Factor	Explanation	Confidence Level
Low App Score	Bad performance detected for application zscaler.zoom.us globally, most likely due to an application outage.	70.22%

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Use Case 1: Proactively Detect Application Outages With AI

Zoom Outage – Global issues in September 2022

ZDX AI-Powered root cause analysis

ZDX CloudPath showing end user to destination

Issues Starting and Joining Meetings
Incident Report for Zoom

Resolved This incident has been resolved.
Posted 41 minutes ago, Sep 15, 2022 - 08:49 PDT

Monitoring We have resolved the issue causing users to be unable to start and join Zoom Meetings. We will continue to monitor and provide updates as we have them.
Posted 53 minutes ago, Sep 15, 2022 - 08:37 PDT

Identified We have identified the issue starting and joining meetings. We will continue to investigate and provide updates as we have them.
Posted 1 hour ago, Sep 15, 2022 - 08:30 PDT

Investigating We are investigating reports of zoom.us being unavailable. Our teams are currently investigating the service impacting event. Our engineers are investigating.
Posted 1 hour ago, Sep 15, 2022 - 08:17 PDT

DESKTOP-55FGD4
Private IP: 192.168.1.65
Burlington, North Carolina, US
Road Warrior

3ms → 192.168.1.254 Gateway

AT&T U-verse Burlington, North Carolina, ...

4620 Atlanta, Georgia, United States

United States

Z-Tunnel 2.0, Protocol: ICMP

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Use Case 2: Quickly Isolate High Latency Between Routers

Microsoft Outage – Global issues in January 2023

ZDX Score Microsoft

ZDX Web Probe metrics indicating 503 errors (times in PST)

ZDX Score indicating Microsoft SharePoint outage and recovery (times in IST)

ZDX Score indicating Microsoft Outlook outage and recovery (times in IST)

Page Fetch Time Not available
HTTP response code not a success code. (503)

Timeline: 11:30 pm 1/24, 11:40 pm 1/24, 11:50 pm 1/24, 12:00 am 1/25

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Use Case 2: Quickly Isolate High Latency Between Routers

Microsoft Outage – Global issues in January 2023

ZDX AI-powered root cause analysis indicates the reason for the outage

ZDX Web Probe metrics indicating 503 errors (times in PST)

ZDX CloudPath showing end user to destination

ZDX CloudPath details showing the issue between Microsoft Azure nodes

Factor	Explanation
Application Service Unreachable	Cloudpath is reachable but...

January 2023

Azure Networking - Multiple regions - Mitigated (Tracking ID VSG1-B90)

Summary of Impact: Between 07:05 UTC and 09:45 UTC on 25 January 2023, customers experienced issues with network connectivity, including timeouts when attempting to connect to Azure resources in Public Azure regions, as well as other Microsoft services including M365 and...

Preliminary Root Cause: We determined that a change made to the Microsoft Wide Area Network (WAN) impacted connectivity between client... between services within regions, as well as ExpressRoute connections.

Network Path Diagram:
 Z-Tunnel 2.0, Protocol: TCP
 216.3...ler → 7ms → 165.225.250.74 Zscaler → 10ms → 104.44.230.128 Microsoft Azure → 226ms → 104.44.22.207 Microsoft Azure → <1ms → 104.44.28.221 Microsoft Azure → <1ms → 104.44.29.44 Microsoft Azure

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Use Case 3: Real-time Detection of SaaS Outages

Salesforce Outage – Global issues in May 2021

Automated alert triggered, updating NOC team in real time

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Use Case 4: Detecting Regional Performance Issues

Microsoft 365 Outage – Regional Issues in February 2021

- 1 Regional m365 performance issues affecting Zscaler west coast employees
- 2 Baselined ZDX score shows performance degradation when compared to unaffected users

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Use Case 5: Network Latency Inside the Microsoft Network

Sub-optimal routing within the Microsoft Network Causing bad user experience, detected with ZDX

- Bad ZDX Score trend observed for a given user when accessing Sharepoint Online
- Sustained high Page Fetch Time (PFT) value indicates it takes 2x to load the page for the impacted user during the time window
- High latency observed upstream from Zscaler Data center to destination service (Sharepoint)
- Hop by hop analysis indicate sustained high latency within MSFT backbone network

Private IP:
 Public IP:
 2ms 192.168.1.1 Gateway
 15ms 96.120.29.45 Egress Comcast Cable United States
 < 1ms 165.225.9.5 ZIA Public Service Edge 5225 Washington, DC, United St...
 81ms 69.105.13.27 acme.sharepoint Amsterdam, North Ho

104.44.238.133 Microsoft Cor... 80ms 104.44.21.225 Microsoft Cor... < 1ms 104.44.19.195 Microsoft Cor...

Page Fetch Time: 14000ms, 10500ms, 7000ms, 3500ms, 0ms. PFT of 3.5s and above. NOV 24, 2021 07:55 PM GMT Page Fetch Time: 1671.0ms

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Use Case 6: Detecting Hop-By-Hop Network Issues

Local ISP hop exhibits high latency

- ZDX shows intermittent slowness affecting all applications
- ZDX identifies corresponding spikes in network latency reaching 518 ms
- Majority of latency is from the ISP last mile

WEB PROBE METRICS Salesforce 1

Page Fetch Time: 20000ms, 15000ms, 10000ms, 5000ms, 0ms

Server Response Time: 20000ms, 15000ms, 10000ms, 5000ms, 0ms

DNS Resolve Time: 15000ms, 10000ms, 5000ms, 2500ms, 0ms

Availability: 100%, 75%, 50%, 25%, 0%

October 20, 8:43 PM

Hop View Command Line View

LIBFISP-NK71-102.168.0.0 192.168.0.1 184.102.64.251 184.102.64.2... 184.102.64.254 (ip address not seen) 192.168.0.0

Service Provider: CenturyLink
 ASN: 209
 Region: Knox, Indiana
 Country: United States
 Assignee: CenturyLink

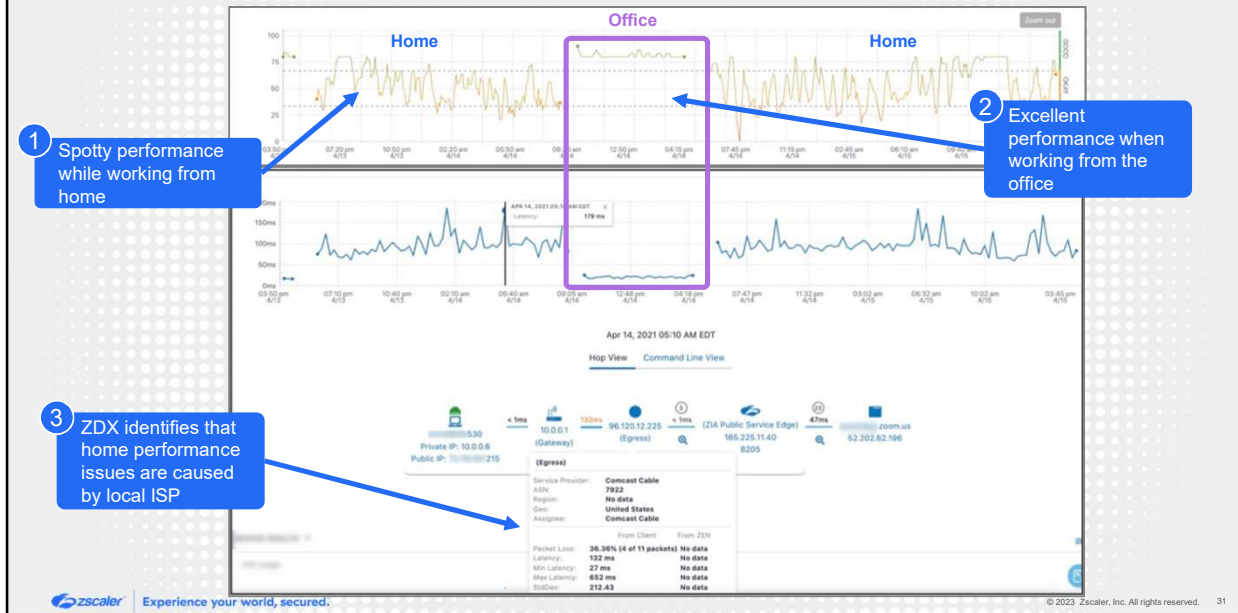
Packet Loss: 0.00% (1 of 11 packets)
 Latency: 518 ms
 Min Latency: 230 ms
 Max Latency: 856 ms
 StdDev: 186

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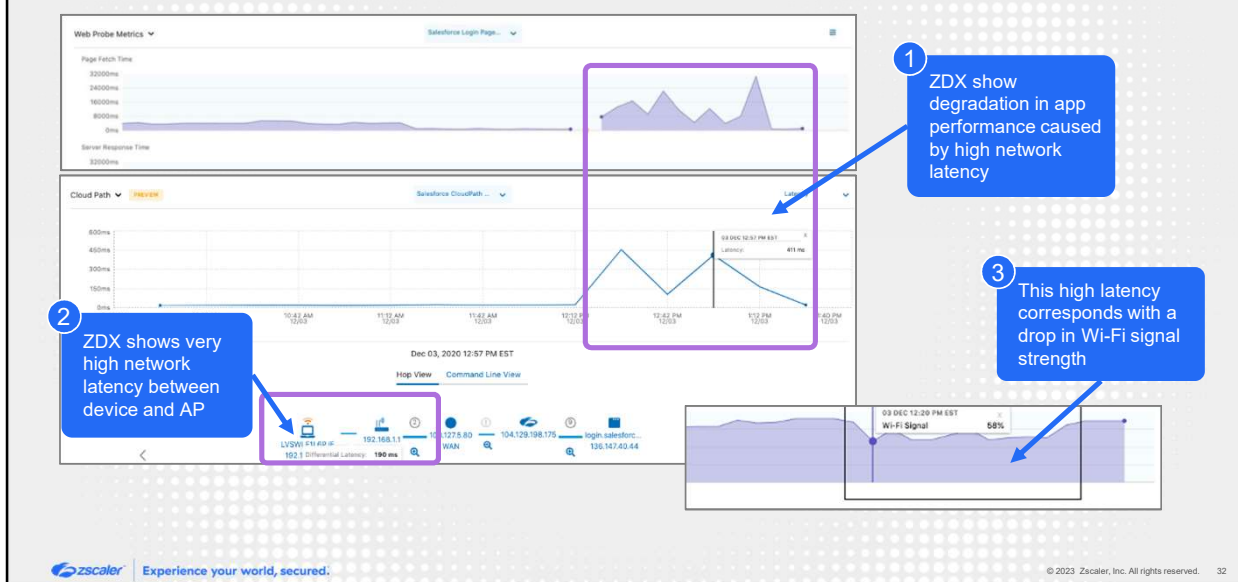
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Use Case 7: Baseline Performance Between Office and Working from Anywhere



Use Case 8: Detecting Employee Home WiFi Issues

Weak Wi-Fi signal

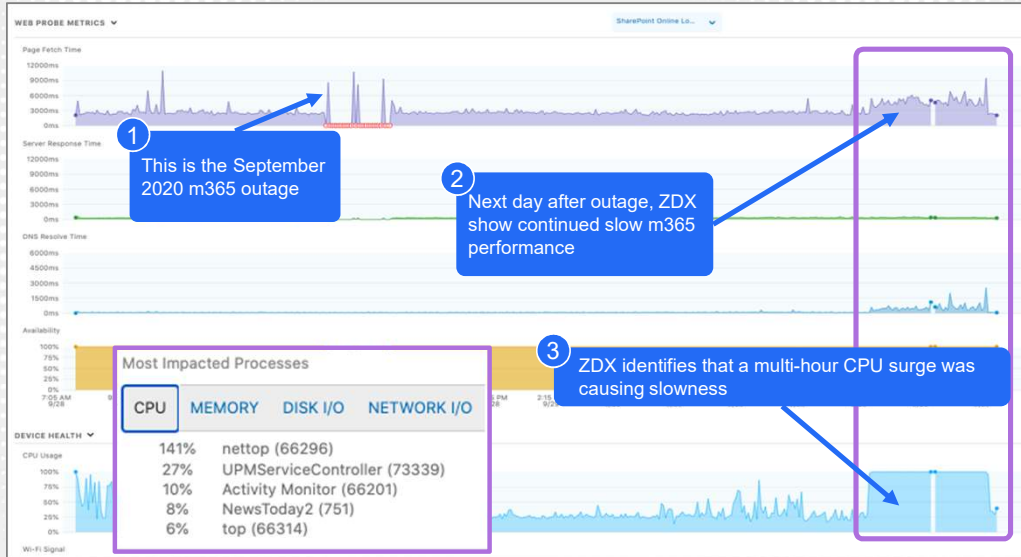


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Use Case 9: Detecting High CPU Causing Application Degradation

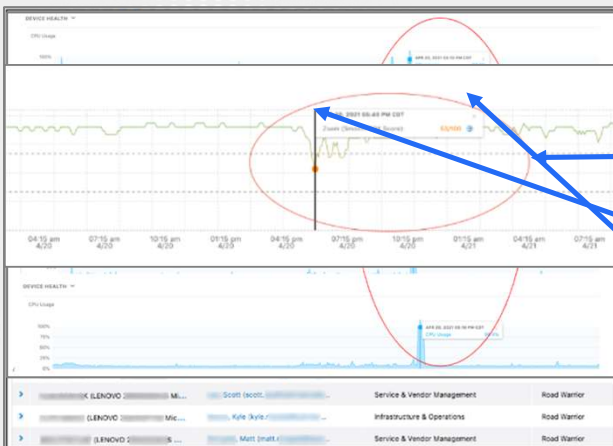
End user device performance issues



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Use Case 10: Scheduled Anti-Virus Impacting Performance Across Users



1 ZDX shows degradation in user experience at certain time each day

2 ZDX alerts on high CPU

3 ZDX shows multiple users seeing large CPU spikes at the same time caused by AV process



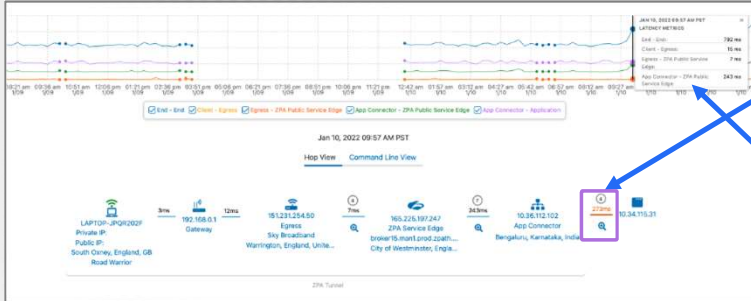
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Use Case 11: Visibility into Private Applications via ZPA



1 ZDX provides CloudPath visibility for private apps over the Internet all the way to the destination

2 ZDX identified 2x increase in end-to-end latency causing degradation in user experience



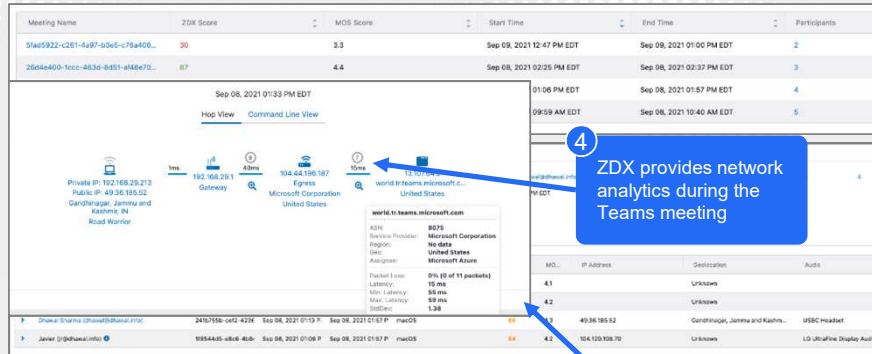
3 High network latency observed in customer's private network

Use Case 12: Call Quality Monitoring for Microsoft Teams



1 ZDX shows degraded Teams meetings

3 ZDX shows detailed call quality metrics for the troubled user

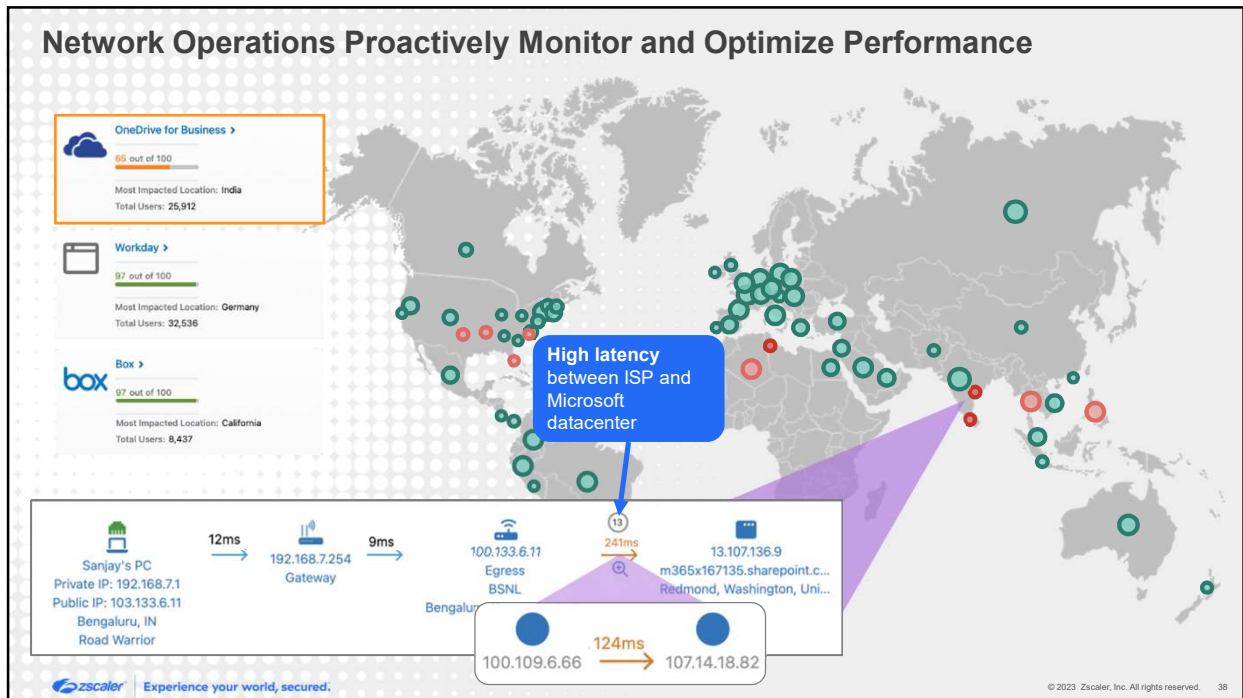
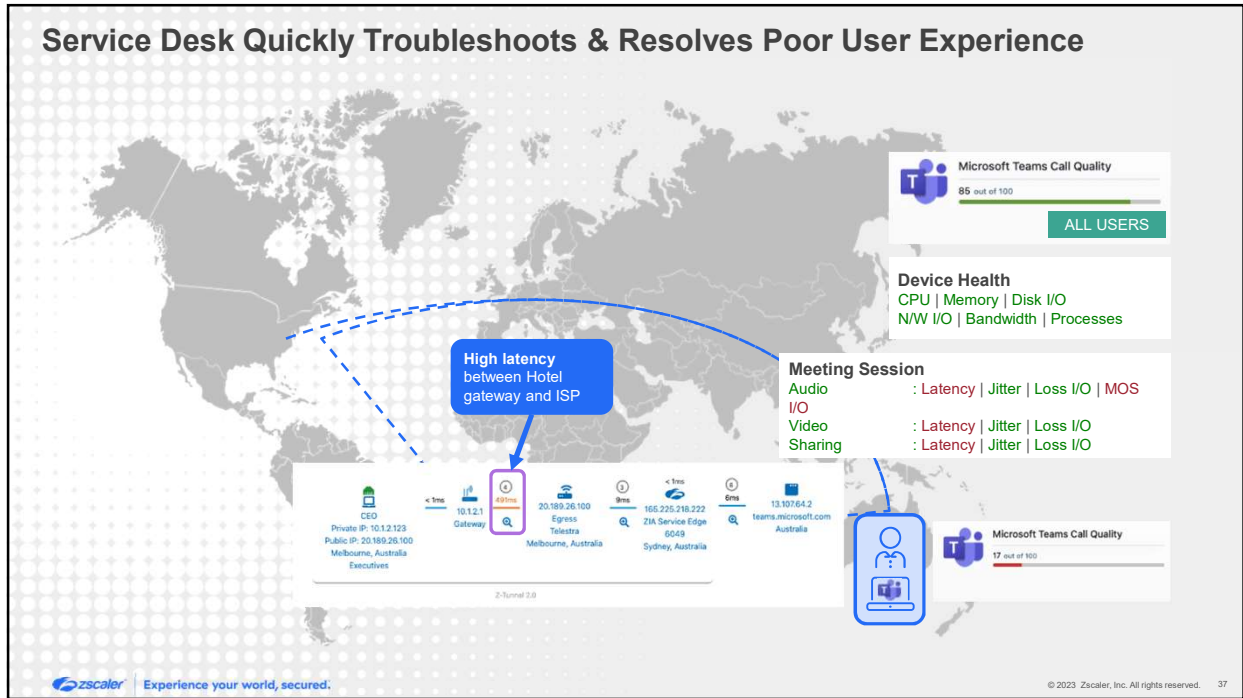


4 ZDX provides network analytics during the Teams meeting

2 ZDX then lists the Teams meetings, participants and their call quality scores


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Zscaler Data Protection


Complete platform for securing data on all channels

Cédric Blöchliger
Principal Sales Engineer



Top challenges with Data Security








Controlling Distributed Data
Cloud Data to grow from 33 ZB to 175 ZB by 2025




SaaS Web PaaS IaaS

Sensitive Data

Protecting Clouds
95% of workloads will be in the cloud by 2025

Any Device        Any Location

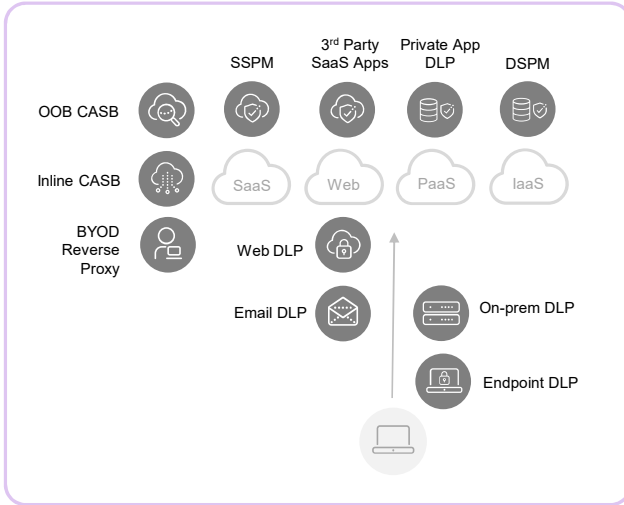
Securing a mobile workforce

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Data protection with point products is too complex



Business Challenges

Too Many Tools

Multiple DLP Engines and Policies

Too Many Alerts

Missed incidents and slow investigation

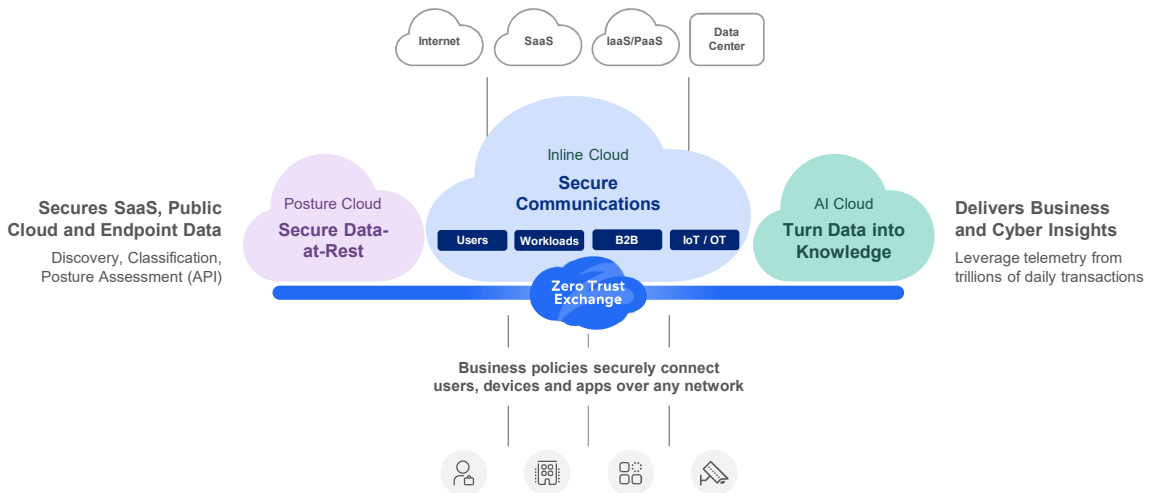
Complex Deployments

Difficult to administer, lack of agility

Not purpose-built

Not architected for the cloud scalability

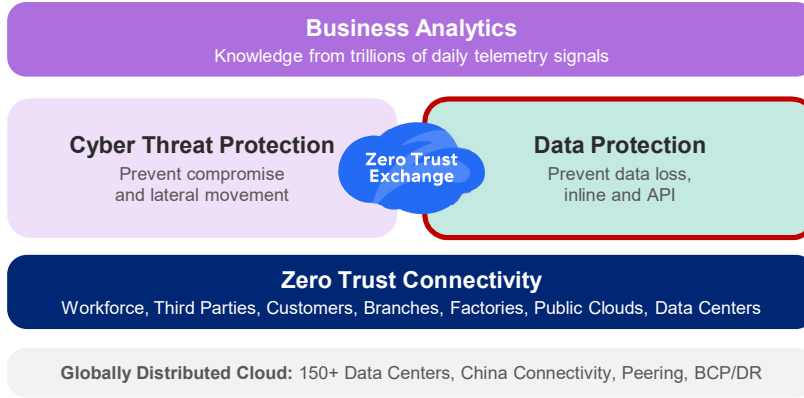
Comprehensive Platform to Secure, Simplify and Transform your Business



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Solutions Across Four Key Areas



Zscaler for Users



Zscaler for Workloads



Zscaler for B2B

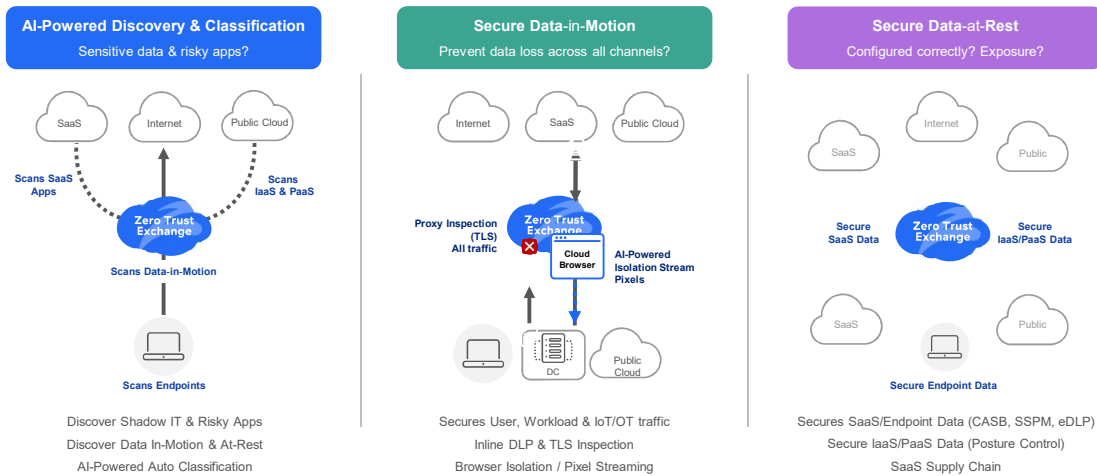


Zscaler for IoT / OT

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Comprehensive, Unified Data Protection Across All Channels



Built-in workflow automation. Integrations with third-parties, including ServiceNow, Slack and Teams.

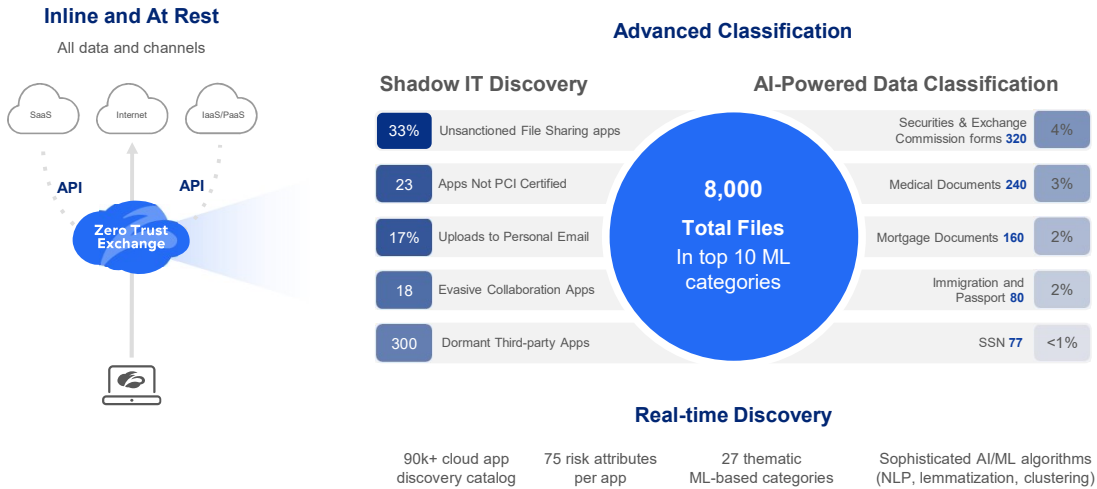
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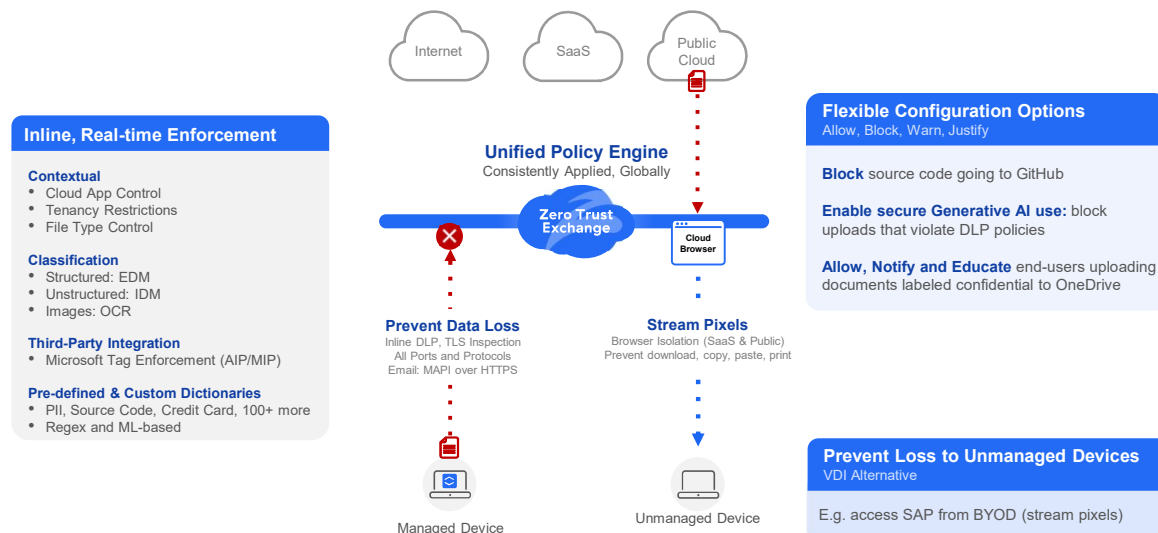
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AI Discovery and Classification



Secure Data in Motion



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Secure All Data at Rest - SaaS, Public Cloud and Endpoint

Secure SaaS Data



SSPM

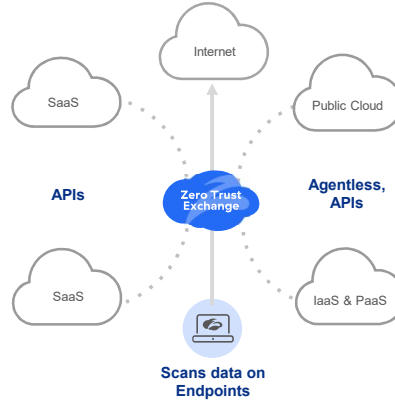
Misconfigurations & compliance

API CASB

Collaboration control

SaaS Supply Chain

Secure third-party apps



Secure Data with Endpoint DLP

Removable storage, network shares, printing, personal storage sync

Secure IaaS data with DSPM



Service & Data Discovery

Data stores like S3, VMs, Containers, RDS, Mongo DB

Posture

Misconfigurations, excessive permissions, vulnerabilities

Actionable Insights

Correlate and prioritize risk. Auto-remediation

Comprehensive Data Protection

Extensible Platform Enables Rapid Innovation

AI-Powered Discovery & Classification

Shadow-IT

Sanctioned and Unsanctioned Apps, Generative AI/Chat GPT, App risk

AI/ML-Powered Classification

Structured, Unstructured, Images (EDM, IDM, OCR), Thematic categories

All Data Sources

Inline Web, SaaS, Public Cloud, On-prem Apps, Endpoint

3rd Party Integrations

Microsoft AIP/MIP Labels, Titus Tags, Boldon James

Secure Data-in-Motion

Cloud DLP

Full SSL Inspection, Inline Enforcement, Monitor & Block Mode

Web Email

Secure Data Across Microsoft Exchange & Corporate Gmail

Browser Isolation

Sensitive Data on BYOD and Unmanaged Assets, Pixel Streaming, Granular Policies

Workflow Automation

User Coaching & Justification, Integration with Slack, Teams, Service Now, Case escalations

Secure Data-at-Rest

Endpoint DLP

Scan Data-at-Rest, Control USB, Removable Disks, Printers, Sync Clients, Network Shares

API CASB

Secure SaaS Collaboration, Public Shares, External Collaborators, Quarantine

SSPM & Supply Chain Security

SaaS Misconfiguration, Compliance Violations, Risky 3rd Party Apps and Browser Plug-ins

Data Security Posture Management

Find data stores, understand risks and improve security and posture

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The business value of Zscaler Data Protection



A Zscaler customer survey:
Benefits of Zscaler Data Protection

Avg. organization interviewed

Employees: ~33k Branches: ~75
IT Staff: ~3700 Apps Supported: ~800
Revenue: \$7.79B Cloud VMs: ~300



Full Report
zscaler.com/idc



Costs Savings

\$2.1M annual savings

385% ROI over three years



Risk Reduced

173% more incidents identified

27% faster data loss resolution

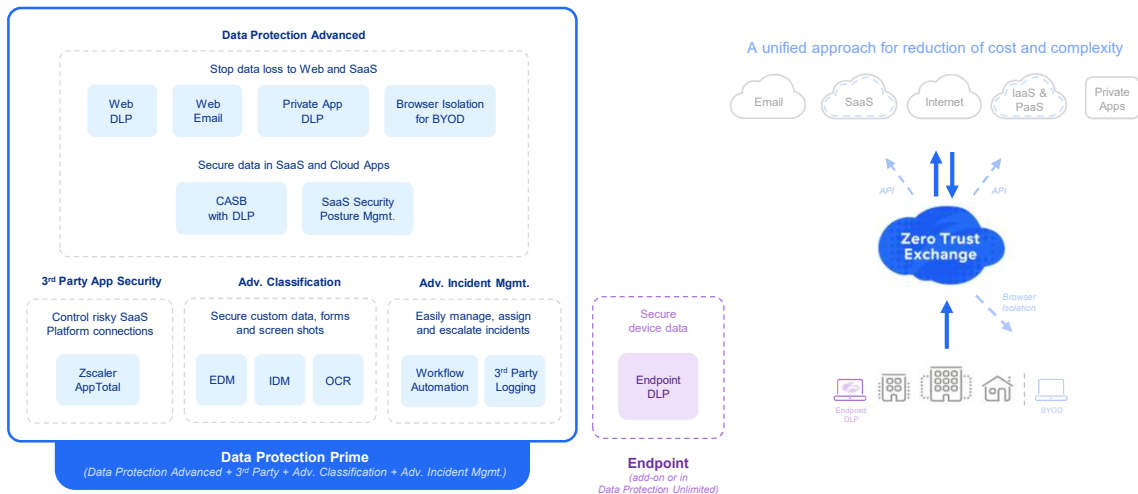


Operations Improved

37% faster deployments

22% more efficient IT teams

Getting started with Zscaler Data Protection



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Ready to see Zscaler Data Protection in action?

3 Minute Feature Videos



[Watch Videos](#)

zscaler.com/data-demos

See a quick demo of key data protection features

CASB Shadow IT Discovery

CASB Collaboration & Sharing Mgmt

BYOD Control with Browser Isolation

SaaS Security Posture Management (SSPM)

DLP Dictionaries and Policies

DLP User Notifications

Tenancy Restrictions

Exact Data Match (EDM)

Indexed Document Matching (IDM)

Optical Character Recognition (OCR)

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What sets Zscaler Data Protection apart?



Proven Inline Proxy Architecture

Over 4,000 enterprise customers doing real-time inspection to prevent data loss



AI-Powered data discovery and classification

Data-in-motion, Data-at-rest (endpoint, SaaS, Public Clouds)
No ongoing manual tuning which is required for policy-based classification



3rd Party app discovery and risk assessment (SaaS supply chain)

Extensive app risk database with >90K apps, 130K browser extensions
App Sandbox determines risk score and can automatically revoke permissions



Extensive endpoint DLP capabilities, no additional agents

All channels: USB, printers, network shares, cert-pinned apps, removable drives
Offline policy enforcement when a device is disconnected from the networks



Integrated incident workflow automation

User coaching, escalations

Industry's most comprehensive data protection platform

Inline DLP, CASB, endpoint, email, private apps, workloads, cloud misconfigurations, SaaS supply chain

AVANTEC
Competence. Security. Trust.

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Thank you!



Forrester Wave for SSPM

(SaaS Security)



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AVANTEC
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The Only Leader in SSPM Wave for SaaS Security

THE FORRESTER WAVE™

SaaS Security Posture Management

Zscaler Advanced SSPM

Strongest offering and strongest strategy

Excellent Wave Scoring

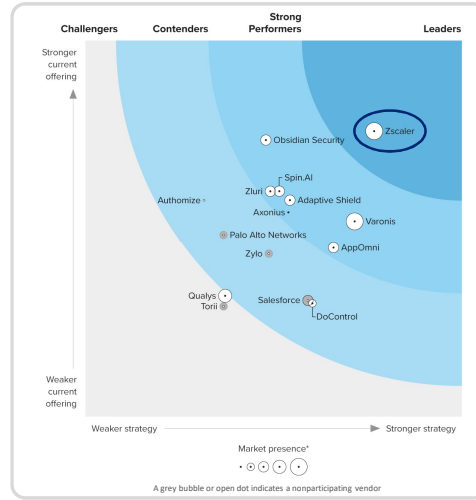
Perfect scores in 7 out of 12 categories for offerings

Strengths highlighted

- Versatile Shadow IT and Data Protection capabilities
- Extensive SaaS App Catalog
- Extensibility & integration surpass the competition

“ Zscaler provides a rich SaaS application catalog and powerful shadow IT detection

[Read the report](#)



AI-Drive Data Discovery

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Find, Understand and Control data with ML-Powered Discovery

ML-Powered Data Discovery



See all data risks with ease

Accelerated deployments – no administration needed!

Pivot to policy creation in a few clicks



Endpoint DLP

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Zscaler Endpoint DLP: Streamline & simplify device protection

Zscaler Endpoint DLP

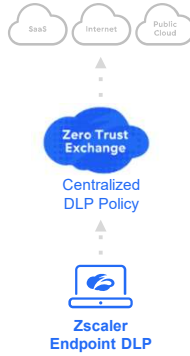
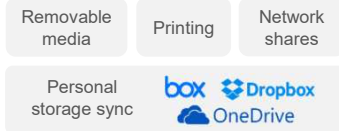
Streamlined Protection

Use single DLP policy and unified agent.

Unparalleled Visibility

See data movement instantly, no policy required.
Works online and offline.

Endpoint Channels Protected:



Benefits

Quick Deployment

Leverage existing Zscaler DLP policy

Unified Policy

Consistent alerting across endpoint, inline & cloud

Streamlined, consolidated agent

Lightweight with minimal performance impact

Faster Incident Management

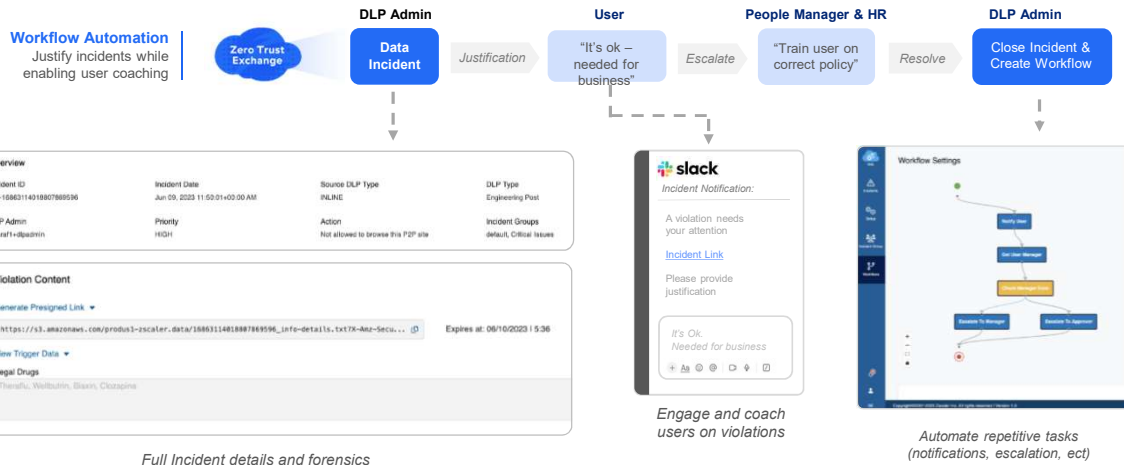
Forensics, dashboards & workflow automation

Workflow Automation

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Streamline incident management with Workflow Automation

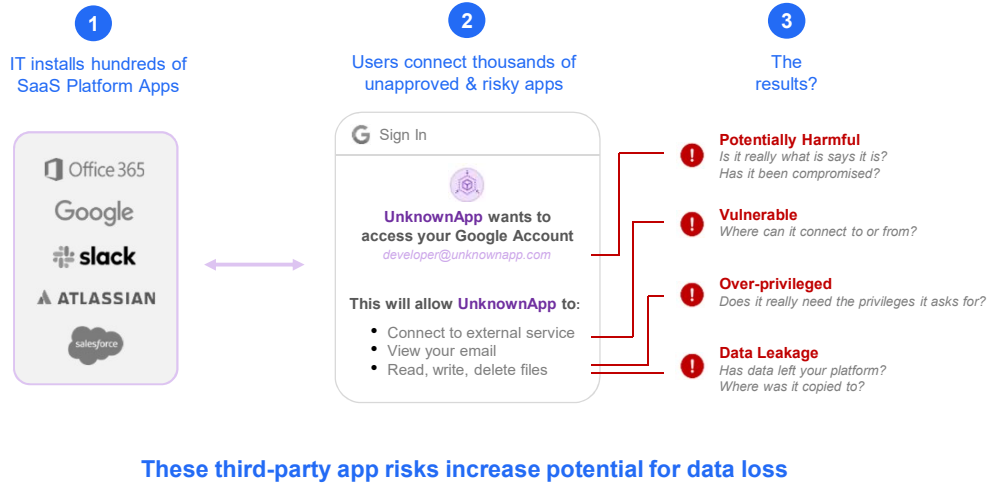


Third Party App Security

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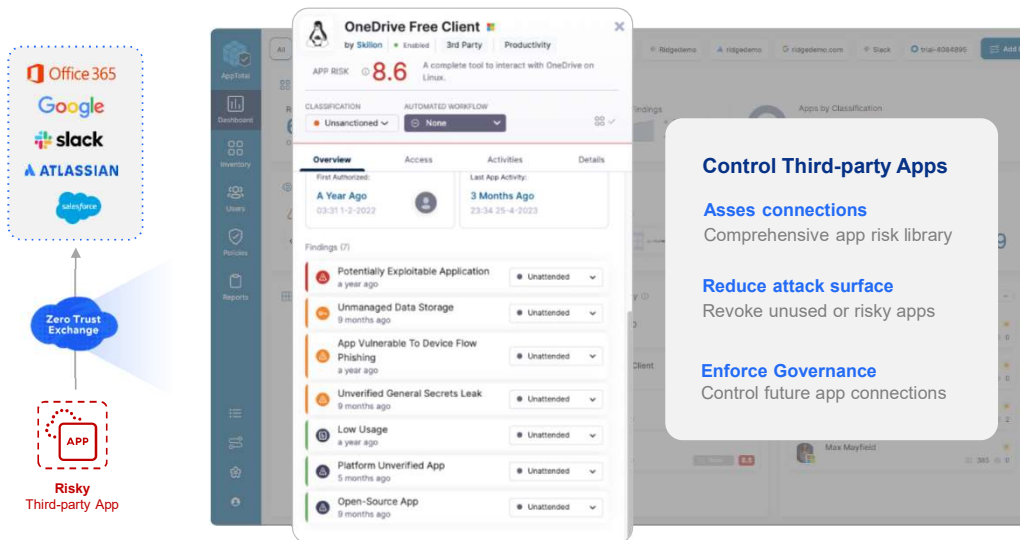
The risks associated with the Third-Party Apps



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Zscaler AppTotal: Secure SaaS from risky third-party apps



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Generative AI



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Data risks associated with Generative AI

Acme Workforce
Data Risks



Internal source code
"Take my code and optimize it"



Confidential content creation
"Make my acquisition notes into a press release"



Sensitive analysis
"Analyze these pipeline numbers for trends"

? **Public or Competitors**
"Tell me about Acme"

ChatGPT Acme Intelligence

! **"I know A LOT about Acme!"**



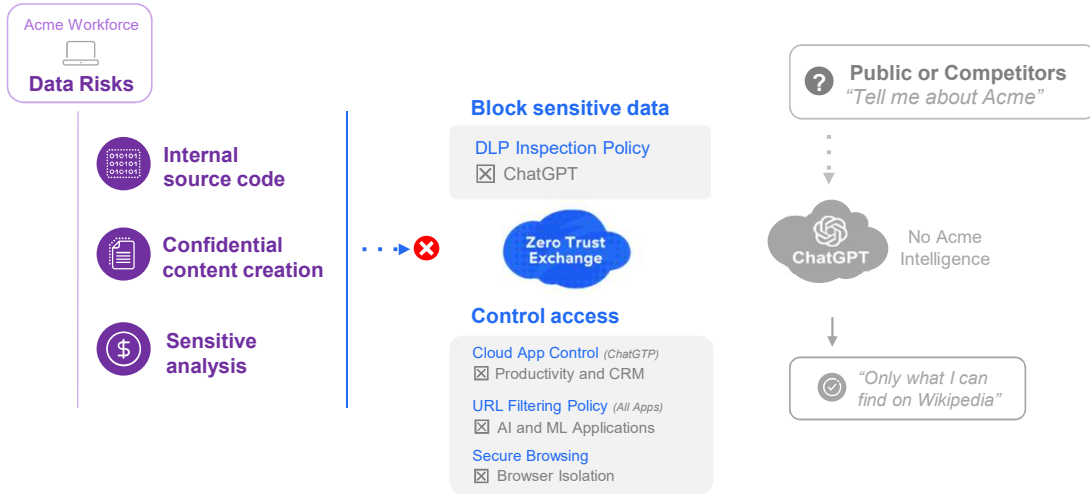
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Securing sensitive data from Generative AI



Configuring Zscaler policy for Generative AI

Block Sensitive Data | DLP Inspection

Control Access | Cloud App Control URL Filtering

Criteria Configuration:

- DLP Engines: IP leak; PCI
- URL Categories: Any
- Cloud Applications: Any
- ZPA Application Segment: Any

Unselected Items: chatg

Selected Items (0):

- Productivity and CRM Tools
- ChatGPT

Data Loss Prevention Configuration:

- Configure Data Loss Prevention Policy
- Rules are evaluated in the order specified. Rule evaluation set the rule action to Allow.
- Add:
 - Rule With Content Inspection
 - Rule Without Content Inspection

Cloud App Control Rule Configuration:

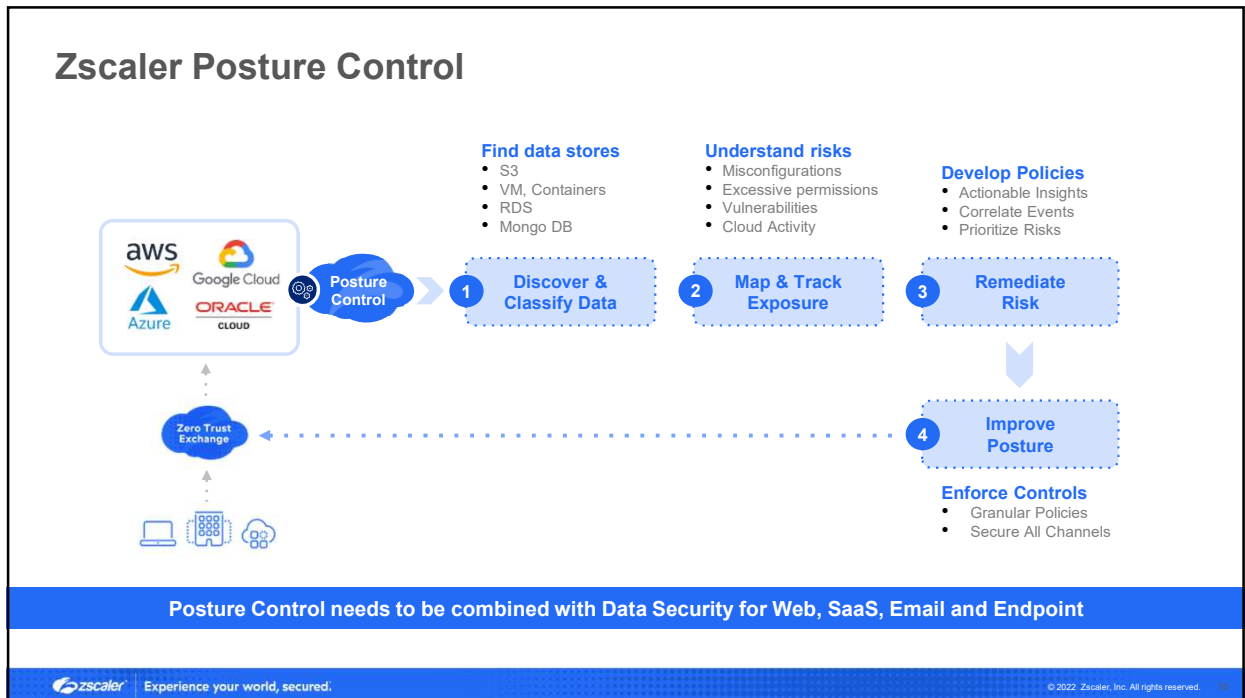
- Rule Name: Productivity, CRM, Tools
- Rule Status: Enabled
- Criteria: Cloud Applications: ChatGPT

URL Filtering Configuration:

- URL Categories: AI
- Unselected Items:
 - Entertainment/Recreation
 - Information Technology
 - AI and ML Applications
 - Internet Communication

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Supporting Slides

- Single & alternative slides
- Deeper discussions
- Analyst slides
- Case studies

Powered by a best-in-class Data Protection Engine

Data Loss Prevention (DLP)

Adv. Data Classification

Customize detection with EDM, IDM & OCR

Protect custom data & list, documents, and screen shots

Machine Learning

Unmatched detection intelligence

Continuous learning across 170M+ daily files

Microsoft Information Protection

Integrate with existing ecosystem

Block tagged data inline & write tags for data at rest

Cloud Access Security Broker (CASB)

Shadow IT Discovery

Stop risky app usage

Comprehensive cloud app catalogue

Tenancy Restrictions

Granular control over account usage

Full control over corporate vs personal account usage

Collaboration Management

Prevent risky data sharing

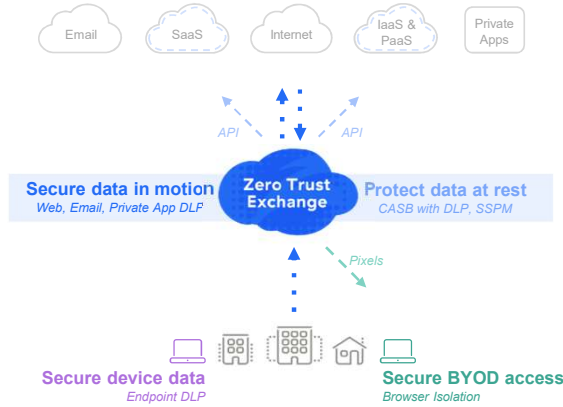
Unified DLP to help find and revoke sensitive data sharing

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Zscaler's solution to Data Protection

Reduce cost and complexity with a holistic approach to risk reduction



Unified Platform

Secure all channels
Unlimited SSL Inspection
Unified agent

Powerful Data Classifications

ML-powered Data Discovery
EDM, IDM and OCR
UEBA adaptive access

Simplify Operations

Workflow automation w/ user coaching
Robust SIEM and ITSM integrations

Delivering Data Protection with Zscaler Zero Trust Exchange



Complete Data Protection:
How to stop both **External** and **Internal** Threats

Required Steps

- 1 **Full Visibility**
- 2 **Block Risky Destinations and Threats**
- 3 **Block Risky Apps**
- 4 **Secure Cloud Data**

Proven, scalable SSL inspection across everything

Secure internet, stop ransomware and breaches (SWG/Sandbox)

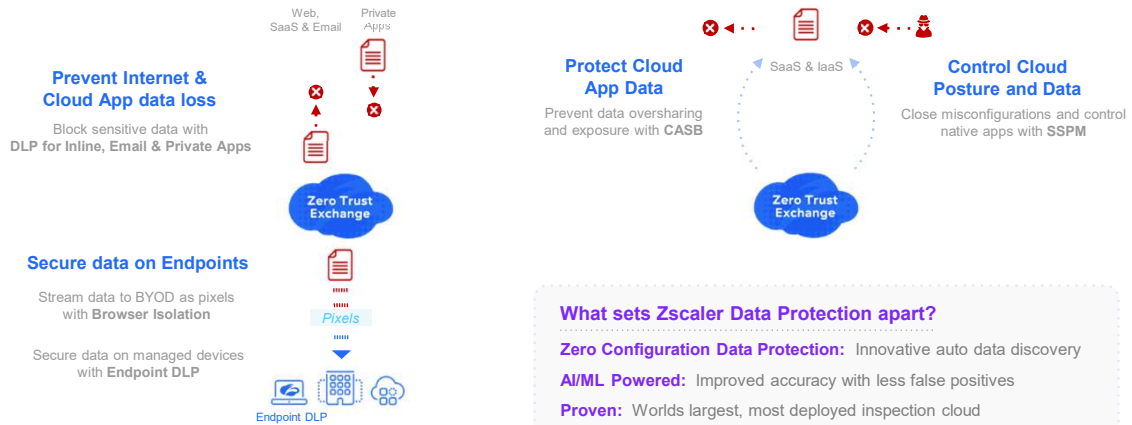
Block risky, personal and email apps (CASB/DLP)

Control sensitive data in SaaS (CASB/DLP)

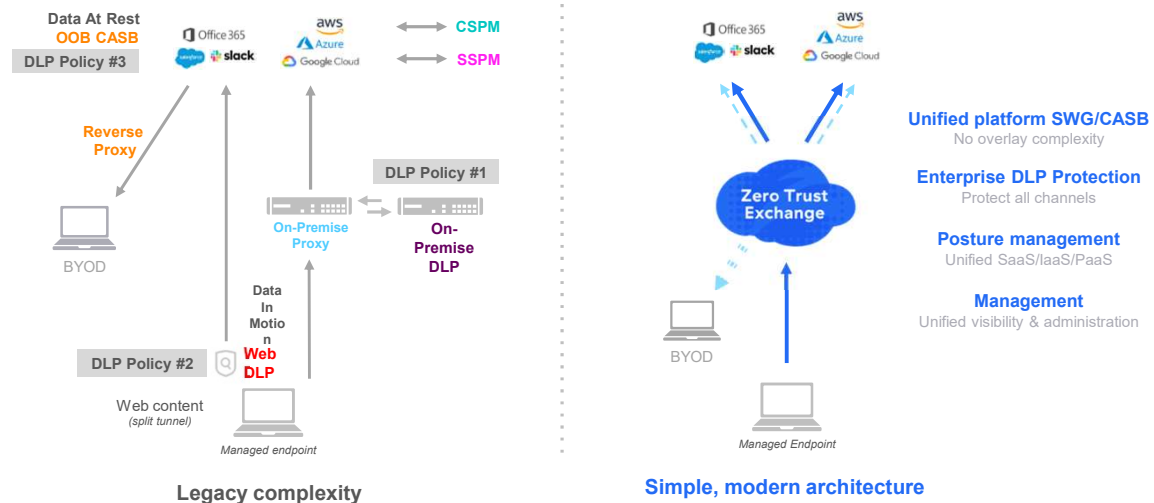
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How Zscaler secures all your data channels



What makes Zscaler data protection different?



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Understanding Cloud Security Platform Frameworks

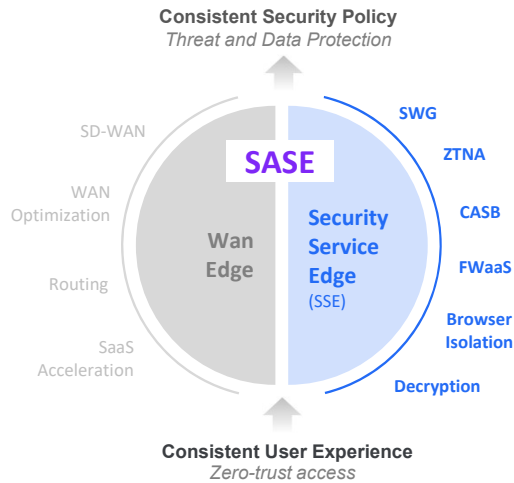
Gartner

Frameworks for Cloud Security Platforms

Secure Access Service Edge (SASE)

vs.

Security Service Edge (SSE)



GigaOm Radar Report: Cloud Access Security Brokers (CASB)

Zscaler CASB

Identified as a Leader and Innovator
Expected to outperform other vendors

Key Criteria

Received highest "Exceptional" ratings:

- Real-time Data Protection
- Multi-Mode CASB
- UEBA
- Malware and Vulnerability Detection
- SaaS Application Portfolio
- Enterprise Integration

Evaluation Metrics

Received highest "Exceptional" ratings:

- Ease of Use
- Quality of Experience
- TCO & Support

[Read the Report](#)




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Medtronic

90,000+ employees | 150 Countries | **Data Protection**

“ Medtronic is seeing **great results and efficiencies** by using Zscaler for securing data movement and reducing complexity


 **Scott Ostrander**, Sr. Director, Enterprise Security Engineering, Medtronic

[Watch His Testimonial](#)

Problem
Securing sensitive and proprietary data
Improve visibility over data movement
Disjointed solutions slowing down operations

Solution
Zscaler Internet Access for secure Internet & SaaS
Zscaler DLP across all SSL
Zscaler CASB for cloud app control


Benefits
Full inspection and visibility across SSL traffic
Reduction in cost and complexity
Unified platform simplifies operations and workflows

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PROTEGRITY

Serves companies worldwide and their **1B+ users** | **Data Protection**

“ Instead of taking several hours to find the problem and resolve it, **it took me only five to 10 minutes.**


 **Leo Lovishchuk**, Cloud and Network Service Manager, Protegrity.

[Read His Testimonial](#)

Problem
Challenges with scaling protection across all users
Lack of consistent, universal protection policies
Missing visibility to all data movement

Solution
Zscaler Internet Access for secure Internet & SaaS
Zscaler DLP/CASB for sensitive data
Zscaler Adv. Classification (OCR) for custom data

Benefits
Complete control over data across all users, in all locations
Improve protection over images and PDF's with OCR
Saves hours daily for security administration

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GENERAL DYNAMICS


Information Technology

180,000+ employees

Federal Contractor

Data Protection

“ Partnering with Zscaler was the right decision. **Within a month we had real noticeable risk reductions.** ”



Michael Baker, VP & CISO
General Dynamics Information Technology

Watch His Testimonial

Problem


Reduction of data risk across internal and external threats
Consistent policies on and off network, and for home users
Maintaining strict data compliance regulations

Solution

Zscaler Internet Access for secure Internet & SaaS
Zscaler DLP for sensitive data in motion
Zscaler CASB for sensitive data at rest

Benefits


























Full protection, at the edge, for a fast experience
Improved operational management with zero-trust policies
Impactful risk reduction across all users, devices and locations




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Industry Leaders partner with Zscaler for Data Protection (NA)

Healthcare	Financial & Insurance	Manufacturing	Retail & Food	High Tech
 Users: 115k	 Users: 300k	 Users: 66k	 Users: 59k	 Users: 95k
 Users: 106k	 Users: 170k	 Users: 47k	 Users: 52k	 Users: 58k
 Users: 80k	 Users: 61k	 Users: 45k	 Users: 25k	 Users: 66k
 Users: 55k	 Users: 65k	 Users: 62k	 Users: 24k	 Users: 60k
 Users: 21k	 Users: 41k	 Users: 25k	 Users: 11k	 Users: 39k






















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Industry Leaders partner with Zscaler for Data Protection (EMEA)

Financial & Insurance	Services & Retail	Energy & Transport	High Tech & Telecom
 Users: 105k	 Users: 60k	 Users: 68k	 Users: 20k
 Users: 50k	 Users: 38k	 Users: 25k	 Users: 9k
 Users: 45k	 Users: 40k	 Users: 12k	 Users: 59k
 Users: 20k	 Users: 14k	 Users: 18k	 Users: 9k
 Users: 14k	 Users: 13k	 Users: 6k	 Users: 5k

Industry Leaders partner with Zscaler for Data Protection (APJ)

Financial & Insurance	Manufacturing & High Tech	Retail & Food	Gov, Services and Health
 Users: 115k	 Users: 34k	 Users: 25k	 Users: 35k
 Users: 105k	 Users: 5k	 Users: 20k	 Users: 30k
 Users: 50k	 Users: 30k	 Users: 10k	 Users: 14k
 Users: 58k	 Users: 67k	 Users: 2k	 Users: 11k

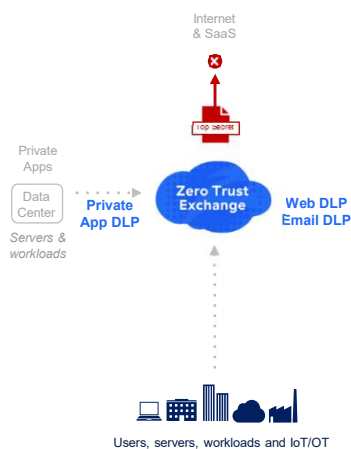
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Supporting Technical Slides

Prevent data loss to Internet and SaaS

Inline Protection: DLP and policies for users, servers, workloads and IoT/OT



Inspect ALL content with full inline SSL inspection

On/off network – All ports/protocols



Context and Content-aware DLP

Inline DLP for Web, Email and Private Apps
Predefined and customizable dictionaries for PCI, PII, PHI, GDPR etc.



Microsoft Information Protection (MIP) Integrations

Enforce or write tagging for data inline and inside SaaS apps

Advanced Data Classification



EDM: Match on custom data to reduce false positives
IDM: Fingerprint sensitive documents for blocking
OCR: Find text in images and block

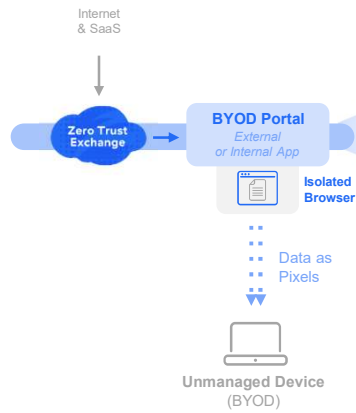
Why Zscaler? Avoid outages with worlds most proven inline inspection cloud.

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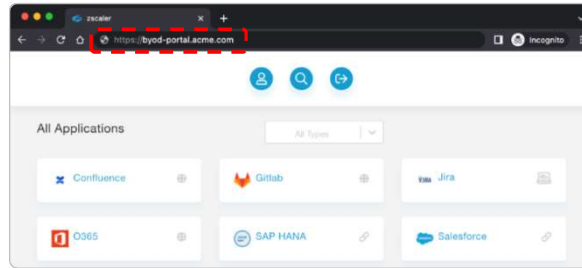
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Secure data on BYOD and Unmanaged devices

Secure access without Reverse Proxy limitations



App Portal for BYOD Devices



Full App Support

Host any external or internal app

Granular Policies

Flexible control over data access

Stop Data Loss

Prevent Copying, Downloading or Printing
(via pixel streaming)

Use Cases:

B2B/Partner:

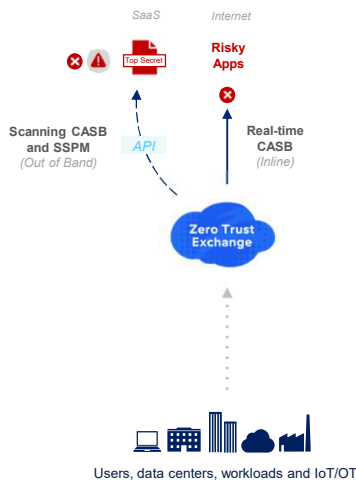
Access to SFDC data, but no cutting and pasting

Workforce:

Enable SAP access on untrusted device

Protect SaaS data from risky exposure

Multi-mode CASB and SSPM for complete cloud app control



Full visibility for risky apps and shadow IT

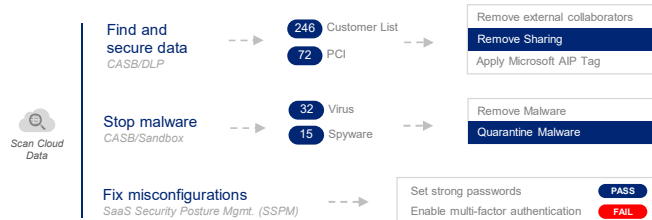
Control unsanctioned apps & tenancy restrictions

Robust cloud app catalog

Thousands of app definitions with in-depth risk attributes

Control sharing and secure SaaS data

API Support | Over 20 supported apps from Microsoft, Google, AWS, Atlassian and more



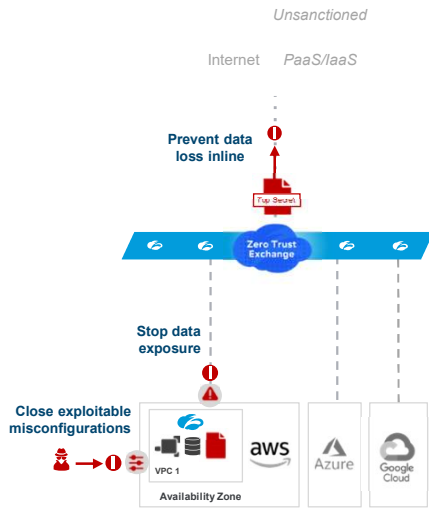
Why Zscaler? Reduce point product complexity with a unified platform

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Protect public cloud data and workloads

Unified protection across DLP and CNAPP (Cloud native application protection platform)



Stop loss with real-time Data Loss Prevention

- Predefined dictionaries and engines for PCI, GDPR, ect.
- Custom dictionaries via keywords and patterns

Prevent cloud breaches and exposure with CNAPP

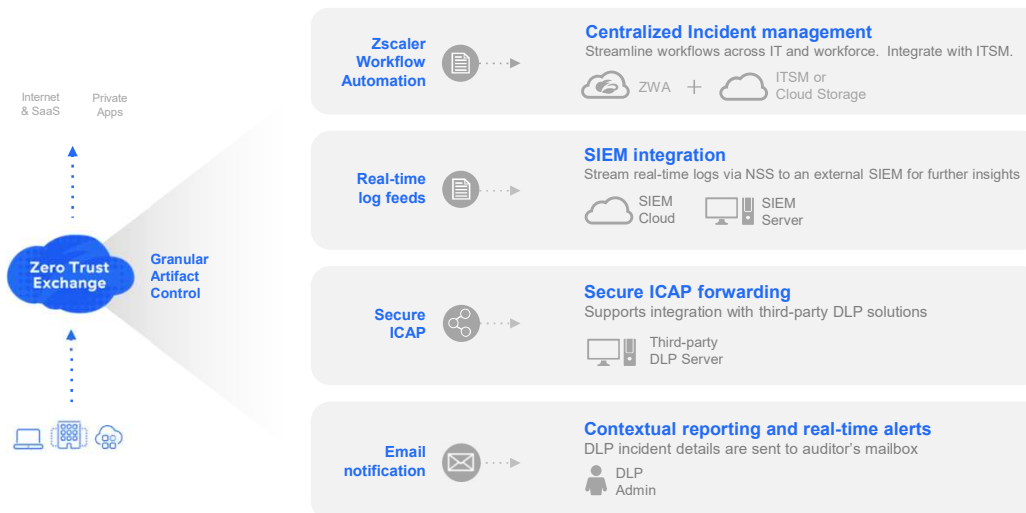
- Close exploitable gaps with Cloud Security Posture Mgmt.
- Remove dangerous permissions with Cloud Infra. Entitlement Mgmt.



- Find sensitive data and control exposure
- Find and remediate malicious malware

Why Zscaler? Avoid operational complexity with a unified approach

Data protection: reporting, analytics and incident management



Zscaler Workflow Automation

Centralized Incident management

Streamline workflows across IT and workforce. Integrate with ITSM.



Real-time log feeds

SIEM integration

Stream real-time logs via NSS to an external SIEM for further insights



Secure ICAP

Secure ICAP forwarding

Supports integration with third-party DLP solutions



Email notification

Contextual reporting and real-time alerts

DLP incident details are sent to auditor's mailbox

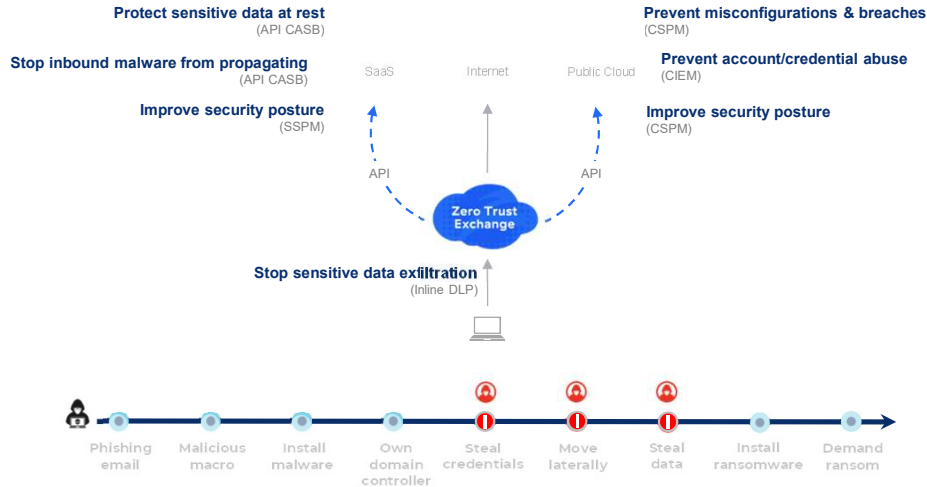


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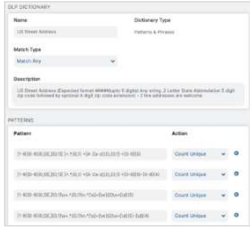
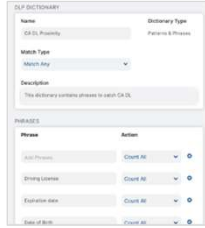
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Stopping ransomware data loss

How Zscaler Data Protection helps break the ransomware lifecycle



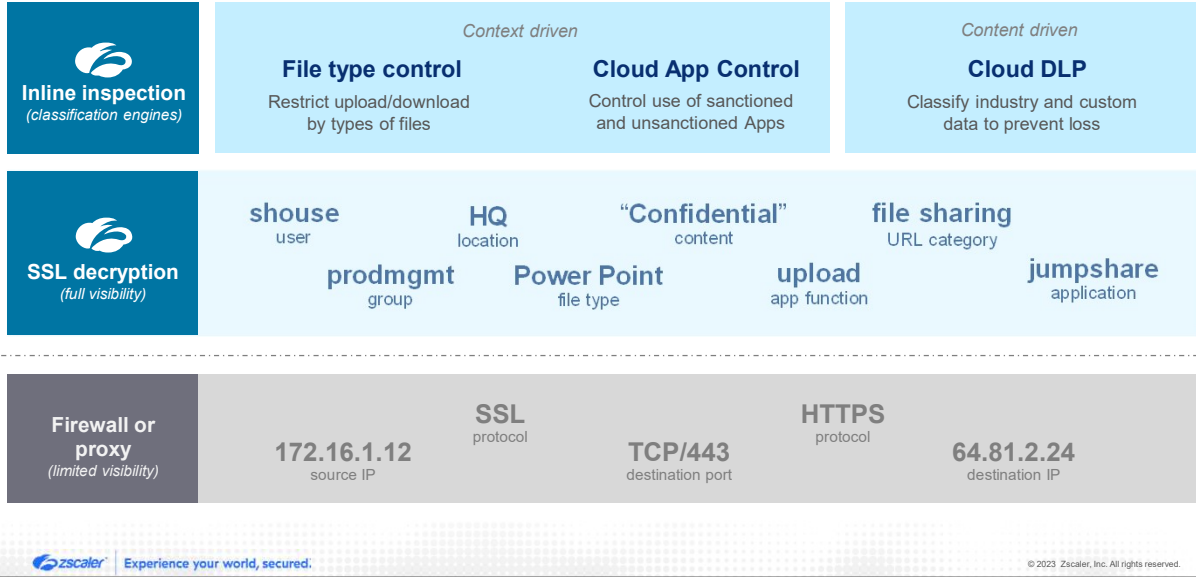
Zscaler content inspection capabilities & custom dictionaries

Inspection Category	Inspection Technique		
Described content	Regex		Define custom phrases and patterns with 80 custom dictionaries
	Single & multi word keywords with proximity		
	Preconfigured data patterns	<ul style="list-style-type: none"> Citizen service # (Netherlands) National ID # (Hong Kong) Social insurance # (Canada) Social security # (US) National insurance # (UK) NRIC # (Singapore) 	
Trained data sets	Pre-trained engines	<ul style="list-style-type: none"> Credit card number Financial statements Card expiration & CCV First name, last name 	
Fingerprinting	Structured fingerprints (EDM & IDM)	<ul style="list-style-type: none"> Medical information Medicare number CPT & ICD codes High value documents/forms 	

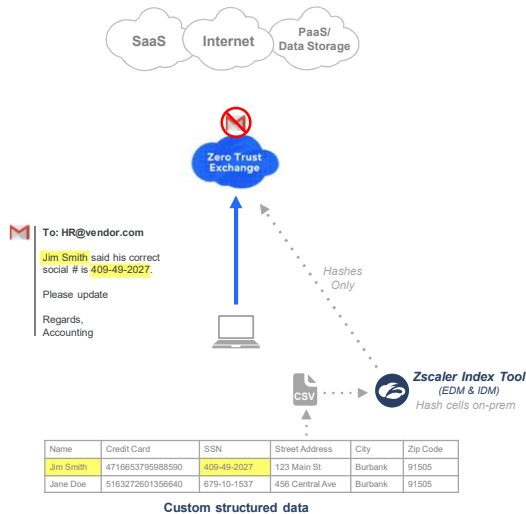
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Full contextual visibility with Zscaler classification engine



Secure custom data with Exact Data Match



How Exact Data Match works

- 1 Structure custom data you want to secure
- 2 Index data and send only hashes to Zscaler
- 3 Zscaler ready to find custom data
- 4 Prevent data loss with DLP block policies

Benefits of Zscaler EDM

- **Secure high value sensitive data:** PCI, PII, HIPAA, Inventory codes, membership #s, ect.
- **Reduce DLP false positives**
Ex: Trigger on meaningful SSNs, not all SSNs
- **VM-based Index tool keeps things simple**
High-value data doesn't leave premises
Used for both Exact Data Match & Indexed Document Matching

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Secure custom forms and IP with Indexed Document Matching

The diagram illustrates the process of securing custom forms and IP. It shows a Zero Trust Exchange (ZTX) connected to SaaS, Internet, and PaaS/Data Storage. A document/IP fingerprint is sent from the ZTX to the Zscaler Index Tool (EDM & IDM) on-prem. The tool then identifies high-value forms or IP to protect, fingerprints them with an index tool, and prevents data loss with DLP block policies.

How to use Indexed Document Matching

- 1 Identify high-value form or IP to protect
- 2 Fingerprint form or IP with index tool
- 3 Zscaler ready to find other instances of form or IP
- 4 Prevent data loss with DLP block policies

Benefits of Zscaler EDM

- Secure high-value documents and IP from loss
- Managed docs with ease by mounting SMB drives
Index up to 100GB of files
- Powerful VM-based Index tool
Fine-tune detection with adjustable match accuracy
Used for both Index Document Matching & Exact Data Match

Document/IP Fingerprint

Document

Tax forms
Medical forms
Manufacturing forms
High-value forms

Intellectual Property

```
<script>
document.getElementById("demo").innerHTML = "Hello JavaScript!";
</script>
```

Zscaler Index Tool (EDM & IDM)
Fingerprint document or IP on-prem

Zero Trust Exchange

SaaS | Internet | PaaS/ Data Storage

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Better protection with Advanced Data Classification

The diagram shows advanced data classification methods feeding into a Zero Trust Exchange (ZTX). Custom structured data and high-value forms are processed by the Zscaler Index Tool, which sends hashes to the ZTX. The ZTX then uses Machine Learning DLP, Indexed Document Matching (IDM), and Optical Character Recognition (OCR) to protect sensitive data.

Machine Learning DLP
Improve detection accuracy across all content - on and off network

- Supervised learning model
- Document clustering
- Term Frequency Inverse Document Frequency (TFIDF)

Exact Data Match (EDM)
Secure high-value data like PCI, PII, Inventory Codes or Membership #'s

- index structured data
- Send hashes to Zscaler for blocking
- Helps reduce false positives

Indexed Document Matching (IDM)
Secure high-value forms like tax, medical or manufacturing forms

- Index unstructured data
- Send hashes to Zscaler for blocking
- Works to secure source code and trade secrets as well

Optical Character Recognition (OCR)
Block sensitive data found in screen shots or image files

- Extract text from images
- Scan and block with DLP engine
- Works on embedded images (MSWord)

Custom structured data

Name	Credit Card	Soc
Jim Smith	4716653795988590	409-49-2027
Jane Doe	5163272601356640	679-10-1537

High value forms

Zero Trust Exchange

SaaS | Internet | PaaS/ Data Storage

JPG | BMP
PNG | TIFF

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