

ZTNA, SASE, and now SSE — where do I start?

Learn what to prioritize today and plan tomorrow with our 10-step journey, customer stories you can relate to, and references to the 2021 Gartner® Hype Cycle™ for Network Security.

Prioritize immediate benefits and improve user experience, flexibility, and adaptability

The quick fixes used to bootstrap remote work continue to be exploited by ransomware and phishing — and often disrupt end-user and IT-user productivity. For this reason, Zero Trust Network Access (ZTNA) is climbing up the ‘slope of enlightenment’ in 2021. “ZTNA yields immediate benefits by shielding services from attackers,” Gartner says.

Adding point products is rarely the best Zero Trust adoption strategy. Gartner observes that “Remote workforce strategies have brought technology and deployment consolidation into focus, and this can be seen in areas such as secure access service edge (SASE) and its associated technologies such as SWG, ZTNA and CASB.” Gartner emphasizes that “operationally, it is **very challenging to manage multiple cloud security services** [...] each will likely require its own endpoint agent and its own network tunnel to direct traffic from the laptop to the cloud service.”

Plan your journey to a ‘single-vendor, cloud-centric converged capability’

Gartner says, “for IT, SASE can reduce the deployment time for new users, locations, applications and devices as well as **reduce attack surface and shorten remediation times by as much as 95%.**” That’s an amazing business impact to aim for, yet Gartner recognizes that SASE is at the ‘peak of inflated expectations’.

Many organizations do not have a coordinated and cohesive approach across IT, network security, and networking teams — especially if they adopted SD-WAN first. That’s why the Security Service Edge (SSE) approach — which straddles point products and full consolidation — has emerged. It’s not tied to network infrastructure. And it focuses more deeply on security capabilities than most SASE offerings — such as integrating Remote Browser Isolation for better threat and data protections — rather than only integrating SWG, ZTNA, and CASB.

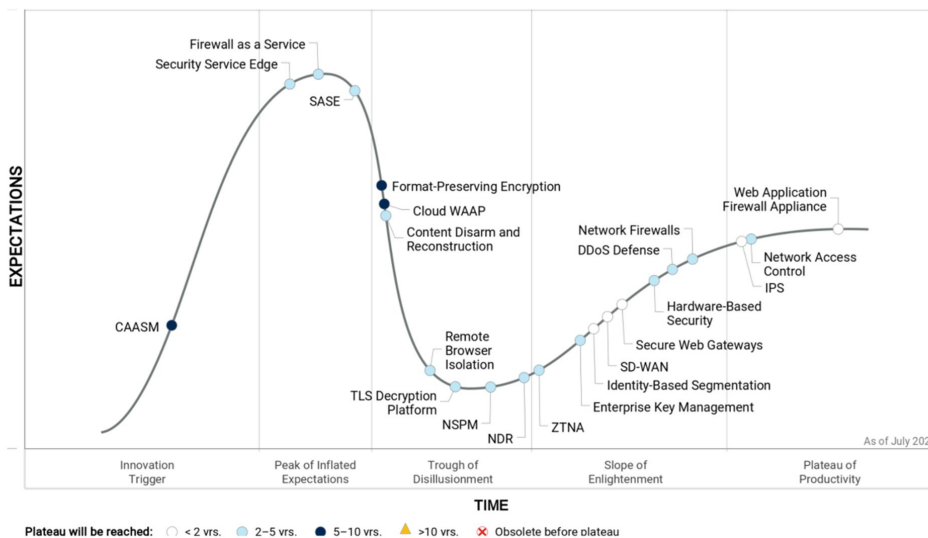


Hype Cycle for Network Security, 2021

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is [available upon request](#) from Cloudflare.

Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

GARTNER and HYPE CYCLE are registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.



Source: Gartner (July 2021)
747509

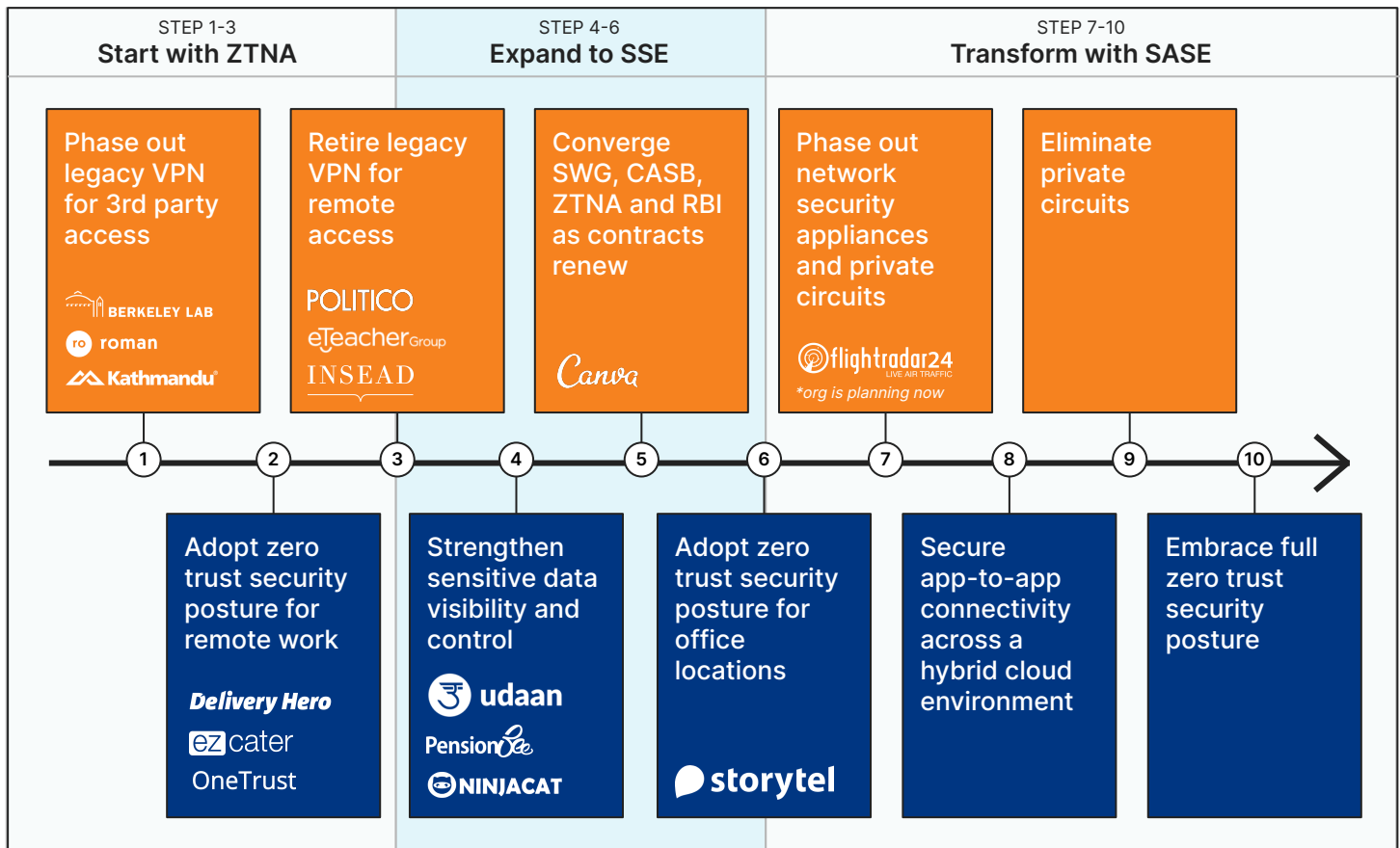
Journey to SASE: Cloudflare lets you optimize security and networking at your own pace

We believe Cloudflare One aligns to Gartner's SASE architecture by building from scratch and natively integrating our Zero Trust security platform with our network-as-a-service. In our opinion, our Zero Trust platform matches Gartner's SSE and converges formerly-distinct point products: ZTNA, VPN, SWG, DNS Filtering, CASB, RBI, and Firewall as a Service (FWaaS). It includes our DDoS Defense by default and Cloud WAAP as an add-on, which are adjacent markets covered in the Gartner Hype Cycle report.

You can start with just Cloudflare Access for ZTNA. Then Cloudflare makes it easy and cost-efficient to expand to SSE or transform with SASE when you're ready.

All Cloudflare services run on every server in every data center across our massive global network, so there are no gaps in coverage or inconsistencies. Delivering single-pass inspection and single-pane management across 250 cities with 100% uptime SLA ensures the highest level of security, performance, and reliability.

All services use the same network on-ramps (e.g. device client) for fast deployments; the same UI and API-based policy management for ease of use; and the same third-party identity, endpoint, and cloud integrations to maximize your existing investments.



- Infrastructure Consolidation
- Security Policy

"Rapid scaling and the need to enhance the user experience of remote workers played an important role in the adoption and consolidation of cloud-based network security controls which contributed to trends of SASE, ZTNA, etc."

Gartner

Thousands of businesses trust Cloudflare's global network to quickly and easily implement a Zero Trust security posture

Below are some of the specific business use cases and outcomes Cloudflare helped customers achieve by adopting our ZTNA and SSE platform.

eTeacher Group

We replaced their VPN and reduced employee **onboarding time by 60%**. Using clientless ZTNA, their call center safely uses personal devices with secure remote access to internal apps.

[Read the case study](#)

ezcater

By adopting ZTNA, they **avoided hiring a FTE** to manage VPN deployments. Our clientless access was "shockingly simple to deploy" in front of their internal web apps. Integrating ZTNA with Okta, enabled rapid scaling and frictionless experiences for users reaching internal apps.

[Watch the case study video](#)

BERKELEY LAB

By adopting clientless ZTNA, they incrementally **reduced reliance on their VPN** for application access. As requests are routed and accelerated through our network, they are evaluated against Zero Trust rules incorporating signals from their identity providers, devices, and other contexts.

[Read the case study](#)

OneTrust

We enhanced the security of their internal apps and **significantly boosted employee productivity**. Integrating ZTNA with Azure AD, enabled hardware-based certificates and MFA everywhere. Without needing to connect through a VPN, there was no more latency on Zoom calls.

[Read the case study](#)

Canva

In about a week, we delivered a more secure and streamlined login experience for all their users. Visibility and control over access and network traffic improved as did workforce efficiency. It minimized business disruptions during the pandemic-accelerated shift to remote work.

[Read the case study](#)

Kathmandu®

In just 30 minutes, the IT team rolled out a ZTNA pilot to development partners, and then, to the entire company. We reduced their complexity without needing to give contractors Azure AD credentials or modifying development apps to make them accessible over corporate SSO.

[Read the case study](#)

Pension

"We started using Cloudflare's SSE with Browser Isolation to help provide the best security for our customers' data and protect employees from malware. It worked so well **I forgot it was on.**"

Jonathan Lister Parsons, CTO

[Watch the webinar](#)

storytel

"By securing remote connections and preventing employees from clicking on malicious links, Cloudflare's Zero Trust platform provides **comprehensive protection** from cyber attacks seeking to steal employee login credentials."

Henrik Schack, Systems Administrator

Delivery Hero

"We always strive to deliver an amazing experience to our customers. With Cloudflare, we want to do the same for our internal teams by offering them a safe working environment and **removing the need for a VPN** to access all our applications across the globe."

William Carminato, Sr. Director Engineering

jetBlue | travel products

"JetBlue Travel Products needed a way to give crew-members secure and simple access to internally-managed benefit apps. Cloudflare gave us all that and more — a **much more efficient** way to connect business partners and crew-members to critical internal tools." John McLeod, CISO

POLITICO

"Cloudflare **aligns with how and where our team works**, while helping us embrace a Zero Trust security model, where every request to every app is evaluated for user identity — and no VPN is required." Michael Irwin, Sr Director, Technology Ops and Cybersecurity

TOPdesk

"We were already happy with Cloudflare before COVID-19, and it ended up being a big save when our team had to work remotely. Because our **employees didn't have to struggle** with apps that weren't designed for remote access, our platform kept running smoothly." Sybren van Wijk, Technical Product Owner

udaan

"VPNs are frustrating and lead to countless wasted cycles for employees and the IT staff supporting them. With Cloudflare, we have a **far more reliable**, intuitive, secure solution that operates on a per user, per access basis. I think of it as Authentication 2.0 — even 3.0." Amod Malviya, Co-founder

roman

"Cloudflare helps Roman securely and conveniently connect doctors to internally managed tools. With Cloudflare, Roman can evaluate every request made to internal applications for permission and identity, while also **improving speed and user experience**." Ricky Lindenhovius, SRE Director

STS GAMING GROUP

"We evaluated many Zero Trust solutions, but only Cloudflare enabled us to replace part of our VPN infrastructure for our internal teams in a way that **didn't disrupt end-user productivity and still kept us safe** from any malicious attacks." Wojciech Sznepka, CTO

Bitso

"Cloudflare was a game-changer for Bitso. It **made Zero Trust much easier**. We now manage access to internal resources more efficiently, ensuring the right people have the right level of access to the right resources, regardless of their location, device or network." Mario A Pérez Alejo, Cybersecurity Lead

23andMe

"Cloudflare is helping 23andMe access our internal applications securely from **any device** at any time without the need for VPN." Arnold de Leon, SRE Manager

NOV

"Cloudflare product suite is a **force multiplier** on our Zero Trust journey." John McLeod, CISO

Action plan to start your own journey with Cloudflare

LEARN

[Download](#) the full 75-page Gartner Hype Cycle report

ENGAGE

[Take](#) a self-guided interactive demo of our Zero Trust platform

PROVE

[Sign up](#) for a free plan or free trial to start a proof of concept