



Zscaler Business Analytics: The right business insights for globally distributed organizations

Harness Zscaler data to gain deep insights to drive business forward, by better addressing the costs and risks that confront large, distributed enterprises.

Lack of insight is a roadblock for business

Business performance hinges on successful application, network, and security transformation. IT leaders are constantly challenged to control costs while at the same time keeping risk at acceptable levels. This involves both cyber risk—which is becoming an ever-more important focus—and the risk of poor digital experience for end users, which can present a cost in both profits and productivity.

Data needed to track the costs and risks of digital transformation can be scattered across multiple teams, making it hard work to stitch together. Or worse, the available data might not be sufficient for effective decision making. For a successful digital transformation, a new and better way to access these insights and visualize the trends is a fundamental requirement.

Organizations have initiated key aspects of digital transformation with Zscaler as a key partner. This is why organizations also turn to the Zscaler Business Analytics portfolio for the right, first-party insights to guide them toward a secure, efficient, and productive digital transformation that stays fully focused and on track.

With Business Analytics, IT leaders will reduce risk and costs through improved employee performance, lessen cyber risk, and optimize SaaS spend and office utilization—all with their current Zscaler deployment—with no new tools or vendors.

Zscaler Business Analytics will enable businesses to:

- Enhance digital experiences for end users to support productive network and application transformation.
- Quantify and mitigate cyber risk for more proactive cyber risk postures and security transformation.
- Identify wasteful technology spend and optimize location usage for efficient application transformation.

Key offerings

Zscaler Risk360™

Leverage a comprehensive framework designed to Help security leaders quantify and visualize cyber risk.

Zscaler Risk360 is a comprehensive risk quantification and visualization framework that ingests real data from your Zscaler environment and external sources to generate insights about potential cyber risks and their estimated financial impact. The product streamlines board reporting, offers AI-powered cyber security assessments, and maps security controls to risk frameworks like MITRE ATT&CK.



Zscaler Business Insights

Curtail SaaS sprawl while Utilize workspaces more efficiently.

IT, HR, Workspace & Facilities leaders can get the insights needed to drive application transformation with less cost.

They will gain visibility into SaaS app usage and spend, along with office space utilization trends, leading to valuable cost savings and more deliberate return-to-office strategies.



Zscaler Digital Experience

Keep users productive by rapidly detecting and Resolve app, network, and device issues.

Understand the digital experience of your apps and services, from your users' perspective, no matter where they are, which devices they use, or the networks they rely on.

By monitoring digital experiences from the end user's perspective you'll optimize performance and rapidly fix application, network, and device issues.

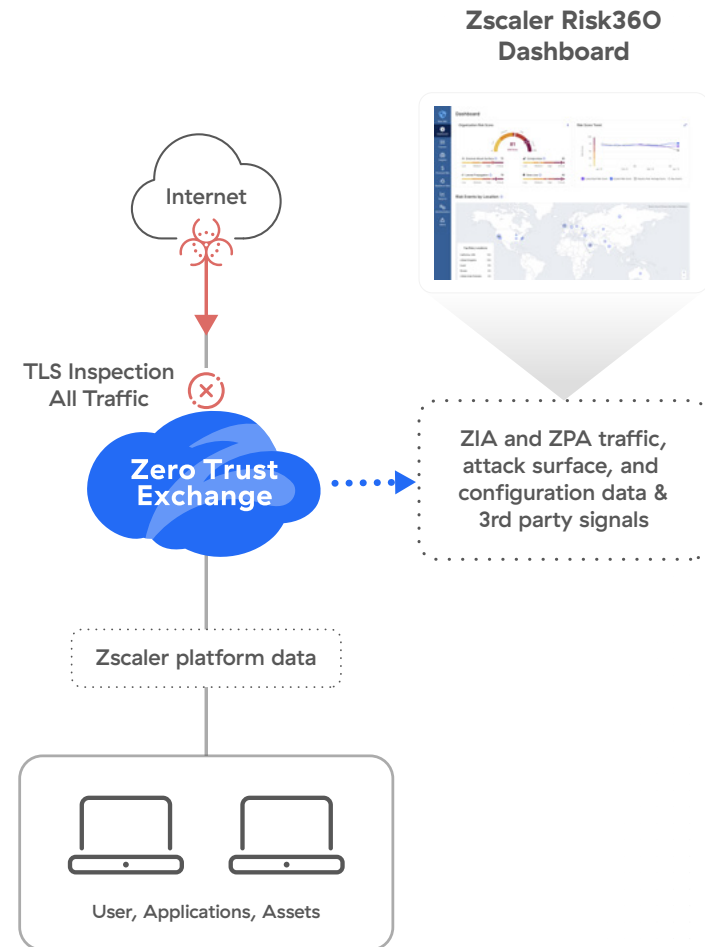


Key benefits



Zscaler Risk360

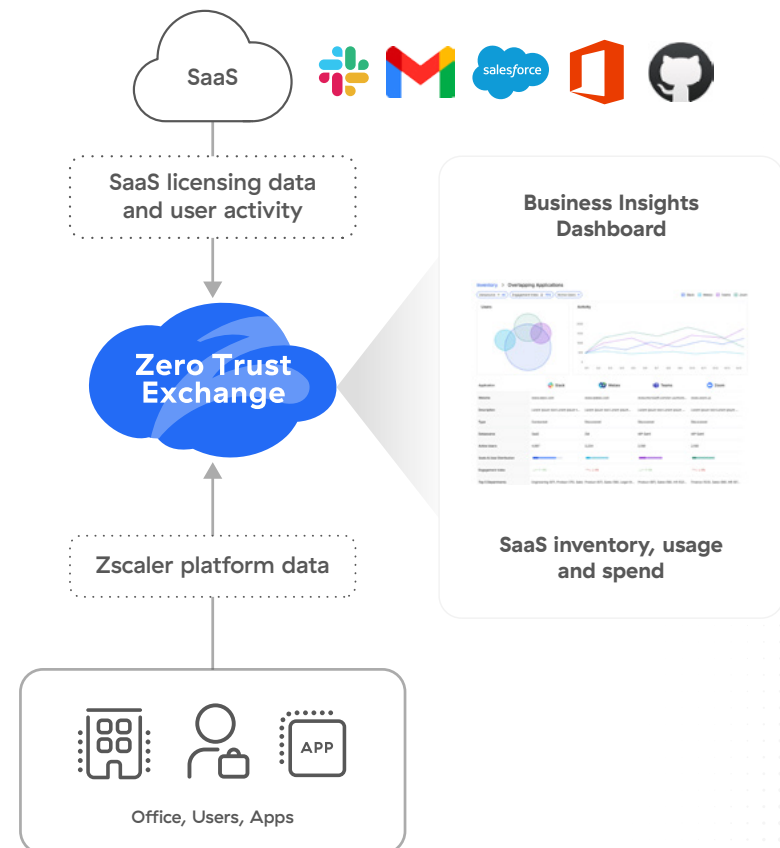
- ✓ **Powerful risk quantification** to track cyber and financial exposure that puts the business at risk.
- ✓ **Understand top drivers of cyber risk** with the ability to drill down into the contributing factors.
- ✓ **Automated cyber risk measurement** process to take the burden off of teams overseeing spreadsheets and third-party tools.
- ✓ **More effective, proactive security** posture achieved by proactively mitigating key risk issues across devices, systems, data, and users in just a few clicks.
- ✓ **More productive risk conversations** with executives due to consistent risk scoring, risk framework mappings, SEC compliance support, and streamlined board-level reporting.



Zscaler Business Insights



- ✓ **Optimize SaaS app utilization:** Knowing how SaaS applications are being utilized will enable IT leaders to remove redundant applications and curb access to certain user groups based on usage patterns.
- ✓ **Effectively utilize your office space:** HR and Workspace & Facilities leaders can conduct data-based office capacity planning leveraging reporting of past weeks, months, and quarters comprising of hour-by-hour office utilization of different departments.
- ✓ **Drive cost savings:** Deep insights and predictive cost savings models can enable IT, HR, and Real Estate & Facilities leaders to drive savings in their application and workplace transformation.
- ✓ **Fully integrated with Zscaler:** Get smarter about your applications transformation using the same Zscaler deployment you use to enable application transformation. Nothing new to deploy – simply log in.

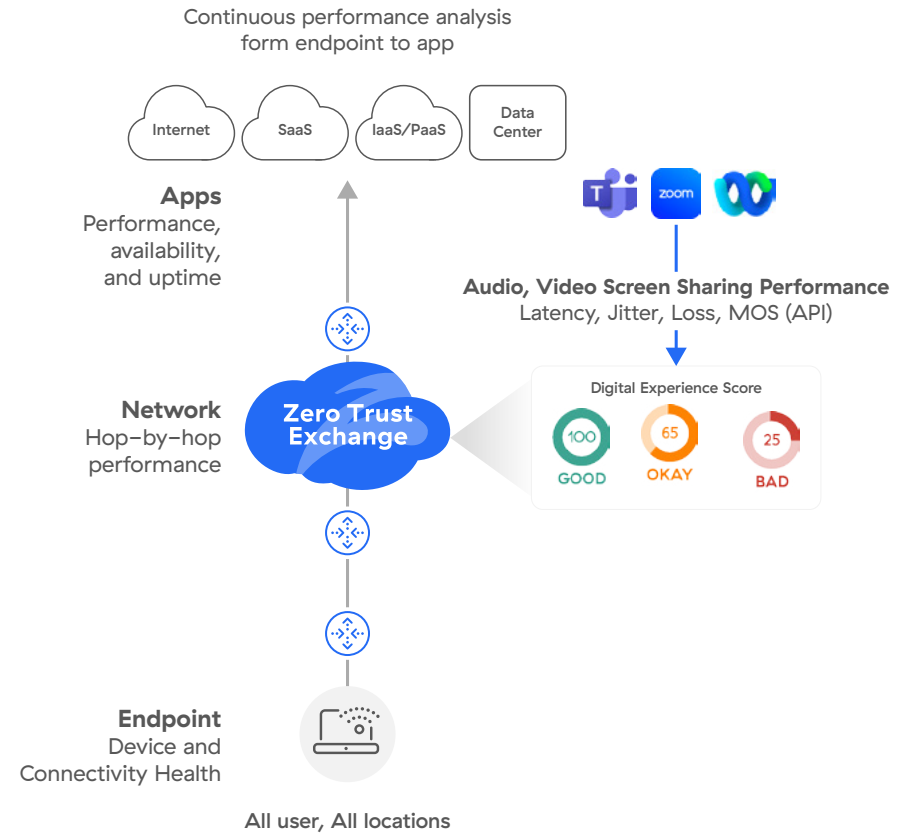


Zscaler Digital Experience



- ✓ **Monitor user experience:** Understand the digital experience of your apps and services, from your users' perspective, no matter where they are, which devices they use, or the networks they rely on.
- ✓ **Fix problems faster:** Ensure seamless user experiences and get users back to work faster.
- ✓ **Ensure application performance:** Monitor apps to ensure that your users experience uninterrupted service.
- ✓ **Get network insights:** Harness the network visibility you need—even across those you don't control—to support users working from offices and homes.
- ✓ **Get device insights:** Understand the breadth of devices and software in your organization. Get detailed insights for each device, no matter where it is.
- ✓ **Leverage exhaustive reports:** Review the impact of digital experience initiatives on employee productivity. See trends and seek opportunities for optimization.

Visibility from Endpoint to App



| Experience your world, secured.™

Zscaler (NASDAQ: ZS) accelerates digital transformation so that customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location. Distributed across more than 150 data centers globally, the SSE-based Zero Trust Exchange is the world's largest inline cloud security platform. Learn more at zscaler.com or follow us on Twitter @zscaler.

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