

Curalate and Zscaler™ Private Access

Digital commerce is traditionally optimized to help consumers search for the merchandise and services they wish to purchase. Curalate takes that process a step further, helping consumers discover products more naturally, and personalized to their tastes. Curalate's mission is to create an adaptive commerce experience that is visual, personal, and contextual to the consumer by adapting offsite touchpoints for commerce, and onsite experiences for discovery. This mission is built on the web's promise of high performance, elastic scalability, and consistent uptime. To fulfill that promise, Curalate turned to Amazon Web Services (AWS).



Philadelphia, PA
www.curalate.com

The Curalate platform optimizes digital commerce for more than 800 brands, providing tools to help consumers discover their next purchase.

User Count: 200

Industry: Digital Marketing

Zscaler Product:
Zscaler Private Access

Customer @ A Glance

The challenge

Curalate runs its entire IT infrastructure on AWS, including software development and production. This infrastructure is housed in Virtual Private Cloud (VPC) instances in the United States. Access to applications housed in the VPCs was provided by OpenVPN, an open-source VPN product with virtual termination in the cloud. Because Curalate was literally born in the cloud, the company did not have physical data centers; VPN connections could therefore be terminated directly in AWS, avoiding the need for a site-to-site VPN.

The problems that Curalate encountered, however, are common to any VPN deployment. To access a specific application, the end user had to know which VPC hosted that application. This meant that in order to access an app, the user had to have knowledge of the network. Additional issues with OpenVPN included performance, usability, and redundancy challenges, as well as a lack of granular access based on policy. Policy management itself was difficult, because each VPN instance needed to be updated every time an application access policy was changed.

As a result, while Curalate had built its infrastructure — and its business — on the latest cloud-based technology with AWS, day-to-day operations were being impacted by the legacy 20-year-old VPN technology required to access that infrastructure.

Curalate went from proof of concept to production deployment in only three weeks.

The solution

Curalate found the answer to these challenges with Zscaler Private Access (ZPA™). Because ZPA abstracts the application from the network upon which it resides, access is seamless and identical whether the user is in the corporate office or on the road. The end user does not need to know where an application is housed, nor does a user have to choose between different locations. Redundancy and high availability are built in with ZPA, just as they are with Amazon Web Services.

The Zscaler Difference



Application-specific access

One of Curalate's primary criteria in purchasing Zscaler Private Access was the ability to provide application access based upon the user, not the network. Application access is restricted to authorized users only; to unauthorized users, the applications themselves are completely invisible. Lateral movement within the VPC becomes impossible, because access is specific to applications, not to IP addresses.



Ease of configuration and deployment

Another major benefit Curalate found with ZPA was the ease and speed with which the service was configured and deployed. Zscaler ZEN Connectors, the lightweight binaries that facilitate application access, are accessible from the AWS Marketplace and can be provisioned in the cloud.

The Zscaler App, which resides on end-user devices, is simple to install and fingerprints the device for future use with ZPA. Application access policies can be developed from the ZPA console, or they can be enabled as they are used via the ZPA Application Discovery feature. Curalate went from proof of concept to production deployment in only three weeks.



Redundancy and high availability

Curalate's decision to build its IT infrastructure on Amazon Web Services illustrates the company's dedication to the elastic scalability that can only be found in the cloud. It was important to Curalate to apply those values to AWS VPC access, and ZPA was a natural fit.

With ZPA, authorized users are automatically connected to the best-performing instance of an application, regardless of the app's physical location. If new developments at Curalate result in the need to spin up another application, it is simple to enable a Connector for that new app. If more Connectors are needed due to high volume, it is as easy to add to the deployment as it was to spin it up in the first place.

About Zscaler

Zscaler enables organizations to securely transform from the old world of IT, which focused on securing the internal network, to the world of cloud and mobility, where the Internet is the new corporate network. Zscaler delivers the inbound and outbound gateway stacks as a service, providing secure access to the Internet and applications in the data center or cloud. Each day, the Zscaler cloud processes more than 30 billion requests, blocking 125 million threats for 5,000 organizations in 185 countries, and the ThreatLabZ research team provides continuous protection from new and evolving threats. Visit [zscaler.com](https://www.zscaler.com).



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