



# Customer Content Highlights

## A compilation of top-performing success stories

Customer Advocacy releases 100+ case studies, videos, media articles & blogs a year across industries, all approved to share externally! Each quarter, we collect the most impactful assets to help you accelerate opportunities in motion through the power of real-world peer examples. See for yourself—select a quarter below.

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# Customer Advocacy Newsletter

## Your quarterly dose of fresh customer content

Welcome to the latest edition of the Customer Advocacy Newsletter! Did you know that in the past three months, 29 new public-facing customer story assets have been published? Read on for highlights and resources to help you find real-world stories to help you end Q4 with a bang!

### NEW RESOURCE

## Customer Advocacy Hub

Introducing the Customer Advocacy Hub: an interactive PDF where the universe of customer advocacy content is at your fingertips. Bookmark this resource so you can easily access all the public-facing and internal content available to help you incorporate the customer voice into all that you do.

**Customer Advocacy Hub**  
Bring customer voices to life with compelling stories captured from their points of view

**SUCCESS STORIES**  
A library of case studies, videos, media articles, press releases, and more, with granular search filters to find exactly what you're looking for.  
[Browse the full library](#)

**CUSTOMER INFOGRAPHIC**  
Compelling stats mapped to our cyberthreat protection, state protection, zero trust connectivity, and business analytics solution areas.  
[See the Infographic](#)

**IT HEROES SERIES**  
A digital comic book with 13 short, illustrated stories of secure digital transformation, each tied back to the longer case study.  
[Explore our heroes](#)

**CUSTOMER EBOOK**  
A curated collection of 34 inspiring customer stories spanning 12 industries around the globe.  
[Read the ebook](#)

**GARTNER PEER INSIGHTS**  
500+ 5-star reviews from verified customers that you can feature alongside other customer collateral.  
[Read the reviews](#)

**SUCCESS STORY SLIDES**  
One-slide snapshots of 140+ customer success stories to include in your next presentation.  
[AMS](#) | [EMEA](#) | [APJ](#)

**CONTENT CAMPAIGNS**  
Your one-stop shop for the hottest customer success news stories.  
[View the slides](#)

**WIN WIRE SLIDES**  
Internal one-slide deal highlights on high- and competitive exposures.  
[View the slides](#)

**ADVOCACY DATABASE**  
An internal, centralized repository of all customer success stories.  
[Explore all stories](#)

**VIEW BROCHURE**

Your customer's success story, secured. [Nominate a champion](#)

**Joselyn Graham**  
Director, Global Customer Advocacy  
jg@zscaler.com  
877-801-8268

**Selina Koenig** on leave  
Sr. Mgr., EMEA/APJ Customer Advocacy  
sk@zscaler.com  
+49 900 9729594

**Julie Iliott**  
Sr. Mgr., EMEA/APJ Customer Advocacy  
jil@zscaler.com  
+44 192 479227

**Audrey Strohm**  
Manager, AMS Customer Advocacy  
astrohm@zscaler.com  
425-761-6097

When engaging with the Customer Advocacy team, our champions can expect minimal time commitment for maximized outcomes: a one-hour interview can inform multiple assets to elevate their profile. Champions are invaluable as advocates on our behalf to build trust, socialize the value of our solutions to prospects, shorten sales cycles, and increase revenue.

### FEATURED IT HERO

## Ankit Agarwal from Encora

When most of Encora's 10,000+ users went remote, legacy firewall and VPN appliances couldn't offer the speed or scale to protect them anymore. To ensure business continuity and strengthen cybersecurity, our newest IT Hero Ankit Agarwal chose the cloud native, proxy-based architecture of the Zscaler Zero Trust Exchange.

**WITH OUR SAID, MOVE FROM A TOP 100 TO NOW A NEW REMOTE WORKFORCE. HOW DO WE SEAMLESSLY SECURE OUR USERS, APPS AND DATA?**

**OUR LEGACY SECURITY STACK BUILT ON FIREWALLS AND VPN APPLIANCES ENTERED STARK NIGHT. ZSCALER.**

**NOW, OUR HEROES, WORKLOADS, AND DEVICES CAN CONNECT OVER ANY NETWORK, FROM ANYWHERE, WITHOUT COMPROMISING SECURITY—AND OUR CLIENTS KNOW THEIR DATA IS SAFE WITH US.**

**encora** + **zscaler**

**Rock!** Powered with zscaler

**ENCORA!!!** NO, ENCORA!!!

[→ READ MORE](#)

In Q2, we published the first-ever digital Zscaler IT Heroes Comic Book! To continue bringing our customers' voices to life, we've created a physical version of the series. Attendees at Public Sector Summit and RSA are loving it! Next stop for the series: Zenith Live!



## Latest Case Studies

Securing Internet and Private Application Access for Over 1 Million Users

Choosing Cloud-Delivered Zero Trust to Replace Legacy VPN

Processing Billions of Transactions and Blocking Millions of Threats at Scale

[→ READ MORE](#)

[→ READ MORE](#)

[→ READ MORE](#)

### VIDEO SPOTLIGHT

## Micron Technology

With 11 manufacturing plants, multiple customer labs and global operations, Micron Technology needed a cloud-based solution that could scale and extend to all those locations as well as employees, suppliers, and customers.

Hear from Chris Harlow, Sr. Technical Manager of IT Security and Nitin Negi, Sr. Manager of the Cybersecurity Engineering and Operations at Micron Technology, on how the company leverages Zscaler zero trust to provide a consistent, safe user experience, reduce cyberattacks by a significant margin, and lower operational costs and overhead.

**Micron**

**WATCH VIDEO**

**zscaler**

[→ WATCH VIDEO](#)

## Guest Authored Blogs

Cushman & Wakefield's Roadmap for Consolidating and Simplifying Security with Zscaler

How Zscaler's Powerful Integrations Help the State of Oklahoma Efficiently Do More with Less

Trailblazing Heroes Lead the Charge in Secure Digital Transformation

[→ READ MORE](#)

[→ READ MORE](#)

[→ READ MORE](#)

## Hot Off the Presses

- **17 Million Cyberattacks A Day: How Oklahoma Stops 99% of Them**  
featuring Michael Okland, CISO at State of Oklahoma  
[READ ROUTE FIFTY ARTICLE](#)
- **The Future of Cybersecurity is Fighting AI with AI**  
featuring Darin Hurd, CISO at Guaranteed Rate  
[READ THE ECONOMIST ARTICLE](#)
- **Hosokawa Alpine setzt Cloud-First-Strategie um**  
featuring Alexander Kiffe, Operations Director IT at Hosokawa Alpine AG  
[READ CIO.COM ARTICLE](#)
- **Zscaler finds enterprise AI adoption soars 600% in less than a year, putting data at risk**  
featuring Alex Philips, CIO at NOV  
[READ VENTUREBEAT ARTICLE](#)
- **Zero Trust bei Krannich Solar**  
featuring Benedikt Hermann, IT Managers at Krannich Solar  
[READ SILICON ARTICLE](#)

Does your customer champion have an amazing Zscaler journey? Nominate them for customer advocacy opportunities or encourage them to swing by the Gartner Peer Insights booth at Zenith Live in Vegas. We want to meet them and help elevate their story!

Your customer's success story, secured. [NOMINATE A CHAMPION](#)

## Customer Advocacy Newsletter

New Success Stories to Kick Off Q3



### Your Quarterly Dose of Fresh Customer Content

It's the newest edition of the Customer Advocacy Newsletter, your one-stop shop for highlights on the global Customer Success Stories we've released over the last three months!

NEW

### IT Hero Digital Comic Book 🧐

The first-ever [Zscaler IT Heroes comic book](#) is here! Our customers are the "heroes" of their organization's digital transformation in 12 vividly illustrated stories, each one a compact retelling of the customer's zero trust security journey with a link to the full case study.

These comics were created to honor our customers in a fun and unique way, offer their peers potential solutions, increase traffic to [zscaler.com](#), and drive revenue for Zscaler. Ultimately, they bring our customers' voices to life and can help create buzz about Zscaler in the marketplace.



### Latest Case Studies



Blocking advanced threats at scale, bolstering user productivity

[View Success Story](#)



Replacing legacy VPN to enable an efficient, modern hybrid workplace

[View Success Story](#)



Leveraging a cloud-based zero trust architecture

[View Success Story](#)

### Video Spotlight

When the world shifted to remote work, Ramsay Health Care needed to find a way to offload their on-premises appliances in favor of a more flexible and secure cloud solution. Today, the company leverages the Zero Trust Exchange to not only keep patient data secure, but also deliver seamless digital experiences wherever users are located.

[Watch this video](#) with Julian Zelones, Manager of Security Engineering at Ramsay, to learn what made Zscaler the company's clear choice.



### Guest Authored Blogs



How the Four Pillars of Zscaler lead to successful customer outcomes

[Read now](#)



Cebu Pacific Air secures hybrid work with Zero Trust

[Read now](#)



Immortalizing the heroic journeys of Zscaler customer advocates

[Read now](#)

### Featured IT Hero 🧐

Deneen DeFiore, VP & CISO at United Airlines, dropped her legacy VPN and firewall baggage. Now, Zscaler secures United's 80,000+ hero characters, as well as its entire technology ecosystem, and helps the company deliver industry-leading travel experiences—and the sky's the limit! [Watch the full story.](#)



### Hot off the Press

- [Zscaler Unveils AI-Powered Analytics Across Cyber Risk, Digital Experience, SaaS Usage, And Workplace Trends](#)
- [Zscaler Announces Industry-First Zero Trust Innovations To Secure Workloads and Cloud VDI](#)
- [Venture Beat: How Enterprises Are Using Gen AI To Protect Against ChatGPT Leaks](#)
- [Zscaler Introduces Industry's First Zero Trust SASE, Built On Zero Trust AI](#)

Why stop here? Head to our [Customer Stories Library](#) to see all the inspiring examples of how organizations worldwide have partnered with Zscaler to become more efficient, resilient, and secure.

# Customer Advocacy Newsletter

New year, new customer success stories



## Ring in 2024 with the latest customer success stories

Welcome to the Zscaler Customer Advocacy Newsletter! We're kicking off 2024 by showcasing the latest and greatest content from our #ZCloudCollective customer advocates.

NEW

### New Asset: Customer Infographic

Our customers' success stories are a powerful competitive differentiator. Why not have them do the selling for us?

**The Benefits of Zscaler According to Customers** highlights compelling stats straight out of our success stories, aligned to our four pillars: cyberthreat protection, data protection, business analytics, and zero trust connectivity. It should be a useful tool across all marketing functions to help accelerate sales cycles and generate more pipeline. Commit these proof points to memory!

[Explore the stats and get the full infographic](#)



## Featured IT Hero

It's a bird ... it's a plane ... it's Ash Surti, Chief Digital and Information Officer at Colt Technology Services—our latest IT Hero honoree!



Proxy appliances leave blind spots around encrypted threats, and deploying them can take 18 months or more. Ash Surti and his team at Colt Technology Services knew their business couldn't wait that long.

They deployed the Zero Trust Exchange in just three months—83% faster than their legacy proxy. Now, they get the best of both worlds: a robust security architecture and a superior experience for users, anywhere. [Read the full case study.](#)

## Latest Case Studies



Blocking threats at scale and improving cybersecurity posture

[Read now](#)



Increasing business growth and productivity with Zscaler

[Read now](#)



Protecting sensitive patient data

[Read now](#)

## Video Spotlight

With the extreme sensitivity of data in their industry, financial services and insurance companies must ensure their users and data are safe from threats at all times. Learn how Liberty Mutual leverages the Zero Trust Exchange to deliver the most comprehensive protection and an exceptional user experience, anywhere. [Watch the video.](#)



## Guest Authored Blogs



Zscaler helps CEnet transform online learning in Australia

[Read now](#)



Exceptional customer experiences begin at home

[Read now](#)



How to prepare for a successful Zscaler deployment

[Read now](#)

## Hot off the Press

- [Smarter Government: How New Jersey Courts Began A Journey To Zero-Trust Security](#)
- [The 4 Pillars Of The Zscaler Zero Trust Exchange: Customers Share Their Successes](#)
- [Why Gen Z Have Become Part Of Lendleases' Plan To Get Workers Back To The Office](#)
- [10 Questions To Ask About Secure Service Edge \(SSE\)](#)
- [Zscaler Partners With Imprivata And CrowdStrike To Announce New Zero Trust Security Solution For Healthcare Organizations](#)

Can't get enough of our great content? You're in luck! Our extensive [Customer Stories Library](#) contains inspiring examples of how companies worldwide are partnering with Zscaler to simplify and accelerate their zero trust journeys.

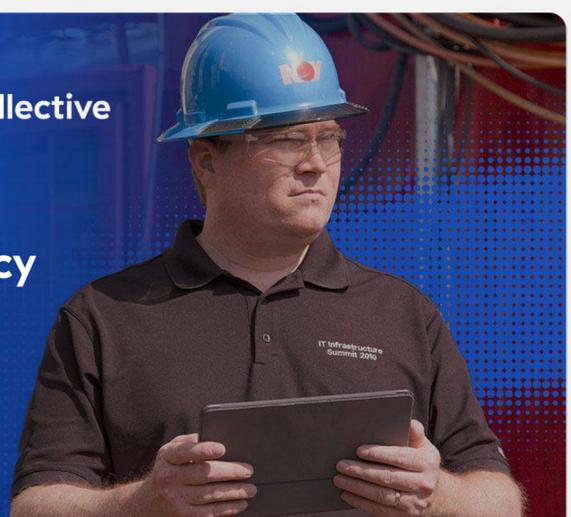
## Reach new heights with the Cloud Collective Customer Advocacy Program

[Nominate Customer](#)



# Customer Advocacy Newsletter

New Customer Storytelling



## Your quarterly dose of customer content!

We have some exciting new customer stories to share and much more! Learn how our global customers leverage the Zscaler Zero Trust Exchange to solve real-world business problems, and what results they achieved. Utilize these stories for your Q3 opportunities.

NEW

## Featured Illustrated Case Study

Did you know many of our customers still have traditional security infrastructures, including multiple VPNs, that make the environment complex for both users and IT? We provide secure, effortless work-from-anywhere access to users, including developers and employees of newly-acquired companies.

[Learn how](#) Michael Jacobs at Mindbody is utilizing the Zero Trust Exchange to uplevel security, experiences, and M&A.



## Case Study Slides

With a library of more than 150 approved customer case study slides, leverage storytelling from our customers for meetings and presentations. Search by region: [AMS](#), [APJ](#), and [EMEA](#).

**Pro tip:** Search keywords such as: “secures connections, lowers cost, AWS” and much more.

Manufacturing



In business since 1905, Hydro is one of the world's largest renewable energy and aluminum companies. Hydro is headquartered in Oslo, Norway, and has 140 locations in 40 countries. The company is committed to a sustainable future and encompasses multiple market segments.

Oslo, Norway  
31,000 employees in 40 countries

**Challenge**

Meet sustainability and profitability goals with a cloud-first IT strategy while reducing risk and improving user experience

**Outcomes**

- Enhances performance and reliability of SaaS apps
- Reduces risk by shrinking the attack surface
- Provides an improved user experience and fixes issues faster
- Extends firewall protection to remote users
- Reduces costs and management complexity with a single-vendor approach
- Supports sustainability and profitability goals

**Products**

- Zscaler Zero Trust Exchange™
- Zscaler Internet Access™
- Zscaler Private Access™
- Zscaler Cloud Firewall™
- Zscaler Digital Experience™
- Zscaler Server and IoT Protection
- Postura Control by Zscaler

“With Zscaler Private Access, users no longer needed to connect to the network in order to use our private applications. Now, as we continue to evolve our modern workplace, we are moving toward retiring VPN.”

Armin Auth, Head of Enterprise Architecture, Hydro

[View Success Story](#)



## Latest Case Studies

Explore our newly-designed [Customer Page](#) to learn how we're helping businesses solve critical problems with our Zero Trust Exchange platform. Today's spotlight is [Mercury Financial](#): elevating security posture, maintaining compliance, increasing efficiency, and securing workloads on AWS cloud.

## Guest Authored Blogs



Zscaler and CrowdStrike Integration Protects the Whole Picture

[Read now](#)



In Our Modern Workplace, Security, and Sustainability Go Hand in Hand

[Read now](#)



Are You Missing a Critical Component in Your Zero Trust Approach?

[Read now](#)

## Hot off the Press

- [Women's Tennis Association Selects Zscaler to Accelerate Secure Digital Transformation](#)
- [Encora: Winning Customer and Employee Trust in Uncertain Times](#)
- [Zscaler Enhances SSE Solution With Advanced Cloud Resilience Capabilities](#)
- [Winners of TMCnet's Zero Trust Security Excellence Awards for 2022 Announced](#)
- [New Jersey IT Company Explains Importance of Cybersecurity](#)
- [RSA 2023- Zscaler Expert 1:1 & Executive Meetings](#)
- [Zenith LIVE is Coming!](#)

## Zscaler Cloud Collective – Customer Advocacy Program

We want to hear about your happy and successful customers! The [Cloud Collective Program](#) gives you the opportunity to partner with us, nominate customers, and provide introductions so we can showcase our “customer voices” and celebrate their innovation and thought leadership.

Have feedback on what you'd like to see in future newsletters? Please send your comments to [customeradvocacy@zscaler.com](mailto:customeradvocacy@zscaler.com).

## Reach new heights with the Cloud Collective Customer Advocacy Program

[Nominate Customer](#)



# Customer Advocacy Newsletter

Q2 Success Stories



## Your quarterly dose of fresh customer content

Welcome back to Zscaler's Customer Advocacy Newsletter, Q2 edition! Your one stop shop to browse through all of our latest and greatest customer testimonials.

NEW

### Featured Illustrated Case Study

Did you know that traditional VPN services create backdoors, allowing threats to enter and bad actors to move laterally? With Zscaler, employees and users connect directly to the applications they need, never the network, making sensitive data and critical applications undiscoverable to external threats. [Learn how Matt Ramberg, VP of IT at Sanmina leverages Zscaler to reach their zero trust goals.](#)



### Case Study Slides

Gearing up for your next meeting with a customer or prospect? Browse [our catalog](#) of 100+ externally approved customer case study slides to add to your presentation.

**Pro tip:** You can search the entire deck for keywords such as "reduce cost, improve user experience, AVWS" and much more to find exactly what you are looking for.

Telecommunications


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.

Hanover, Maryland, USA

6,600+ employees in 35 countries

**Challenge**

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

**Outcomes**

- Secures work-from-anywhere access to internet, SaaS, and private applications
- Cuts MPLS costs and help desk tickets by 50%
- Reduces application latency by 20%
- Improves user experience and doubles meeting participation
- Quickly resolves 95% of user experience issues, up from 25%

"Working with VeloCloud and Zscaler, we were able to reduce application latency by 20 percent while having high-value security available from anywhere, anytime, anywhere on any device."

Ed DeGrange, Principal Security Architect, Ciena

View Success Story

### Latest Case Studies



**MOL GROUP**

MOL Group Accelerates Expansion and Maturity

View Success Story



**Verisk**

Verisk Increases Modern Workplace Productivity

View Success Story



**PROTEGRITY**

Protegrity Boosts Its Protection of Billions of Users' Data

View Success Story

### Video Spotlight

Hear from Ken Collins, Sr. Dir. of Information Security at **Sunbelt Rentals**, about how the Zscaler Zero Trust Exchange delivers a centralized policy framework that ensures secure access for mobile devices, servers, and workstations anywhere.



### Guest Authored Blogs



**workato**

Three Ways Zscaler Protects Organizations from Data Loss

Read now



**MOBILITY ADO**

How Mobility ADO Battles the Bad Guys with AI-powered Threat Detection Technology

Read now



**PORSCHE INFORMATIK**

Porsche Informatik Modernizes Europe's Largest Automotive Retail Group with Zscaler

Read now

### Hot off the Press

- [Zscaler's longest standing customer, the Arc Mid-Hudson, advances security capabilities for mobile healthcare workers and patient data](#)
- [Zscaler achieves carbon neutral status and establishes new goal to reach net zero by 2025](#)
- [CSO Online: How SSE became a critical component of the New Jersey Judiciary's strategic roadmap](#)
- [Zscaler advances enterprise data security with industry-first zero configuration data protection](#)

Are you in search of even more customer proof points? Check out our redesigned [Customer Page](#) to view all of our success stories by industry, region, product, solution and more!

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[Nominate Customer](#)



## Customer Advocacy Newsletter

New success stories to kick off Q1



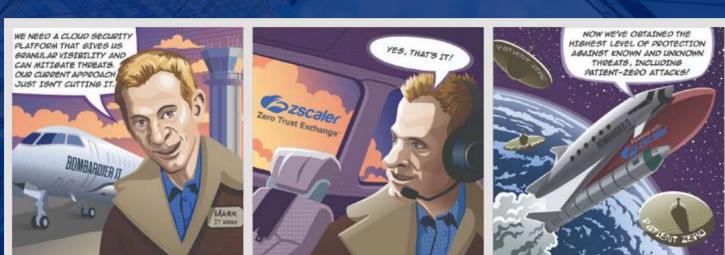
### Your quarterly dose of fresh customer content

Welcome to the inaugural Zscaler Customer Advocacy Newsletter! We're excited to showcase our new and unique Customer Success Stories in one convenient location.

NEW

### IT Hero Series

When customers share compelling success stories, others get inspired to kick off their own zero trust journeys. To celebrate our outstanding Customer Champions, we're introducing the IT Hero Series, a fun set of illustrated narratives featuring our strongest advocates. Check out our first honoree: Mark Ferguson, CISO at Bombardier!



### Latest Case Studies



Delivering the culture of confidence in cybersecurity

[Read now](#)



Improving security posture and enhancing user experience

[Read now](#)

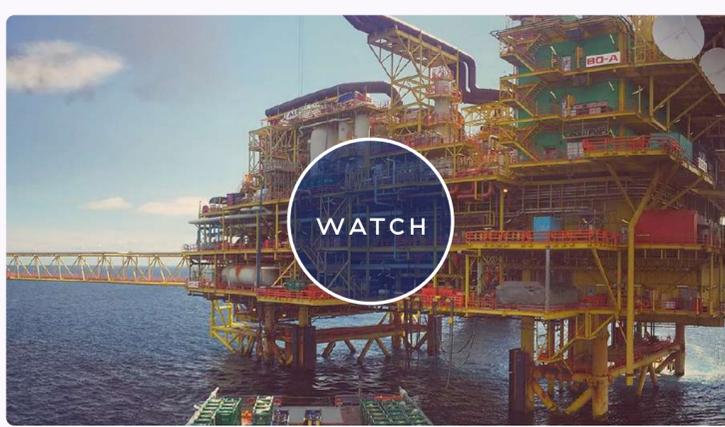


Boosting enterprise data security by over 90%

[Read now](#)

### Video Spotlight

NOV, a leading supplier of technical equipment and services for the oil and gas industry, with over 27,000 employees and thousands of users worldwide, needed secure, reliable access —anytime, anywhere, on any device. To improve security and simplify IT and employee operation, NOV began their secure digital transformation journey with Zscaler.



### Guest Authored Blogs



Lessons learned for companies looking to modernize security and business

[Read now](#)



Learn 6 steps for speeding M&As with the Zero Trust Exchange

[Read now](#)



How to position your business to become a digitized leader in your industry

[Read now](#)

### Hot off the Press

- [GCN: Judiciary's zero trust foundation secures remote access](#)
- [The Register: Mergers and acquisitions put zero trust to the ultimate test](#)
- [Oklahoma: Zscaler platform continues to improve with new defense and support solutions](#)
- [Zscaler launches Canberra co-located data centre](#)
- [Coats to power IT and OT security with Zscaler zero trust exchange for industry 5.0 transformation](#)

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