

Premium Support Advanced Plus

Optimize and Operate
Zero Trust with Confidence



What We Do

Zscaler Technical Success and Focal Support help organizations optimize and operate Zero Trust architectures at scale. We combine deep platform expertise, proven methodology, and global coverage to reduce risk, accelerate time to value, and ensure long-term success.

Our Methodology

A structured, outcome-driven approach aligned to your business goals. Technical Success and Support at Zscaler work together across the Optimize and Operate phases of your journey, in close partnership with Professional Services, who support Plan, Design, and Implement.

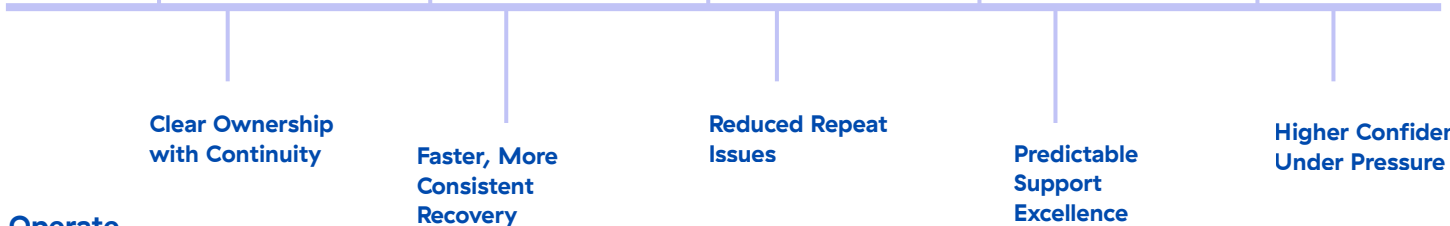
- **Optimize** — Proactive, TSM-led engagement focused on strategic reviews, risk prevention, and continuous improvement of security posture and platform maturity.
- **Operate** — A support-centered, agile approach focused on case resolution, effective escalation prevention and management, and prioritization of stability in the customer's environment.

The Challenge of Operating and Optimizing Zero Trust at Scale

Operating Zero Trust at scale introduces a new class of operational challenges. Risk emerges gradually through change, growth, and evolving usage patterns. New capabilities, policy models and operational complexities emerge faster than most organizations can absorb though reactive support alone. As environments scale, the challenge is no longer limited to minimizing risk. It is also ensuring that the platform is adopted intentionally and optimized in ways that deliver sustained value over time.

Premium Support Advanced Plus establishes a repeatable cadence of Optimize and Operate engagements that identify emerging risks, surface adoption opportunities, and strengthen resilience as the technology and business continue to evolve. Zscaler's structured engagement model reduces surprise, improves recovery predictability, and strengthens long-term operational confidence.

Optimize



Operate

Expected Outcomes

Type	Customer Priorities	Target Results	Strategy
Case Frequency and Business Disruption	<ul style="list-style-type: none"> • Navigating complexity • Greater foresight • Improved longevity of solutions 	<ul style="list-style-type: none"> • 20—40% reduction in repeat cases over 6—12 months • 30—50% reduction in high-severity, customer-specific cases 	<ul style="list-style-type: none"> • Optimize identifies architectural and policy risks before they surface • Resilience audits and health checks eliminate known failure patterns • Post-case retrospectives feed prevention, not just documentation
Mean Time to Resolution (MTTR)	<ul style="list-style-type: none"> • How fast things get fixed when they break • Clear ownership during critical moments 	<ul style="list-style-type: none"> • 25—45% faster MTTR for cases • More consistent resolution timelines (less variance under pressure) 	<ul style="list-style-type: none"> • Support operates with pre-established account context (Account Profile) • Escalation paths and resource brokering are already defined • Streamlined handoffs, faster engineering engagement
Operational Risk and Readiness	<ul style="list-style-type: none"> • Confidence that the environment will scale • Reduced executive anxiety around major changes 	<ul style="list-style-type: none"> • Meaningful reduction in unplanned change-related cases • Earlier identification of adoption and readiness gaps (weeks to months earlier than reactive discovery) 	<ul style="list-style-type: none"> • Cadenced operational and architecture reviews surface misalignment early • Business continuity planning prepares customers for disruption scenarios • Optimize shifts risk detection left in the lifecycle
Support Experience and Confidence	<ul style="list-style-type: none"> • Predictable, high-quality support • Feeling “known” rather than treated transactionally 	<ul style="list-style-type: none"> • 10—25 point improvement in support satisfaction indicators • Reduced escalations stemming from frustration instead of genuine severity 	<ul style="list-style-type: none"> • Operate focuses on execution clarity and communication • Customers don’t have to manage coordination during cases • Account-facing meetings provide transparency during critical moments
Internal Team Efficiency (Customer Side)	<ul style="list-style-type: none"> • Not burning out your own teams • Less time spent managing vendors 	<ul style="list-style-type: none"> • 20—30% reduction in customer time spent coordinating cases • Fewer ad hoc leadership escalations 	<ul style="list-style-type: none"> • Support absorbs coordination and escalation burden • Optimize reduces recurring issues that drain internal cycles • Clear engagement model reduces ambiguity
Adoption and Platform Value Realization	<ul style="list-style-type: none"> • ROI on their Zero Trust investment • Confidence they’re using the platform effectively 	<ul style="list-style-type: none"> • Faster adoption of best-practice configurations • More deliberate, less reactive feature adoption 	<ul style="list-style-type: none"> • Optimize ties adoption guidance to real operational signals • Case trends and readiness gaps inform prioritization • Customers adopt with intent, not under duress

When proactive optimization is paired with responsive operation, customers typically see:

- Fewer high-impact cases
- Faster, more predictable recovery
- Reduced operational risk
- Higher confidence in both platform and support
- Less internal effort spent managing issues

Resources – Technical Success Manager (TSM) and Focal Support (FS), RACI Provided by Deliverable

Optimize Deliverables

Name	Description	Customer Value	Occurrence	TSM	FS
Customer Success Onboarding Meeting	A structured onboarding session led by your Technical Success Manager to align stakeholders on support engagement, communication models, entitlements, and training resources.	Establishes clarity, alignment, and a shared operating model early to reduce friction and accelerate time to value.	Within the first 30 days of engagement	R	I
Customer Success Meeting	A recurring working session focused on account alignment, proactive review of support activity, and guidance on adoption and ongoing initiatives.	Ensures priorities remain aligned, risks are surfaced early, and progress is continuously guided rather than reactive.	Delivered weekly as part of ongoing optimization.	R	I
Operational Review	A comprehensive technical and operational review covering key threats, platform utilization, adoption progress, business outcomes, and strategic priorities.	Provides a holistic view of environment health and alignment, enabling informed decisions and proactive optimization.	Delivered quarterly	R	C
Resilience Audit	A preventative assessment designed to identify configuration, design, or operational gaps that could lead to unnecessary cases or service disruption.	Reduces risk by identifying and addressing weaknesses before they impact the business.	Delivered bi-annually.	R	I
Architecture Review	A review of the customer's Zscaler architecture to ensure design and structure align with business requirements, technical standards, and best practices.	Improves scalability, performance, and long-term maintainability of the Zero Trust environment.	Delivered bi-annually.	R	C
Security Policy Review	An assessment of security policies to evaluate effectiveness against relevant threat scenarios and identify opportunities for improvement and continued adoption.	Strengthens security posture while ensuring policies remain aligned to evolving business and threat landscapes.	Delivered annually.	R	I
Business Continuity Plan Review	A proactive review of documented continuity planning to reduce the impact of potential service interruptions and ensure readiness for disruption scenarios.	Improves organizational preparedness and minimizes operational risk during unexpected events.	Delivered annually.	R	I
Health Check	A comparison of tenant configuration against Zscaler best practices to identify gaps, misalignments, and opportunities for optimization.	Ensures the platform is configured for optimal performance, security, and resilience.	Delivered annually.	R	I
Enhancement Request Review	A review of enhancement requests for updates and prioritization.	Ensures enhancements are visible and progress is tracked.	Delivered quarterly.	R	I

“What stood out was how our Technical Success Manager blended deep technical account management with true customer success leadership. We moved from reacting to issues to intentionally optimizing and operating our Zero Trust environment. That shift showed up not just in stability, but in how our teams experienced the platform every day. That result caught the attention of our executive team and board. Our internal employee engagement survey marked a 30% improvement in Zero Trust User Experience within the first year”

Resources – Technical Success Manager (TSM) and Focal Support Pod (FS), RACI Provided by Deliverable

Operate Deliverables

Name	Description	Customer Value	Occurrence	TSM	FS
Support Account Profile	A centralized account profile that captures critical environment context, escalation paths, and operational considerations to support efficient case handling.	Ensures continuity and faster resolution by reducing the need for customers to repeat information during support interactions.	Maintained continuously and referenced during support engagement	C	R
Escalation Management	Coordinated management of escalated support cases, including internal alignment, prioritization, and communication throughout the escalation lifecycle.	Provides clear ownership, timely updates, and focused attention during high-impact situations.	Initiated when cases require escalation.	I	R
Support Experience	Ongoing oversight of the customer's support interactions to ensure consistent service quality and effective communication.	Improves confidence in support engagement and creates a predictable, responsive support experience.	Continuous throughout the lifecycle of support interactions.	C	R
Case Management	Structured response to customer-specific production disruptions, including triage, coordination, escalation, and resolution activities.	Minimizes business impact and restores service as quickly and safely as possible during cases.	Triggered by production cases affecting the customer environment	I	R
Active Engagement with TSM Outside of Cases	Collaboration between Support and the Technical Success Manager outside of active cases to share context, insights, and emerging risks.	Ensures continuity between reactive support activities and proactive optimization efforts.	As needed, outside of individual case workflows.	A	R
Case Trend Analysis	Analysis of historical support cases to identify recurring issues, patterns, or operational risks.	Provides insight that supports preventative actions and continuous improvement.	Performed on demand or in response to observed trends.	A	R
Resource Brokering	Coordination and engagement of internal technical resources required to support case resolution.	Accelerates resolution by ensuring the right expertise is engaged at the right time.	As needed during complex or high-impact cases.	I	R
Account-Facing Meetings	Customer-facing meetings focused on active issues, escalations, or support-related updates.	Provides transparency, alignment, and clear communication during active support situations.	Scheduled as required based on support activity.	C	R
Post-incident / Resolution Retrospective	A structured review following incident resolution to document root cause, corrective actions, and lessons learned.	Promotes transparency and supports prevention of similar issues in the future.	Conducted after resolution of significant incidents.	R	C
Support Readiness & Adoption Gap Call-Outs	Identification and communication of observed readiness gaps, configuration issues, or adoption challenges discovered during support engagement.	Surfaces actionable insights that help customers improve stability and operational readiness.	As identified during active support interactions.	R	C

Customer Story – From Reactive Support to Predictable Outcomes

When a global manufacturing company began expanding its Zero Trust deployment across multiple regions, their primary goal was simple but critical: maintain uptime while scaling securely, without overwhelming their internal teams.

Early on, they faced a familiar challenge. As usage increased, so did support activity. While individual issues were resolved, the customer felt they were reacting more than planning, and leadership wanted confidence that today's fixes wouldn't become tomorrow's outages.

That's when the Optimize and Operate engagement model came together.

Establishing Clarity and Direction (Optimize)

In the first month, the customer participated in a structured onboarding and alignment session. Stakeholders across security, networking, and operations aligned on how support would engage, how communication would flow during critical situations, and what success would look like over time.

From there, weekly and quarterly optimization reviews created a steady rhythm. Instead of focusing only on individual tickets, discussions shifted to patterns, risk areas, and adoption progress. Operational reviews highlighted which configurations were performing well, where policies could be refined, and which upcoming initiatives required preparation.

Bi-annual architecture and resilience reviews helped the customer identify design adjustments that would reduce risk before expansion into new regions. These conversations gave leadership confidence that the platform was evolving intentionally, not reactively.

Responding When It Mattered Most (Operate)

Midway through the year, the customer experienced a production disruption tied to a customer-specific configuration change. The support team immediately coordinated case response, engaged the appropriate technical resources, and managed escalation communications until service was fully restored.

Throughout the case, the customer had clear visibility into progress and ownership. They didn't have to navigate internal handoffs or repeat context. The focus stayed on restoring stability quickly and safely.

After resolution, a post-case retrospective documented root cause and corrective actions. Those insights didn't stop there. They fed directly into follow-up optimization discussions, ensuring the issue would not recur as the environment continued to scale.

Turning Support into Long-Term Confidence

Over time, support interactions became fewer and more predictable. When issues did arise, they were resolved faster and with less disruption. More importantly, leadership gained confidence that risks were being identified early, not discovered under pressure.

By combining proactive optimization with responsive operation, the customer achieved their original goal:

- Stable, scalable Zero Trust adoption
- Reduced operational risk
- Clear accountability with customized high-value deliverables
- A support and success experience that felt coordinated, not fragmented

As one customer stakeholder put it: **“What changed wasn't just how issues were handled, but how rarely they caught us by surprise.”**