

Zscaler™ Bandwidth Control

Prioritize business applications over recreational traffic

Zscaler Bandwidth Control ensures your mission-critical applications, like Office 365, don't take a back seat to YouTube, OS updates, and streaming content.

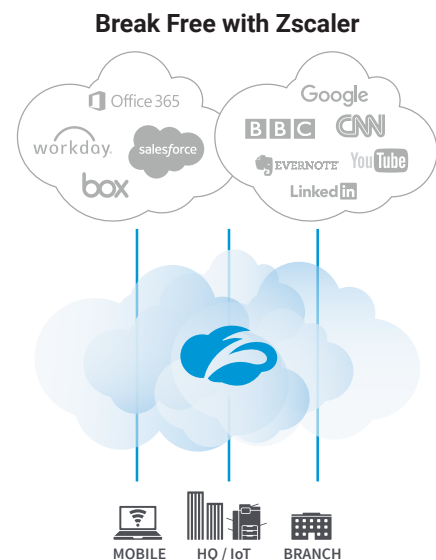
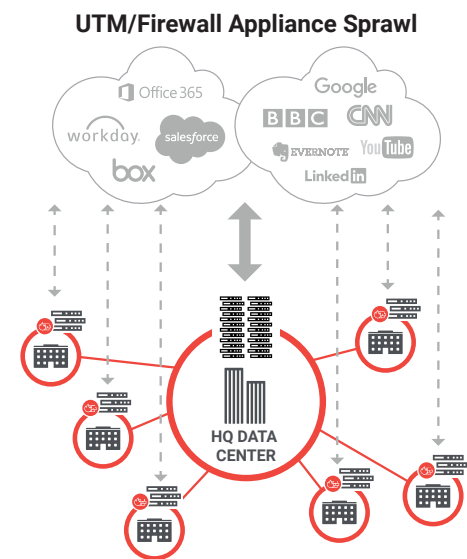
The challenge of managing bandwidth in a cloud world

Leading organizations are moving toward local Internet breakouts to ensure a fast user experience and realize the full agility and cost-saving benefits of the cloud. With more traffic bound for the Internet, it is essential that business apps, like Office 365, are prioritized over YouTube, Spotify, and other recreational traffic like live-streaming sporting events.

One way to route traffic locally and police bandwidth is to deploy next-generation firewalls or UTM appliances in each location, but this approach creates costly, unmanageable appliance sprawl. User experience also suffers with an appliance-based approach because appliances are not designed for bandwidth shaping and will drop packets and interrupt streaming video. And, because this approach is implemented in the last mile, instead of the cloud, the enterprise itself remains vulnerable to bottlenecks and bandwidth contention.

A better approach: Zscaler Bandwidth Control

With the majority of your users and applications in the cloud, and most of your traffic now bound for the Internet, it makes sense to move your security and controls to the cloud, too. By implementing Zscaler Bandwidth Control – part of the Zscaler Cloud Security Platform – you can route traffic locally to the Internet, providing great performance and the same level of protection for all users, across all locations. Because Zscaler is 100% cloud based, you can enforce bandwidth management policies across the organization from a single console, and there is no hardware or software to deploy or manage.



Zscaler provides sophisticated bandwidth control technologies, like window shaping and bandwidth throttling, which enables you to offer your users the best possible experience. For example, Zscaler enables streaming video resolution to be dynamically scaled down to avoid packet dropping, which provides a smooth user experience and is difficult for appliances to achieve. With Zscaler Bandwidth Control, you can enforce policies in the cloud, before the last mile, to eliminate bottlenecks and reduce costs associated with traditional solutions.

Zscaler Bandwidth Control benefits



Prioritize business applications

- Limit the impact of streaming media, file sharing, and social media on business apps
- Identify bandwidth constraints before they impede the user experience
- Align policies to business needs with granular rules by application class, location, and time — for all users



Deliver a better user experience

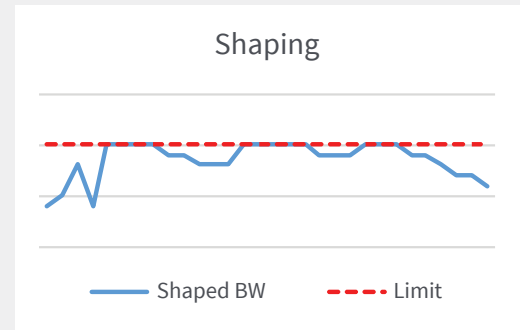
- Break out traffic locally for faster Internet access
- Enable secure access to both business and personal applications
- Leverage window shaping and bandwidth throttling to avoid packet dropping and create a seamless user experience



Reduce costs and simplify IT

- Eliminate the need to purchase, deploy, and manage new hardware and software
- Reduce MPLS backhaul costs by offloading Internet traffic
- Prevent bottlenecks and WAN latency by enforcing policies in the cloud
- Maintain unmatched security in all locations

TRAFFIC SHAPING DELIVERS A SUPERIOR USER EXPERIENCE



Traffic shaping involves queueing or buffering network packets around the set limit to provide a smooth end-user experience. Excess packets are sent when bandwidth is available. Other measures involve flow-control, where an XOFF signal pauses a sender to avoid contention.



Bandwidth policing with UTMs and routers typically involves dropping packets upon reaching a limit. These devices lack the capacity for more sophisticated shaping controls, resulting in a poor user experience with video streams being reset or buffering continuously.

Tailor policies to align with business needs

Zscaler enables you to globally define and immediately enforce policies from a single console. Common bandwidth policies include limiting recreational traffic, such as streaming video, and giving business apps precedence over other traffic. Zscaler Bandwidth Control allows you to tailor policies and implement granular rules by application class, location, and time for all users.

Create and immediately implement granular policy

Rule Name	Criteria	Action
Office 365	BANDWIDTH CLASSES Office Apps	Bandwidth Limits: 40 - 100%
	BANDWIDTH CLASSES YouTube	Bandwidth Limits: 0 - 20%
	LOCATIONS London Office; New York TIME Business Hours	
Limit Large File downloads	BANDWIDTH CLASSES Large Files	Bandwidth Limits: 0 - 35%
Default Bandwidth Control	Any	Bandwidth Limits: 0 - 100%

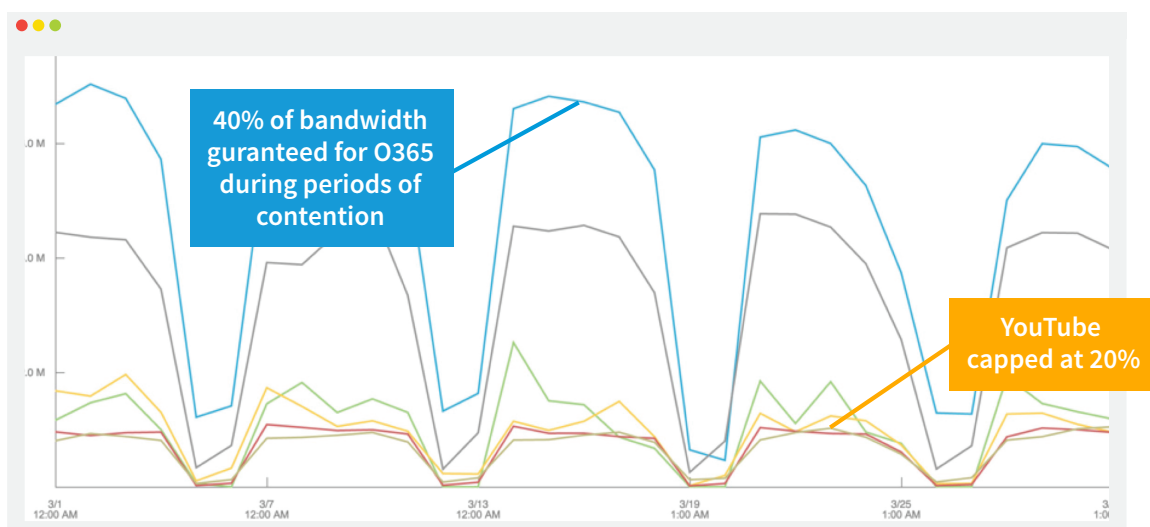
Prioritize Office365; Guarantee 40%

Restrict YouTube Streaming to 20%

Limit large downloads (e.e. MSFT 10, OSX updates)

Gain detailed bandwidth visibility

O365 now prevails...not YouTube

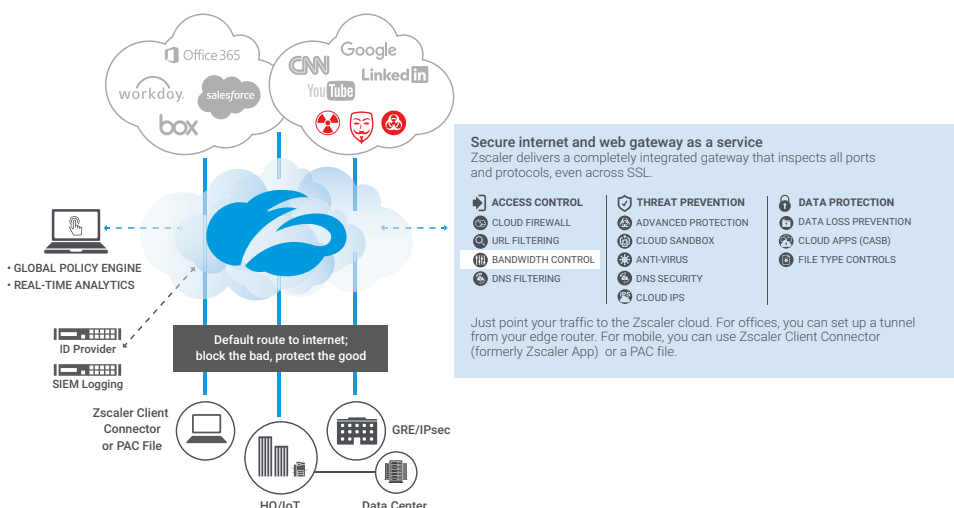


Policy parameters

Typical bandwidth policies include limiting recreational traffic, such as streaming video, and giving business apps precedence over other traffic. With Zscaler, there are many more parameters you can use to define a policy, including:

- **Traffic type** – Lets you define specific bandwidth classes using URL, URL category, or a comprehensive list of known cloud apps
- **Location** – Enables specific policies to be enforced for different locations
- **Time** – Enforces a policy at all times, or only during specific times, such as office hours
- **Minimum bandwidth** – Guarantees an amount of bandwidth during contention
- **Maximum bandwidth** – Caps the available bandwidth for a class, for example, to discourage recreational traffic

Zscaler purpose-built, multitenant cloud security platform



Security and performance are better in the cloud

As part of the integrated Zscaler Cloud Security Platform, activate Bandwidth Control to ensure your users get the best performance out of business-critical cloud apps, like Office 365.

[Request a Demo](#)

About Zscaler

Zscaler enables the world's leading organizations to securely transform their networks and applications for a mobile and cloud-first world. Its flagship services, Zscaler Internet Access™ and Zscaler Private Access™, create fast, secure connections between users and applications, regardless of device, location, or network. Zscaler services are 100% cloud delivered and offer the simplicity, enhanced security, and improved user experience that traditional appliances or hybrid solutions are unable to match. Used in more than 185 countries, Zscaler operates a multi-tenant, distributed cloud security platform that protects thousands of customers from cyberattacks and data loss. Learn more at [zscaler.com](https://www.zscaler.com) or follow us on Twitter [@zscaler](https://twitter.com/zscaler).

