



Enabling the Agile Branch

How five companies drove simplicity, savings, and security—for users everywhere.

It's time to change branch networking

The branch office is evolving as users and workflows change. What the branch will look like in the future is anyone's guess. But here's what we do know: if you can minimize costs, keep users secure and productive, and keep moving quickly as you adjust to company needs, you'll be ready for whatever comes next.

For most organizations, the branch network has become too complex, with far too many firewall rules to manage. It's too expensive, with MPLS costs spiraling out of control. And it's too slow, with user traffic being backhauled through central or regional gateways just to access cloud applications.

What do you do about the rising number of remote users?

That's where the agile branch comes in. The agile branch provides all users—inside the office and out—with consistent security and fast, direct access to apps and the internet. It keeps costs down but has the flexibility to scale bandwidth as traffic spikes, and it's simple to manage because there's no hardware.



Why change is a good thing

It's true that branch offices tend to be models of efficiency, running lean, locally, and using centralized services such as security controls to inspect traffic.

However, as applications move to the cloud, it no longer makes sense to backhaul your branch traffic to a centralized gateway only to have it head to the internet. Many organizations are deploying SD-WAN to simplify branch networking and provide direct-to-cloud connectivity, but these connections need to be secured.

Zscaler™ secures all connections while eliminating the cost of security appliances and reducing MPLS spend. Zscaler enables the agile branch with:

- **RISK REDUCTION** with identical security on-and off-network
- **SCALABILITY** to prevent bottlenecks that sap productivity
- **SIMPLICITY** to reduce overhead and increase responsiveness
- **COST SAVINGS** to prevent branches from becoming burdensome
- **FLEXIBILITY** to move swiftly and pivot more easily

Read on to learn about five companies that are achieving their business goals in part by enabling the agile branch, which keeps efficiency high and costs low, while responding swiftly to changing business needs.

SIEMENS

“By not backhauling our traffic, but directly using the internet, we expect we can drive down costs by 70%.”

— Frederik Janssen
VP, Global IT
Infrastructure
Portfolio, Siemens

For agility in the branch, Siemens opted for global scale

Agility isn't a word you would necessarily associate with one of the world's largest companies, but Siemens, a global producer of energy-efficient technologies, determined that agility would make it more competitive in all its markets, and the cloud would be the enabler of that agility.

The company started by rethinking its hub-and-spoke network architecture to take full advantage of Microsoft 365, Microsoft Azure, and AWS. As it saw more traffic destined for the internet than the data center, Siemens decided to move to a direct-to-internet architecture for all of its 2,200 branch offices.

This Siemens initiative is delivering the highest level of security for cloud and internet traffic, driving down costs, and providing its 350,000 employees and 30,000 contractors with fast access to applications—anytime, anywhere.

Zscaler enables branch agility for Siemens by:

- Providing fast access to applications and workloads in the cloud
- Securing all inbound and outbound traffic from users to cloud, cloud to cloud, and IoT to cloud
- Slashing costs by delivering a modern network architecture built for the cloud

For the full Siemens story, watch the [video](#).

AutoNation

How agility is fueling AutoNation's rapid growth

"We've greatly simplified our architecture by eliminating the cost and complexity of appliances... Zscaler has been a complete homerun for us."

— Ken Athanasiou
Former CISO and Vice President, AutoNation

With hundreds of locations, AutoNation, America's largest auto retailer, was looking for a security solution that would apply consistent and robust protection for internet-bound traffic from employees, customers, and a growing footprint of internet-connected diagnostics tools in its service centers.

Routing traffic through the data center had been inefficient and costly, but deploying security appliances at each location would have been far too complex and expensive, hindering the company's rapid expansion plans.

When faced with these choices, AutoNation sought out a cloud-based solution with centralized controls to provide identical security across all locations.

Zscaler helps make AutoNation more agile with:

- Centralized controls to ease policy management and provide visibility into all traffic
- Fast Microsoft 365 user experience with direct-to-cloud connections
- The ability to easily add new locations and capabilities

Want to learn more? Watch this [video](#).



“You can walk into an office in Hong Kong, Sydney, London, Boston, Los Angeles and you’re able to connect immediately with the same experience no matter where you are in the world.”

— Rob French
CTO,
Cushman & Wakefield

Moving at the speed of business with greater flexibility

The Cushman & Wakefield network serves a huge number of users and customers who require security and responsiveness. But users often complained that they were more productive at home than in the office. The company set out to change that, starting with the deployment of SD-WAN to connect its 400 branch offices.

The team chose Silver Peak SD-WAN, which would enable its users to connect directly to cloud services with security delivered by Zscaler Internet Access™ (ZIA™). ZIA provides identical protection and policy enforcement to the company’s 50,000 staff members no matter where they connect or what devices they’re using.

Zscaler and Silver Peak enable agility at Cushman & Wakefield with:

- Fast user experience with 99.999% availability and 35% performance improvement
- Business flexibility that allows new M&A systems to be onboarded quickly and securely
- Minimized costs with an anticipated opex savings of \$1.5 million per year

Read the full [case study](#).



“The key features we were looking for specifically were low-latency solutions, high-value security available from anywhere, anytime, anyplace on any device, and making it easy for our users to get those connections.”

— Ed DeGrange
Principal Security
Architect, Ciena

Keeping employees secure without slowing them down

Ciena is a networking systems, services, and software company with more than 6,600 specialists in more than 35 countries. In an effort to boost employee engagement in meetings, the Ciena IT team began a broad video deployment. To provide a quality video experience and deliver fast, reliable access to the company’s growing portfolio of cloud-based applications, the IT team began an infrastructure transformation.

Ciena chose Zscaler and VMware SD-WAN by VeloCloud to provide secure local internet breakouts at all of its global locations, which provided a dramatically improved user experience—and meeting participation doubled. Ciena also simplified its branch IT operations and could rapidly deploy new locations and services.

Zscaler and VMware help Ciena stay safer and more productive with:

- Identical security for employees at branch office or remote locations
- Ability to inspect the 70% of its traffic that is SSL-encrypted
- 20% reduction in application latency

Read the full [case study](#).



“We knew we had to have security in place that can cope with the flexibility of the cloud and that is why we contacted Zscaler.”

— Erik Beekhuizen
Project Manager,
Stolt-Nielsen

Improved efficiency, security, and user experience

Like most organizations moving applications to the cloud, Stolt-Nielsen found it difficult to maintain a quality user experience for its 6,500 employees, including its growing number of remote users. The company had been operating a WAN with MPLS connections, which was costly and inefficient, making it difficult to deploy new locations.

Stolt-Nielsen selected VMware SD-WAN by VeloCloud to route branch traffic more efficiently, allowing users to go direct-to-cloud for the best experience while accessing Microsoft 365, Azure, and other cloud technologies. To secure the traffic in these locations and for remote and traveling users everywhere, the company deployed Zscaler Internet Access.

Zscaler Internet Access keeps Stolt-Nielsen offices agile and users productive, with:

- 28% overall cost reduction
- 110% average increase in bandwidth per location
- 99.8% average uptime

Read the full [Stolt-Nielsen story](#).

Use the cloud to simplify the branch and keep costs in check

The way branch users work and where they work will continue to shift toward cloud and mobility. Like the companies featured in this book, you have an opportunity to reshape your branch architecture to be more secure and agile—ready for whatever comes next.

Zscaler has helped organizations around the world transform their branches for greater scalability, fast access to cloud services, and identical security regardless of location. We can help you, too.

To learn more, **contact us**
or visit the **Zscaler website**.



Experience your world, secured.™

About Zscaler

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 SASE-based Zero Trust Exchange is the world's largest inline cloud security platform. Learn more at zscaler.com or follow us on Twitter [@zscaler](https://twitter.com/zscaler).

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