

# Understanding a Fast-Evolving ZTNA Market

The Zero Trust Network Access (ZTNA) market is undergoing a remarkable shift, according to a recent analysis by the Enterprise Strategy Group. ZTNA solutions have advanced beyond being simply an alternative to VPN, and now provide the capabilities necessary to support broader security transformation initiatives, such as SASE and Zero Trust.

## Zero Trust Benefits

Switching from traditional technologies such as VPN to cloud-based ZTNA offers immediate benefits, with the majority of organizations experiencing at least one security and business benefit when implementing ZTNA as part of their broader zero trust initiative.

**77%** of orgs have seen at least one security and business benefit from their zero trust initiative.



**31%**  
reduced security costs

**36%**  
increased employees' productivity

**48%**  
reduced cyber incidents

## Top 5 Use Cases

ZTNA has undergone significant evolution and maturity, expanding beyond its origins as a VPN replacement technology. Today's ZTNA solutions now address a broader range of secure access usage scenarios.



Remote workforce



On-campus access



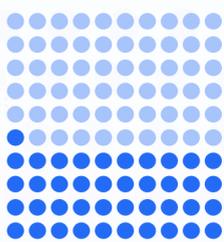
Privileged access



Lateral threats



Third-parties & BYOD



**41%** of orgs say enabling secure remote access for employees and third parties is a top driver for zero trust.

## 3 Key Requirements for ZTNA

To keep pace with the quickly evolving ZTNA market, ESG recommends that security teams prioritize ZTNA tools that go beyond VPN replacement and offer capabilities to support broader security transformation initiatives and expanding use cases over time. Key requirements include:

**1**  
Universal coverage

**2**  
Secure application segmentation

**3**  
Advanced security

## Stay ahead of the curve

Don't miss out on the latest analysis of the fast-moving ZTNA market by the experts at the Enterprise Strategy Group. Explore how latest generation of ZTNA technology can elevate your security posture and take your zero trust journey to the next level. Unlock the power of ESG's insights today!

[Read the ESG Analyst Paper](#)