



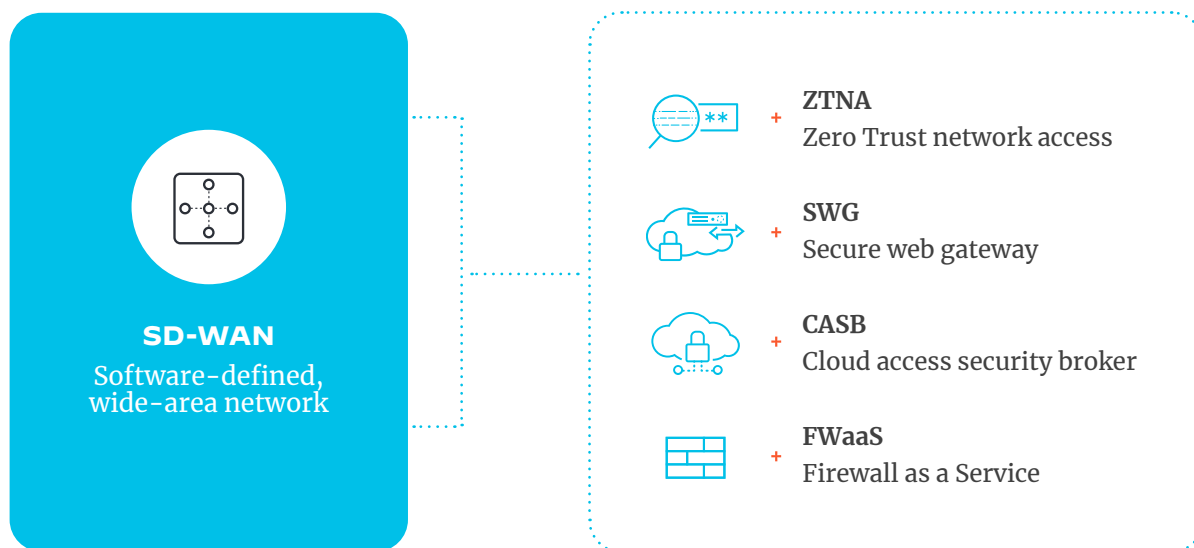
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# Optimizing your business for a SASE transformation

# SASE has a **transformative** impact on your enterprise

Since Gartner introduced the concept of Secure Access Service Edge (SASE) in 2019, it's become a more and more popular means of increasing visibility, improving network performance, and enhancing security across a proliferating array of public cloud services and an expanding diversity of connected devices.

SASE achieves this by converging software-defined wide area networking and cloud-delivered security, overcoming the limitations of legacy networks, and reducing the complexity of a security apparatus composed of numerous purpose-specific appliances. Combined with autonomous digital experience monitoring (DEM) and AI, SASE dramatically improves your ability to predict, detect, and monitor threats originating anywhere across the network.



While its impacts are profound, successfully implementing SASE requires both planning and organizational change. In this e-book, we'll explore what successful enterprises are doing to prepare for a SASE transformation, and how to be sure you're selecting a solution that meets your needs.

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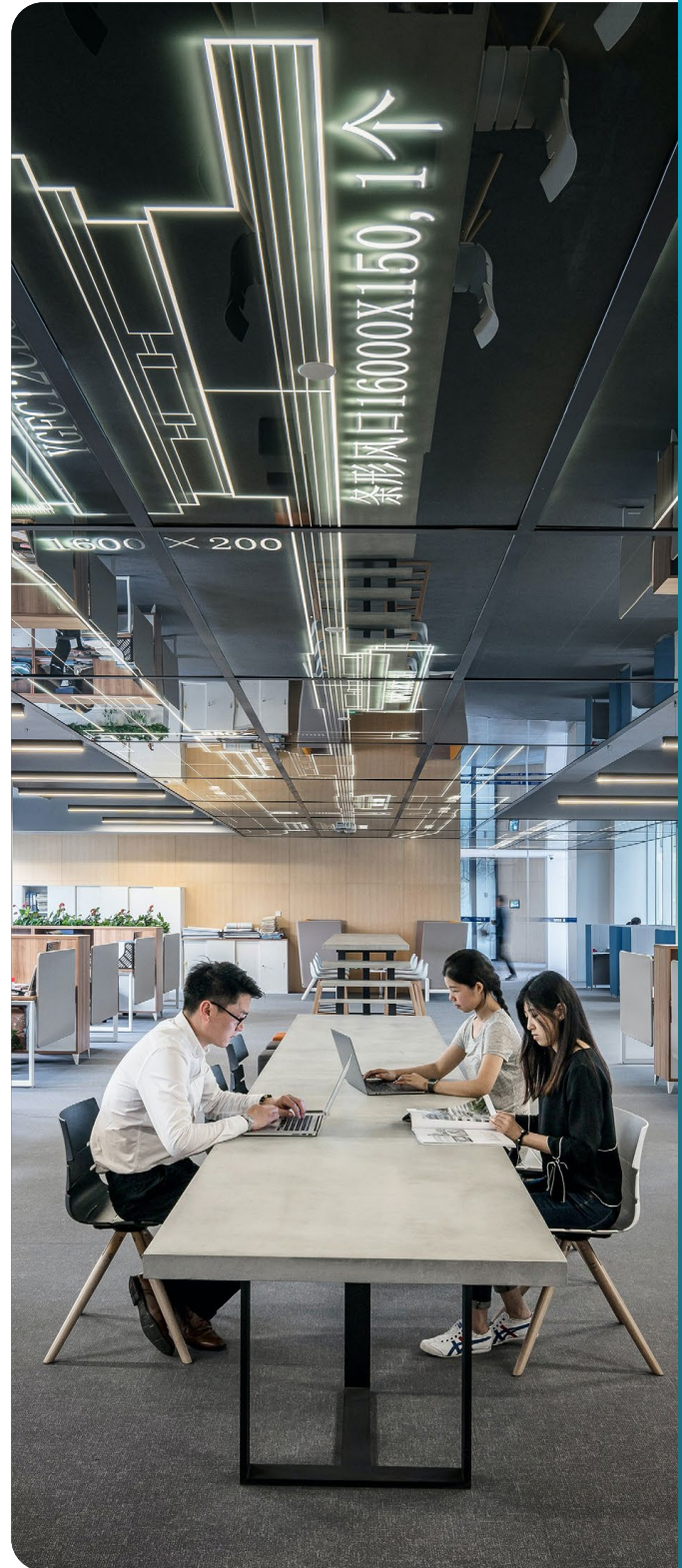
## Aligning your team

Your leadership will play a critical role in successfully implementing SASE in your enterprise.

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Converging networking and security at an architectural level requires close collaboration and tight strategic alignment between the networking and security teams.

In your company today, as in most enterprises, networking and security are likely two separate teams, each with its own responsibilities, priorities, budget, and culture. In many organizations, those two teams don't always see eye to eye because they exist in inherent conflict: the networking team wants to deliver users optimum speed, and the security team necessarily prioritizes protecting against threats.



## Bringing these teams together to build a culture aimed at achieving SASE's vision of a fast, secure network is **essential**.



### **Create cross-functional teams**

Collaboration across departmental silos is critical to align sometimes conflicting priorities toward SASE implementation. These teams include networking, security, workforce transformation, and branch office transformation.



### **Partner with the CISO (or equivalent)**

SASE reduces risk while improving network performance—achieving the CISO's primary mission while reducing pressure to prioritize performance over security. SASE should get the CISO excited.



### **Draw a parallel to what's already happened for the applications side of IT**

Using the evolution of DevOps as a model for eliminating silos is an effective way to lessen change anxiety and focus on opportunity. Just as app development has become more dynamic in the cloud, SASE creates new opportunities for collaboration and innovation in networking and security.



### **Lean on your SASE vendor**

As you evaluate vendors, consider how well they will partner with your organization to provide the education, training, and collaboration your teams need to converge their disciplines.



### **Expert leadership**

This is a rare opportunity to lead the implementation of a paradigm-shifting solution that enhances and accelerates the transformation of your entire enterprise. Successful implementation requires strong leadership from the CIO and CISO.

# Preparing a SASE roadmap

The beauty of SASE is that, although it's a comprehensive solution to combine networking and security, that doesn't mean it needs to be adopted all at once. Incorporating SASE into your networking and security plan can—and should—align with your existing IT initiatives and business priorities.

1

## SD-WAN modernization

If a WAN upgrade is one of your priorities, using SASE-enabled SD-WAN allows you to improve security while reaching your connectivity goals.

2

## Security modernization

If you're planning investments to improve security in on-prem, cloud, or hybrid environments, a SASE security solution prepares you to converge the network with enhanced security over time.

3

## Security point product modernization

If you're planning to modernize security point products, like aging SWG devices, working with a SASE vendor allows you to launch implementation with a small project.



**Because SASE will ultimately touch every part of your network and cloud footprint, a comprehensive roadmap is key.**

- + Developing this roadmap in partnership with your selected vendor, managed service provider (MSP), or other partner helps to leverage vendor capabilities to achieve your priorities.
- + Assigning the roadmap to cross-functional teams or working groups encourages collaboration across silos within your organization.
- + The roadmap should be flexible enough to respond to your evolving needs, so the SASE initiative facilitates other aspects of your digital transformation.

# Selling SASE internally— focus on the business benefits

SASE has become popular because it provides a way to meet both IT and business objectives at the same time, making it easier to sell its value internally to leadership and other procurement stakeholders. While it's easy to focus on the technical benefits, it's equally important to understand how SASE will help business-focused stakeholders to achieve their goals.

## Cost-reduction

- + SASE enables increased use of cloud services as an alternative to investing in owned infrastructure, reducing costs across the enterprise.
- + Consolidating vendors with SASE results in better service, better product knowledge within your organization, fewer security gaps, and better cost management.
- + Each project within an enterprise-wide SASE implementation delivers measurable results.

## Ease of use

- + SASE enhances your ability to provide the SaaS applications your workforce needs to be most effective.
- + SASE improves your ability to meet the needs of a hybrid workforce, from protecting sensitive data to enriching the user experience. That allows employees to transition easily between on-premises and remote work.
- + A faster network means an easier, more consistent experience—and improved productivity.

## Improved security

- + Comprehensive security is necessary because increasing threats pose real risks to the business. Closing security gaps should be every stakeholder's goal.

Adopting SASE reduces risk, speeds up cloud and digital transformation, reduces costs, and helps you to make your company more efficient and profitable. It aligns naturally with the priorities of stakeholders across the enterprise, from the board to the C-suite to rank-and-file management.

# Selecting an **effective** SASE solution

As SASE has become popular, solutions have naturally proliferated across the marketplace. As you begin your SASE journey, selecting a solution that will deliver all the benefits of the SASE model—now and in the future—is one of the most important decisions you'll make. Although each vendor may highlight a different set of advantages, these are the key elements that every robust SASE solution must have.



## **Next-gen SD-WAN**

Cloud-delivered and autonomous.



## **Zero Trust network access**

Applied consistently to every user, application, and action on the network.



## **SWG**

Applied to every user all the time, regardless of location or device.



## **CASB**

Multi-mode, incorporating inline and API-based security as well as contextual controls.



## **FWaaS**

The same features as a next-gen firewall, with the enhanced features of cloud-based security.



## **Digital experience monitoring**

For comprehensive visibility, automated remediation, and detailed performance insights.



## **Threat prevention**

Including inline machine learning and automated policy recommendations.



## **IoT**

Integrated security services for IoT devices replacing standalone appliances and sensors.



## **Data loss prevention**

DLP should be an embedded, cloud-delivered service centered around the data itself, regardless of where it's deployed or its point of egress.



## **Platform extensibility**

Supporting the addition of third-party services to the platform is key, so you can take advantage of opportunities to increase your capabilities and functionality down the road.

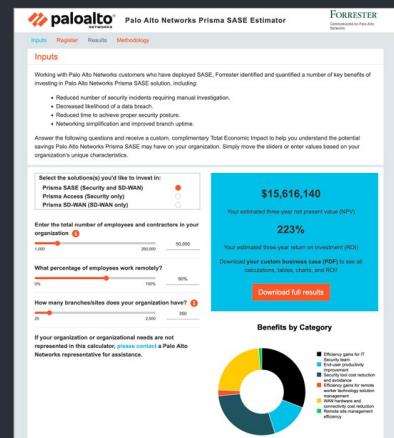
# Palo Alto Networks and Prisma SASE®

The industry's most complete SASE solution from the global cybersecurity leader.

**We've built the most comprehensive and powerful SASE solution on the market, converging best-of-breed networking and security into a unified solution that's purpose-built for agile, cloud-enabled organizations. That's why so many of the world's largest enterprises choose Palo Alto Networks to achieve their SASE transformation.**

- + Consistently secure all apps used by your hybrid workforce.
- + Ensure an exceptional experience for your end users with the industry's only SASE-native autonomous digital experience monitoring (ADEM).
- + Improve networking performance with 10x increase in bandwidth.
- + Avoid security gaps with the industry's best, consolidated security solution integrated into the network from end to end.
- + Achieve true Zero Trust with heightened visibility and reduced complexity.
- + Cut costs with ROI of up to 243%.

Adopting SASE reduces risk, speeds up cloud and digital transformation, and reduces costs overall.



Use our ROI calculator to estimate your cost savings with Prisma SASE.

Find the calculator [here](#)



# Learn more about Prisma SASE

Begin or accelerate your SASE journey today.

Contact us to set up a strategy session with a Palo Alto Networks executive.



Read the CIO's Guide to SASE planning and implementation.

Download the e-book [————>](#)

[Learn more about Prisma SASE](#)



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