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DATA SHEET

Zscaler B2B

Provide business customers with simple, secure, and scalable access to your B2B applications.

Enabling business customers to access B2B services calls for a better approach

The world of cloud redefines how businesses collaborate with customers. Now, more and more revenue is coming from online software sales. This means that making sure business customers have a "consumer app–like" experience when accessing B2B services is top a priority.

Ensuring that accessing B2B services is secure and can scale cost effectively is also important. Most large enterprises have multiple business units, all with their own infrastructure, and need a solution that is versatile. This is no easy task. Legacy methods require exposing B2B apps to the internet and backhauling traffic through legacy appliances that are difficult to scale. This creates a poor customer experience, is slow to deploy, and is expensive to manage. Business units need a new approach.

Enterprises must expose their B2B services to their business supply chain, over the internet

With adoption of public cloud, applications now exist in multiple locations, which expands the network's points of presence. Traditional network security methods like SSL VPNs and DMZs expose business services to attack by broadcasting them to the internet. While this is intended to make it easy for users to find apps, it means that the apps are exposed to potential bad actors, too. Teams should also realize that they do not own AWS, Azure, or GCP's network, so the idea of network security becomes irrelevant. They must adopt new technologies that help reduce their attack surface by negating the need for network connectivity.

Multiple business units create an administrative headache

Modern identity management solutions play a key role in verifying which business customers should have access to B2B apps. But, enterprises are often forced to either host identities themselves or deal with the inconsistent security practices of their business customers. Additionally, as applications are migrated from on–prem to public cloud, teams should look to minimize any network and infrastructure changes. And, in order to provide the optimal customer experience, they should avoid the need to backhaul access through a central chokepoint and provide direct cloud connectivity instead.

Legacy technologies lack the scalability and availability that business requires

More and more revenue is coming from software sales. This increase demands that infrastructure is able to scale as fast as software can be built and can ensure that revenue–driving B2B services are always available. The need for availability has led to the adoption of public clouds. The problem is that legacy, appliance–based infrastructure is still

being used to access these software services, even though it was not built to scale elastically. Its limited availability creates chokepoints that impact access speeds. The boxes only handle a fixed amount of throughput and must be managed by the business unit. Application owners need to employ technologies that can be delivered as a cloud service.

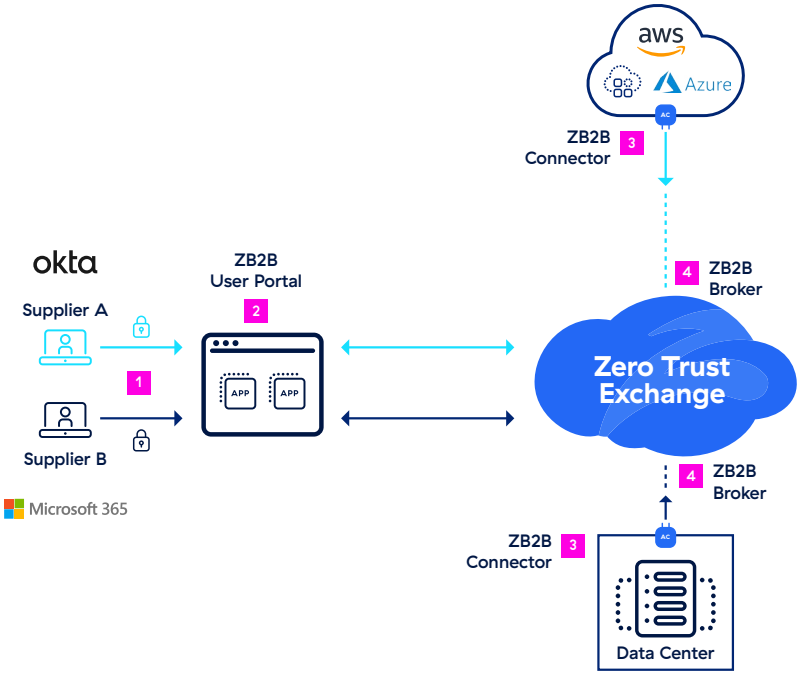
A poor business customer experience is bad for business

Business units must consider user experience as a competitive advantage and thus a priority. Online purchasing and mobile applications like Amazon, Uber, and Airbnb have created an expectation of a consumer app-like experience. Legacy technologies that require backhauling traffic to a data center (often located far away), create highly latent access and a poor experience for business customers. By bringing security to the edge via a cloud-delivered platform, business units can improve user experience.

Zscaler B2B

Zscaler B2B (ZB2B) is a cloud-delivered service that provides business customers with seamless, secure access to B2B applications. The service takes a zero trust network access (ZTNA) approach that uses business policy to reduce the attack surface of applications, preventing them from being exposed to the internet.

Only authenticated (supporting modern SAML-based IDP) and authorized users can see or access the B2B applications. The service is hosted by Zscaler, which removes the need to spend time managing network appliances. This reduction in OpEx helps to accelerate cloud initiatives. The cloud service automatically connects business customers to apps via the fastest route by leveraging the Zscaler platform's global cloud presence for higher availability, reliability, and scale.



How it works

1. User types in URL and is redirected to company's IDP
2. User portal displays private apps available to authorized user
3. Connector closest to requested app creates inside-out TLS 1.2 encrypted tunnel over port 443
4. Broker stitches together app-to-user connection in broker location closest to user

Using ZB2B to help your business unit succeed

Build a zero attack surface for B2B apps

Bad actors can't attack what they can't see. Allow business customers to access B2B applications without exposing those services to potential attack.

- Access to B2B apps is based on identity and granular access policies set by the application team
- B2B applications are made invisible to all unauthorized users, minimizing the attack surface
- Data path is fully encrypted end to end, so data privacy and integrity remain intact

Eliminate administrative overhead

Bring your own identity and accelerate migration to public cloud. There is no need to manage the identities for your business customers or deal with infrastructure changes when you adopt cloud.

- Support for multiple identity providers removes the complexity of managing IDPs for each business partner
- ZB2B reduces costs incurred from storing business partner licenses
- Users get a better experience as there is less need to reauthenticate
- Reduce network and infrastructure changes during the move to public cloud

Benefit from the scalability of a cloud-delivered service

Offload the costs of managing appliances and achieve the scale that business needs.

- The 100% cloud-delivered architecture removes the need to manage network appliances altogether
- ZB2B supports access to B2B apps running in any environment: data center, public cloud, and hybrid cloud
- Business customers get direct-to-cloud connectivity and are never backhauled through a central chokepoint

Improve user experience for business customers with a scalable cloud service

ZB2B cloud-delivered service ensures better user experience for business customers, higher availability of services, and lower network expenses.

- ZB2B brokers run globally and ensure users access B2B services via the optimal data path
- ZB2B services are maintained by the Zscaler cloud team and backed by an enterprise SLA
- There are no network security appliances so network costs are reduced drastically

Key ZB2B features

Cloud-delivered Zscaler B2B architecture—Cloud-delivered service with global footprint built for fast, seamless, scalable, and reliable access to B2B resources.

Policy-based access for all B2B apps—Regardless of hosted application location, B2B users receive seamless access to applications in DC and hybrid environments.

Multiple identity provider support—Enables simultaneous support of multiple IDP services from B2B identities.

B2B user portal—Provides B2B users with a unique portal that delivers a consolidated display of all authorized B2B applications available for access.

Global visibility for B2B users and applications—Centralized control plane with diagnostics for all B2B activity in the past and in real time.

B2B log streaming service—Support for automatic streaming of all user, app, and connector logs to SIEM.

Browser access traffic forwarding—Enables secure B2B access to all web applications with just a simple browser. No client deployment on device required.

B2B brokers—Enforces B2B access policies and stitches together end-to-end tunnel for app-to-business user connection in location closest to user for fast access.

ZB2B Connectors—Lightweight VM deployed in data center, cloud, and hybrid environments to enable secure connectivity to B2B applications. Provides inside-out connection to B2B Broker to ensure apps are never exposed.

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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**.

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