Competitive Battlecard: Remote WorkForce ZTNA vs. Zscaler

Target Audience

Primary:
Managed Service Providers (MSPs) serving small to medium businesses (SMBs)

Secondary:
IT decision-makers at SMBs seeking cost-effective, simple ZTNA solutions

Use Case:
Organizations needing secure remote access without enterprise complexity or cost

Key Differentiators -- Why Remote WorkForce ZTNA Wins

Category	Remote WorkForce ZTNA (Winner)	Zscaler (Disadvantage)
Ease of Use	• Simple, clean UI designed for non-technical admins • No specialized training required	• Complex enterprise-grade interface • Requires Zscaler expertise • Steep learning curve for SMBs
Deployment Time	• Deploys in **hours**, minimal configuration • Quick MSP onboarding • Immediate productivity	• Often requires **weeks** of planning • Complex policy configuration • Extended implementation cycles
Cost for SMBs	• **Transparent per-user model pricing • $12-$15/user/month - Typical cost for 30 users = $400 monthly / $4,800 annually** • No fixed prices • No minimum user requirements • No hidden infrastructure costs	• **$7,500-$25,000 annual minimum** for small businesses • Enterprise pricing favors 100+ users • Additional costs for professional services
Contracting	• **Simple per user/month pricing** • **No contracts, minimums or fixed costs** • Month-to-month flexibility • Scale up/down instantly • Cancel anytime without penalties	• **Annual contracts required** • Typical 12-36 month commitments • $7,500+ annual minimums for SMBs • 7% annual price increases standard • Complex enterprise licensing terms

Category	Remote WorkForce ZTNA (Winner)	Zscaler (Disadvantage)
Focus	• **100% ZTNA,** optimized for SMB needs • Purpose-built solution • Right-sized functionality	• **Full SASE platform** with many unnecessary features for SMBs • Over-engineered for smaller orgs
MSP Friendliness	• **Native multi-tenant architecture** • Simple client management	• Multi-tenancy add-on complexity • Partner program geared to large MSPs • Limited customization for smaller MSPs
Support	• **Direct MSP support** with quick onboarding • Dedicated SMB-focused training • Responsive technical assistance	• Enterprise-focused support model • Limited direct SMB engagement • Partner-dependent support structure
Visibility & Control	• **Straightforward group-based access** • Zero lateral movement by default • Simple policy management	• **Complex policy engines** • Requires security expertise • Over-complicated for SMB needs
Performance	• **Optimized for SMB networks** • Minimal latency impact • Efficient resource usage	• **Heavy enterprise infrastructure** • Can be overkill for smaller environments • May impact performance on limited bandwidth
Implementation	• **Deploys in hours** • Minimal IT resources required • Quick time-to-value	• **Extended period of implementation required** • Significant IT resource commitment • Extended deployment timelines

Sales Positioning Statements

For MSPs:

"While Zscaler is built for Fortune 500 enterprises with dedicated security teams, Remote WorkForce ZTNA is purpose-built for MSPs serving SMBs. You get enterprise-grade security without the enterprise complexity, cost, or deployment time. Your clients get secure remote access in hours, not weeks, at a price point that makes sense for their business."

For SMBs:

"Zscaler assumes you have a large IT team and enterprise budget. Remote WorkForce ZTNA delivers the same zero-trust security principles sized right for your business – simple to manage, quick to deploy, and priced for SMB budgets."

ROI Positioning:

"While Zscaler requires significant upfront investment ($7,500-25,000 annually minimum) plus professional services ($10K-50K), Remote WorkForce ZTNA delivers immediate ROI starting at just $15 or less per user per month with no contracts or commitments. Your security investment starts paying dividends from day one, not month six."

Cost Comparison Examples:

- **30-user organization**: Remote WorkForce ZTNA = $400 month-$4,800/year vs. Zscaler = $7,500-$15,000/year minimum
- **No hidden costs / No set-up fees**: Remote WorkForce includes everything vs. Zscaler's additional professional services fees

Objection Handling

"Zscaler is the market leader in ZTNA"

Response: "Zscaler built their reputation serving large enterprises with complex needs. Remote WorkForce ZTNA was built specifically for the SMB market that Zscaler doesn't focus on. We provide the same core security benefits without the enterprise overhead, complexity, and cost that SMBs don't need."

"We need the full SASE stack, not just ZTNA"

Response: "That's exactly the trap many SMBs fall into with Zscaler – paying for and managing capabilities they don't need. Our research shows 80% of SMBs only use core ZTNA features. Why pay enterprise prices for features you won't use? Start with what you need today and add capabilities as you grow."

"Zscaler has better global presence and performance"

Response: "Zscaler's global infrastructure is designed for multinational enterprises. Remote WorkForce ZTNA provides excellent performance for typical SMB use cases without the overhead. Our lightweight approach actually delivers better performance for smaller, distributed teams."

"What about integration with our existing security tools?"

Response: "Remote WorkForce ZTNA integrates with the security tools SMBs actually use, not the hundreds of enterprise tools in Zscaler's ecosystem. We focus on the integrations that matter for your environment - directory services, endpoint protection, and monitoring tools."

"Zscaler has better pricing for larger deployments"

Response: "That's exactly right – Zscaler is priced for enterprise scale. But look at what SMBs actually pay: Zscaler requires $7,500-25,000 minimum annually even for small businesses, while Remote WorkForce ZTNA starts at just $15/month per user with no minimums. You get the same zero-trust security at a fraction of the cost."

"Our MSP recommends Zscaler"

Response: "Ask your MSP about their experience deploying Zscaler for SMB clients. Most find it requires significantly more time and expertise than they initially expected. Remote WorkForce ZTNA was designed from the ground up to be MSP-friendly – simple to deploy, easy to manage, and profitable for MSPs to deliver."

Competitive Intelligence Notes

Zscaler Pricing Reality:

- **ZPA starts at $6-12/user/month** but SMB annual minimums typically $7,500-25,000
- **Professional services often required** adding $10K-50K to total cost
- **Annual contracts standard** with 7% yearly price increases
- **True SMB cost**: $15,000-50,000+ annually including implementation
- **Sweet spot**: 100+ users where volume pricing becomes competitive

Remote WorkForce ZTNA Advantages:

- **$15 or less per user/month** with no minimums or contracts
- **All-inclusive pricing** - no fixes costs
- **Month-to-month flexibility** with instant scaling
- **True SMB cost**: Depends on user count
- **Sweet spot**: 10-250 users where simplicity and cost matter most

Next Steps

Contact your account executive to make Remote WorkForce ZTNA available to your clients and start winning against Zscaler's enterprise-focused approach.

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