Remote WorkForce VPN/ZTNA

How (and Why) to Sell
Remote WorkForce ZTNA

When Your SMB Clients Need Remote WorkForce ZTNA

Remote WorkForce ZTNA delivers enterprise-grade Zero Trust Network Access security built specifically for SMBs and MSPs, without the complexity, lengthy deployments, or high costs of enterprise-focused ZTNA solutions. Purpose-built for companies with hybrid workers and distributed corporate assets, it provides true Zero Trust architecture that's easy to implement and simple to use, making enterprise-level security accessible to mid-market businesses.

Perfect for SMBs that Need Zero Trust Network Architecture

- Implements "never trust, always verify" for every resource access
- Users get only the specific applications and systems they need, nothing more
- Dramatically reduces attack surface and controls damage from compromised credentials

Granular Resource-Level Controls

- Control access at the application and resource level, not just the network
- Grant each user exactly what they need: accounting sees financials, sales accesses CRM, engineering reaches design files
- No more "all or nothing" network access
- IT maintains full administrative control

What It Includes

- Complete Internet Encryption
- Direct access to corporate networks
- Detailed reports of user online activities
- Comprehensive visibility into who's accessing what and when
- Cloud-based, no SSL-VPN hardware to maintain
- No hidden fees or surprise charges
- Zero Trust security for corporate IT resources

When to Recommend ZTNA

- Client has 10-250 hybrid workers accessing sensitive corporate resources.
- Distributed corporate assets across multiple locations or cloud environments
- Client handles sensitive data (customer records, financial data, IP)
- Faces compliance requirements
- Needs application/resource-level control, not just network-level
- Has contractors or third parties needing limited access to specific systems
- Leadership is discussing "Zero Trust" security

Your Value Proposition

Protect your most sensitive resources with enterprise-grade security, at a price that works for your business.

Zero Trust security goes beyond basic VPN encryption to deliver real protection. Employees access only the specific applications and data they need, nothing more, while you get detailed visibility showing exactly who accessed what, when, and from where. Automated policies enforce least-privilege access, audit logs capture every connection for compliance, and threats are contained before they spread laterally across your network. It's the difference between hoping your perimeter holds and knowing your critical assets stay protected even when employees work from anywhere.

In addition, ZTNA aligns perfectly with cyber liability insurance requirements by demonstrating proactive security controls that verify every access request, which insurers increasingly mandate to qualify for coverage and reduce premiums.

Key client benefits

- Verify every access request instead of trusting anyone on the network
- Users get exactly what they need, nothing more
- Stolen credentials cause contained damage, not catastrophic breaches
- Detailed logs prove compliance when auditors ask
- Enterprise security architecture at SMB pricing

Partner Benefits

- Command premium margins solving high-stakes security challenges
- Compliance requirements create built-in demand, auditors validate the need
- Elevate your conversations from IT support to strategic security advisor
- Deploy enterprise-grade Zero Trust without building complex infrastructure
- Generate substantial recurring revenue with high-value security services
- Position yourself as mission-critical when helping clients meet compliance or prevent breaches

Bottom Line for MSPs

Remote WorkForce ZTNA is your answer for SMB clients who can't compromise on security. Whether driven by compliance, sensitive data protection, or serious security posture, ZTNA delivers enterprise-grade Zero Trust without enterprise complexity or cost.

You're not selling technology, You're selling protection for what your clients can't afford to lose.

Contact your account executive to learn more about Remote WorkForce VPN/ZTNA.

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