PARIVEDA

FROM FEAR TO VALUE

Taking on Zero Trust out of fear will fail to unlock its full potential

The value prop of Zero Trust can be targeted too narrowly and cause an organization to under-invest in long-term, sustainable, and valuable security change. Today Zero Trust is **fear**-driven - avoiding loss, cost, and embarrassment. Tomorrow it can become **value**-driven – enabling new capabilities for the business, its people, and its technologies.

How can you flip the narrative on Zero Trust in your organization from fear-based to value-oriented? »»

	Fear-based	Value-oriented
Personal Reputation individual, emotion, behavior	Embarrassment Time Waste	Bring Your Own Device (BYOD) Workforce Agility, Mobility, Flexibility
Brand Reputation public opinion, status, value	Loss of Revenue, Funding Loss of Customers	Attracting New Talent Retaining Existing Talent Driving Customer Trust
Asset Disruption legal, regulatory, confidentiality	Audit Fines, Ransomware Costs Loss of Data, Competitive Advantage Loss of Customers	Accurate Asset Inventory Visibility (Users, Devices, Apps, Data) Data-Driven Understanding of Risk Effective Lifecycle Governance & Enforcement
Business Continuity prevention, disaster recovery, existential	Minimize the Attack Surface Service/Product Outages	Granular, Risk-Driven Capabilities Freedom to Experiment Without Concern Reduced Overhead & Manual Operations
New Capabilities people, process, technology	Hindering Overprotection Resistant to New Technologies and Innovation	Accelerate Software to Production Expose New Secure Offerings to Employees & 3rd Parties Eliminate VPN (less latency, increased scale of remote access) Reduce Device Ops (provision, manage) & Cost Systematic, Self-Service, Automated Core IT

Taking a value-oriented approach to Zero Trust will help you sell your organization on needs and outcomes over the long-term. A value-driven approach yields a pathway of maturity stages that address more than just protections from bad actors, it enables your IT organization to better serve the needs of the business and your customers.

LET'S TALK

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