

# SASE Simplified: FAQs for SMBs

Everything your business needs to know about SASE

## What is SASE?

SASE, or Secure Access Service Edge, is a networking model that combines security and networking capabilities to provide secure access to applications and services for users, regardless of the user's location, device, or where the application is hosted.

In other words, SASE simplifies securing your business by consolidating multiple networking and security functions into a single cloud-based service platform, reducing complexity, improving agility, and lowering costs.

While most applications are transitioning to the cloud, so is network security. SASE is already there!

## How can I explain SASE to my employees?

Think of SASE as your favorite streaming app. Netflix allows us to watch anywhere on any device, get recommendations, and find obscure shows we love—things our old DVD players could never do.

Similarly, SASE allows users to securely connect from anywhere on any device and protect the user and company data.

Just as Netflix eliminated the need for DVDs and DVD players by streaming videos from the cloud, SASE removes the need for security and networking hardware (such as firewalls and VPNs) by delivering highly secure networking from the cloud.

## What are the SMB Benefits of SASE?



### Cloud-Based Security

SASE contains the latest up-to-date security technology. As a cloud-based solution, you don't have to constantly update the software; it is automatically updated!



### Compliance Regulations

With SASE's state-of-the-art security, your business meets compliance regulations regarding the protection of user data. Whether it's HIPAA or PCI, you're covered!



### Always On

Hybrid or Remote Employees? No problem! Regardless of where they connect from, SASE assures your employees will receive access to the applications and data they need—nothing more.



### Business Continuity & Disaster Recovery

With SASE, you can rest assured knowing your operations will continue if a disaster impacts your business through built-in BCDR measures.

## Who needs SASE?

SASE is ideal for SMBs looking to protect their business data and reputation. However, three main clients who are excellent candidates for SASE include:

- 01. Compliance Required** - If your business needs to meet sensitive customer data compliance requirements, SASE is the solution. Healthcare providers, lawyers, financial services, retail stores, web-based businesses, and education providers are ideal for SASE. Federal, state, and local agencies also require regulatory security offered by SASE.
- 02. Hybrid or Remote Work** - Any business with remote employees needs distributed security and is not based on hardware at fixed locations. SASE offers a user-friendly security solution regardless of where users connect, even if it's out of the country!
- 03. Cloud Transformation** - If your business has adopted the cloud, it needs SASE cloud security to accompany the cloud applications where you're running your business.

## What does "Zero trust" mean?

Zero trust means that users can only access the applications and data they need to access and nothing more. This approach is essential because it creates a secure environment where all users and devices must be authenticated before accessing business data.

**Do you have any additional questions? Get in touch with our team today!**

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