

# The Business Case for a Global Networking Solution

**Global connectivity is the lifeblood of any thriving business.** If you are a tech or business leader, you know that your company needs connections between sites, devices, and users to keep business moving. And you need those connections to be fast, reliable, scalable, and secure.

But global networking can be a big challenge. Managing devices across fragmented networks, each with their own firewalls and policies, often requires manual setup and results in complex configurations that are hard to maintain. Plus, you may not have control over the networks various devices use to connect.



# Why Global Businesses Need to Modernize Networking

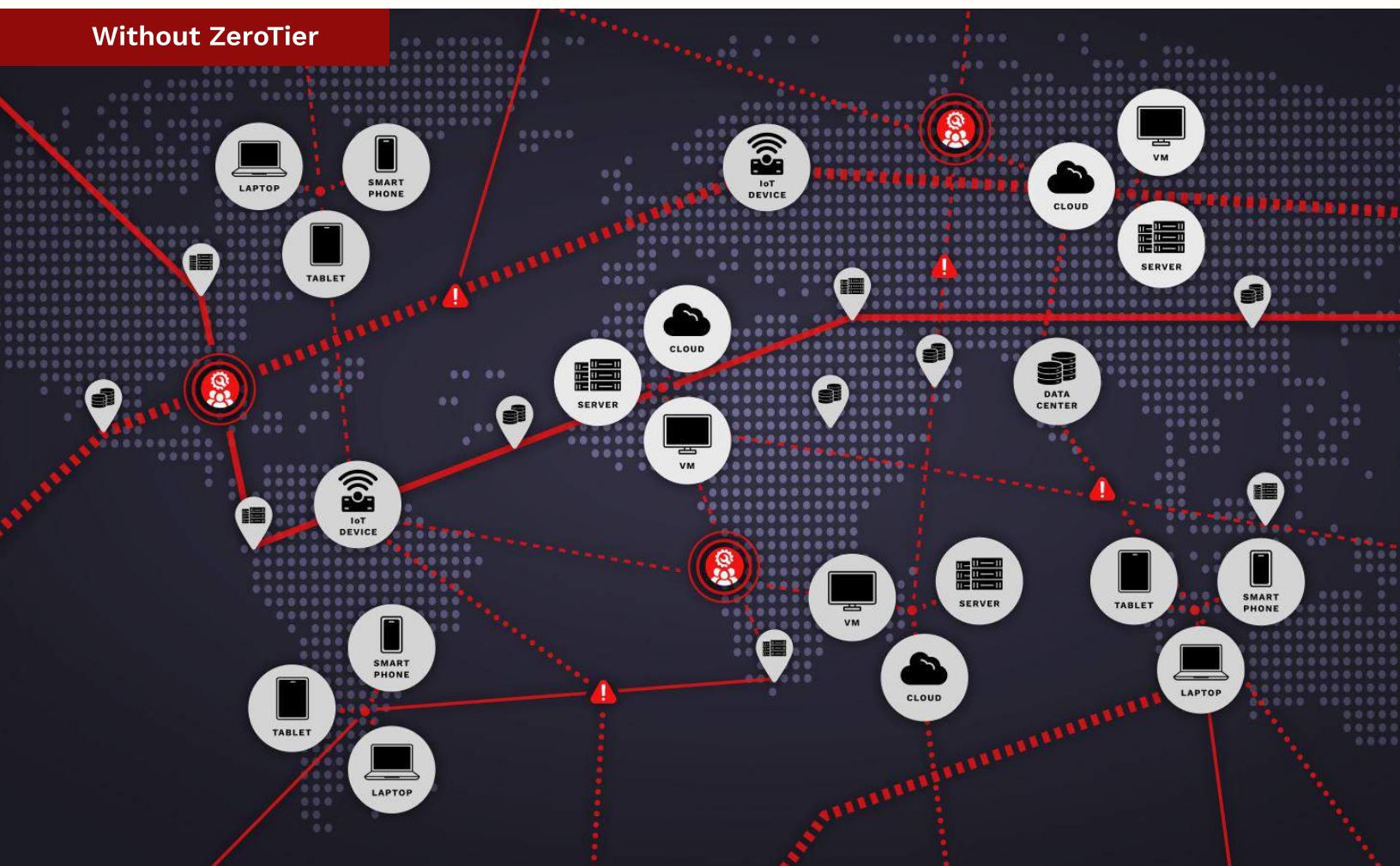
Using legacy infrastructure for connecting all of these devices has many drawbacks including the high cost of hardware and vendor contracts, issues with performance, difficulties providing third-party access, potential security and privacy exposure, and lack of centralized control. Each one of these problems prevents your company from scaling and has significant economic cost.

In fact companies may spend up to 70% of their IT budget on maintaining legacy infrastructure. Networking shouldn't be a bottleneck.

That's why you need to update your stuff. This business case will help all key stakeholders in your organization understand the value and the absolute necessity of implementing a modern global networking infrastructure.

**What if you could connect all your devices as though they were in the same office, on a single network you provision and control?**

## Without ZeroTier



# How ZeroTier Helps Simplify Your Networking Infrastructure

Adopting a solution that helps you simplify the way you connect devices, users, and sites can dramatically reduce the economic costs of operating your business. ZeroTier is a secure network overlay that allows you to manage all of your networked resources as if they were on the same LAN.

ZeroTier empowers your team to instantly create global private networks that connect your devices directly to each other, no matter where they are in the world. The software-defined solution can be deployed in minutes from anywhere, eliminating the need for

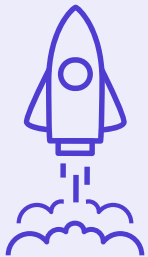
expensive hardware, manual setup, and complex configurations. The central dashboard lets you see all your devices and networks in one place, and data can be shared between devices with end-to-end encryption and unique cryptographic IDs, making it easy to ensure that only trusted devices can connect.

ZeroTier is also built to be developer-friendly, with robust webhooks and APIs. Here's how ZeroTier helps with IoT connectivity, SD-WAN deployment, and VPN replacement.

## With ZeroTier



# The Value of a Simplified Networking Solution



## Growth

- Innovate with your most important people resources instead of fixing problems.
- Scale faster with improved device connectivity.
- Fund more innovation with the cost savings.

**“Now that we can link that and do something with this, it unlocks A, B, and C. We can also automate D because we can do C.”**

Todd Shipway, Head of Technical Operations at Metropolis



## Cost Savings

- Eliminate onsite & travel costs with remote provisioning and deployment
- Reduce hardware & maintenance costs by escaping expensive vendors.
- Ease manpower required for implementation and maintenance.

**“We needed a way to easily connect our growing IoT product-base to our systems. ZeroTier provided and easy, reliable way to achieve that, and has been growing with us.”**

Peter Boin, Principal Software Engineer, Allume Energy

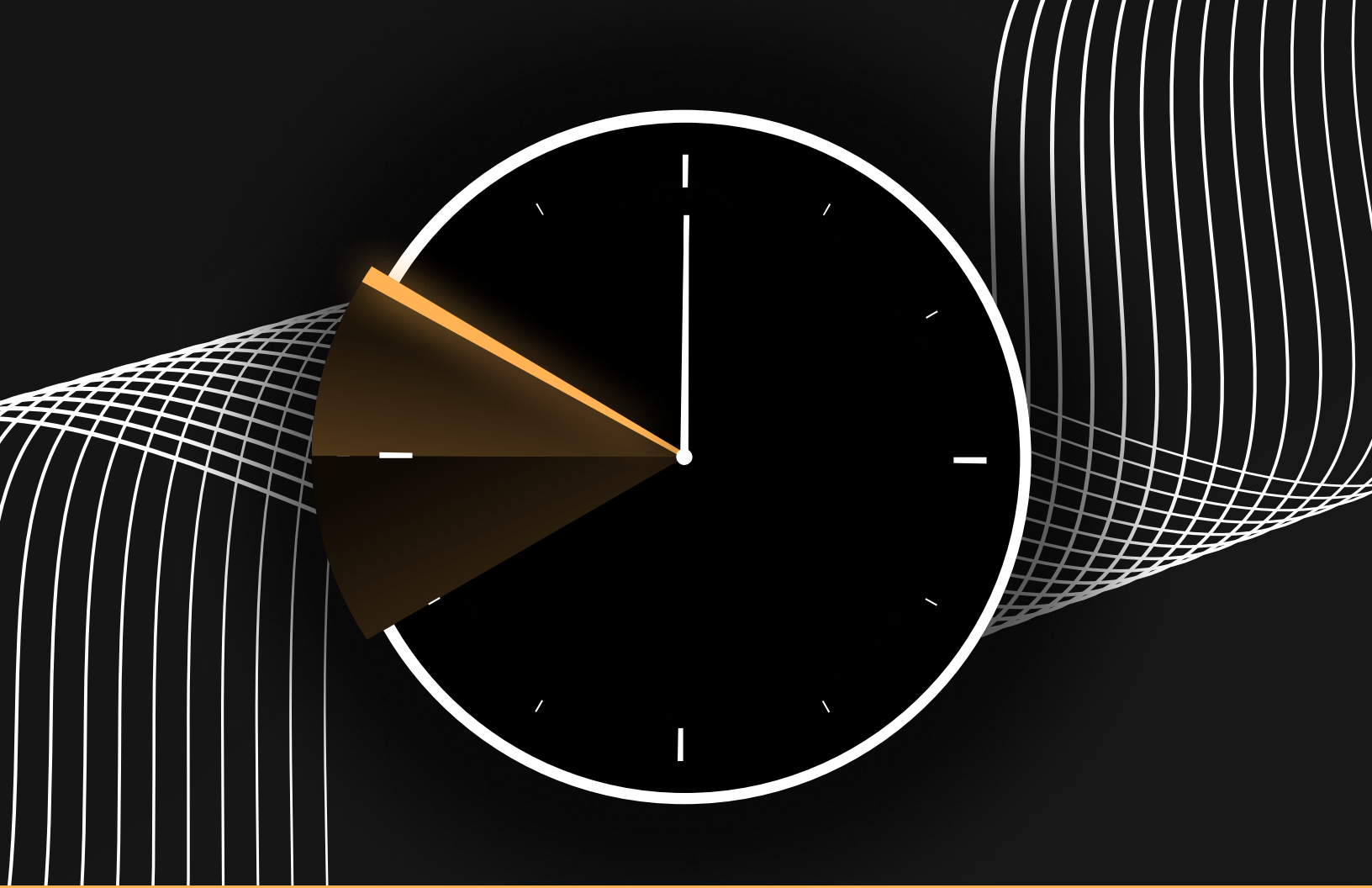


## Reduced Risk

- Gain complete control of what devices can and cannot connect.
- Easily swap hardware underneath without interruption.
- Failover no longer causes pain.

**“[With ZeroTier] our time to triage and resolve an issue might have been five days. It’s now minutes. Now, we can just load up a laptop, log in, diagnose.”**

Gareth Shirley, Sales & Operations Manager, Forest Rock



▶ **The IT team is no longer the bottleneck.**

If the Metropolis sales team can sell it,  
Shipway can deploy it.

At 8:00am there may be nothing, the  
hardware can be installed at 9:00am,  
and the parking garage can be  
collecting revenue at 10:00am.

# ZeroTier Benefits to Each Stakeholder

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## Benefits to CEO

### ZeroTier fuels your business trajectory:

- Spend more time on innovation and less time on mundane tasks
- Scale faster by improving your connectivity speed
- Increase dollars to invest in growth opportunities by reducing costs

## Benefits to CFO

### ZeroTier reduces your IT costs:

- Escape vendor lock-in with a vendor-agnostic solution
- Eliminate onsite travel costs by provisioning and deploying remotely
- Minimize downtime for customers, partners, and employees

## Benefits to CTO

### ZeroTier overcomes technical debt:

- Change out vendors without interruption with a vendor-agnostic layer on top
- Ensure always-on accessibility by easily implementing multiple system failovers
- Enhance security and reduce breakage with a reliable overlay

## Benefits to CISO

### ZeroTier puts you in control:

- Increase your command of security and overcome firewall limitations
- Gain power over what devices can and cannot connect
- Increase reliability by consolidating to decrease potential break points

**“Loft Orbital uses ZeroTier to improve interoperability between its offices in the United States and France. It connects our engineers to key resources quickly and easily, which allows our team to focus on making space simple.”**

**Brunston Poon, Software Engineer, Loft Orbital**

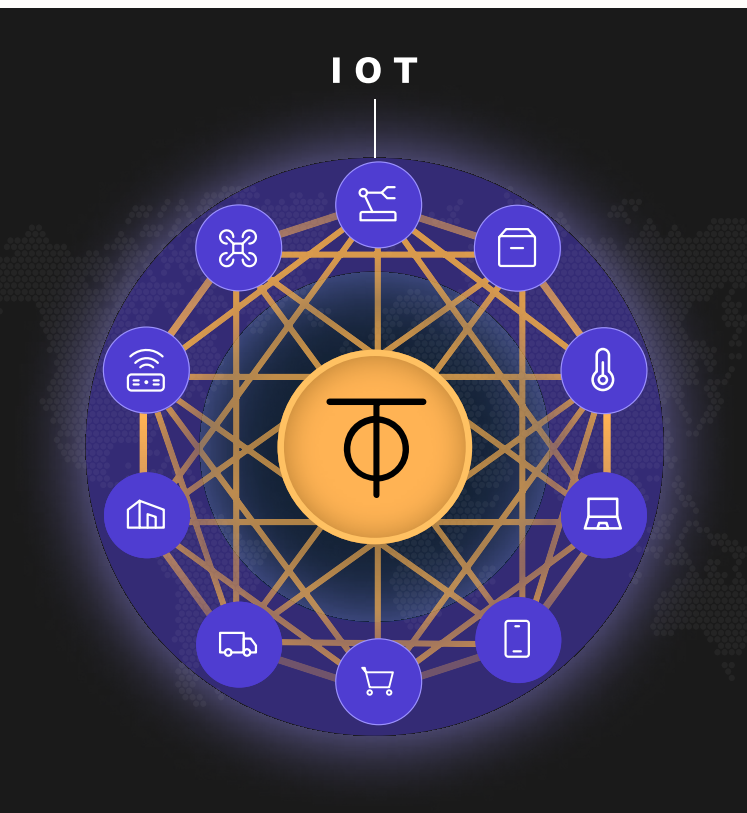


# ZeroTier for IoT Connectivity

The Internet of Things offers extraordinary capacity to help companies achieve all of the benefits above. IoT will unlock \$5.5 trillion to \$12.6 trillion in value globally.<sup>1</sup> From the significant value it brings to manufacturing all the way to the smart device that controls a home thermostat.

But companies need to achieve scale in installation, interoperability, and cybersecurity in order to unlock this potential. Rapid growth of IoT devices allows IoT security vulnerabilities to slip through the cracks, often with devastating consequences: 34% of breaches involving IoT devices lead to losses exceeding \$5 million. An innovative global networking solution like ZeroTier helps companies overcome all of these scaling and security challenges where traditional legacy frameworks fall short.

Ninety-four percent of companies report actively exploring or implementing IoT solutions, and 30% mention struggling with device incompatibility, connectivity, scalability, budget constraints, and security. Implementing IoT utilizing underlying legacy networking doesn't work.<sup>2</sup> ZeroTier gives you direct two way connection with IoT devices in the field, no matter what networks they are using. The ZeroTier solution is optimized for IoT with device-centric deployments and a lightweight agent that can run on almost any device.



<sup>1</sup> [The Internet of Things: Catching up to an accelerating opportunity](#)

<sup>2</sup> [State of IoT, 2023 Report](#)



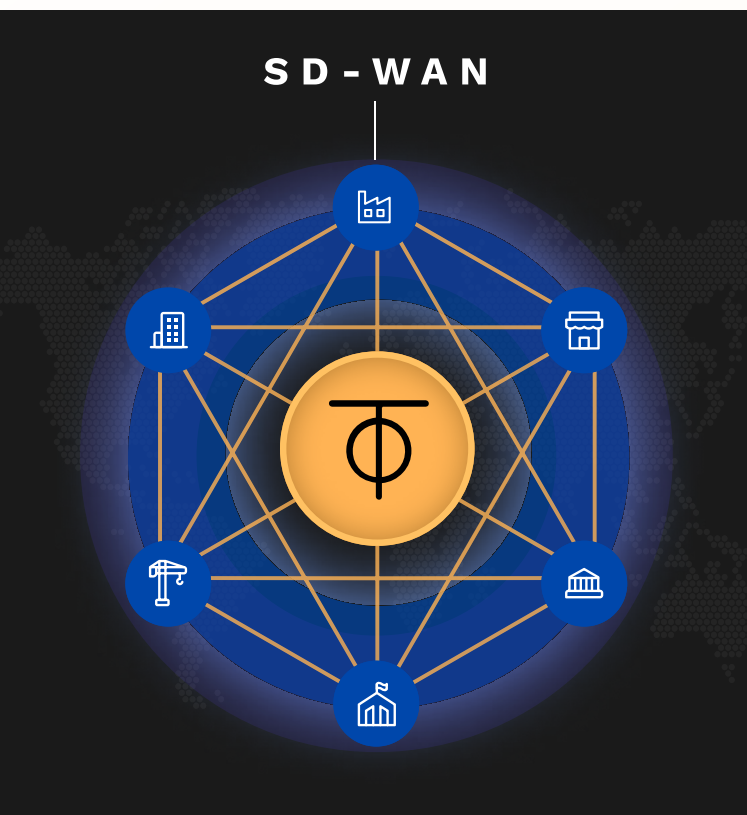
# ZeroTier for SD-WAN Deployment

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As the modern workplace evolves post-COVID, businesses are increasingly challenged by the inefficiencies of traditional backhauling connectivity from remote locations to central data centers and cloud resources.

Backhauling is not only costly but also inefficient for connecting dispersed sites such as regional offices, retail locations, and campuses. Software-Defined Wide Area Networking (SD-WAN) offers a solution by optimizing network traffic and reducing latency. Businesses that deploy SD-WAN can see an 80% increase in bandwidth efficiency and an 85% improvement in network throughput.<sup>3</sup>

However, SD-WAN presents its own challenges such as complex configurations, costly scaling due to vendor lock-in, and security vulnerabilities due to its reliance on the public internet. Leveraging solutions like ZeroTier can mitigate these challenges by providing flexible, secure, and direct connections across distributed environments. This connectivity improvement makes SD-WAN deployments efficient and scalable.







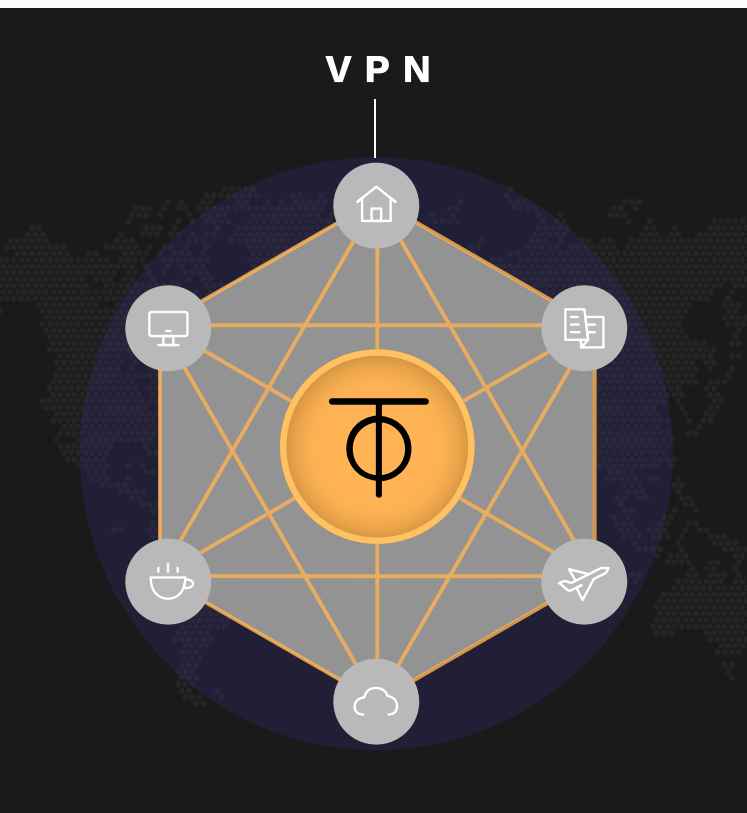
# ZeroTier for Outdated VPN

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Legacy VPN has to backhaul traffic to a centralized location. It also introduces latency and instability, which often causes people to turn off the VPN to connect to the internet. It's also slow and expensive to deploy and maintain.

In June 2023, 72% of organizations expressed that they were slightly to extremely dissatisfied with their VPN service. Only 28% said that they were not dissatisfied at all. The most significant areas of dissatisfaction cited were poor user experience (32%), high costs (14%), difficulty integrating with other systems and services (13%) and complex management and administration (12%).<sup>4</sup>

ZeroTier provides a simple and user-friendly alternative to legacy VPN. ZeroTier's lightweight endpoint agent lets employees access centralized resources securely, without the complication and overhead of a traditional VPN. ZeroTier is easy to deploy, it eliminates the need for routing traffic through a centralized concentrator, and it's a great end-user experience so people no longer need to turn it off.





# Top industries that benefit from simplified global networking:



Manufacturing



Software Development



IT Services & Consulting



Agriculture



Retail



Energy



Robotics



Education



Construction



and many more

Global networking benefits your whole business.

Get started at [zerotier.com](https://zerotier.com)

ZeroTier is a secure network overlay that allows you to manage all of your network resources as if they were on the same LAN. The software-defined solution can be deployed in minutes from anywhere and empowers your team to create global private networks that connect your devices directly to each other, no matter where they are in the world.



ZEROTIER