

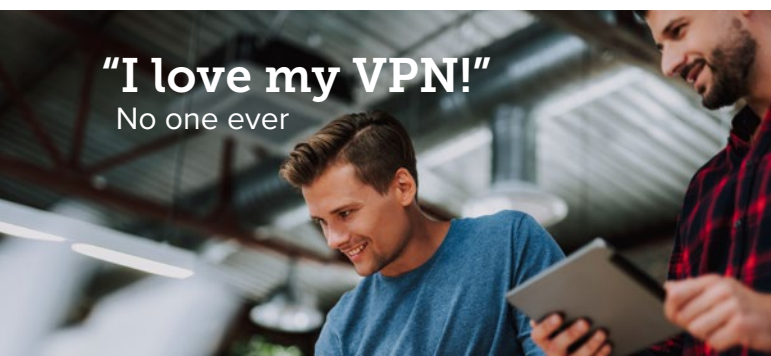
Jamf Partner Enablement Guide: Jamf Private Access



Enable fast, simple and secure Zero Trust Network Access (ZTNA) designed for Apple devices and compatible with any enterprise OS

Security is a critical element of Apple Enterprise Management. Jamf Private Access complements our existing security offerings to address key corporate priorities.

Businesses want a productive workforce, and employees can be productive when they connect to their applications and data seamlessly.



"I love my VPN!"
No one ever

What is Private Access? Remote access re-imagined

Private Access is a true Zero Trust Network Access solution that replaces legacy VPN technology to deliver a streamlined solution that's more secure, easier to manage and delightful to use.

What does this mean for your customers and their organizations?

Private Access ensures that after a user authenticates into their device, business connections are secured. At the same time, it enables non-business applications to route directly to the Internet, preserving end-user privacy and optimizing network infrastructure.

For IT, deploying servers, managing certificates and configuring IP addresses are things of the past.

Private Access is a great fit for any organization that needs to provide a flexible remote working experience to their teams, on any managed or bring-your-own (BYOD) device.

Unlock additional selling opportunities

Private Access complements the other security capabilities in Jamf's Apple Enterprise Management portfolio with an application-centric security message

- Combine with **Jamf Connect** to deliver usability benefits to end users and stronger security for the CISO.
- Combine with **Jamf Pro** to unlock application use only for managed devices.
- Combine with **Jamf Protect** and **Jamf Threat Defense** to enable rich access control policies with real-time risk assessments.
- Combine with **Jamf Data Policy** to ensure general Internet traffic has acceptable use policies enforced, while business application traffic is routed directly to its respective hosting locations.

Differentiate your organization

- Differentiate Jamf's offering from traditional VPN.
- Position mobile security solutions alongside tools like Jamf Protect and grow your opportunities.
- Grow existing iOS management customer accounts with value-added solutions.



The need for Private Access

Perimeter-based security is no longer relevant in a world where users have adopted a hybrid work style and applications are being moved to the cloud. Private Access is an essential technology that connects authorized users with their critical applications using a fast, secure and globally-distributed cloud architecture.

Enhanced cloud security

ZTNA is cloud-delivered security designed to eliminate the need for implied trust on corporate networks — which VPN requires — while also unlocking better risk management, application management and ease of use for end users.

Risk-aware policies allow admins to factor endpoint risk assessments into their policies from the start.

Manageability through pre-canned app definitions, new users of Private Access can get up and running

right away and take a stepped approach to deeper security — while not requiring any additional hardware.

Identity-based ease of use powered by the users' existing SSO credentials, no new user names and passwords to keep track of — plus ZTNA is faster than VPN, with better battery life.

Jamf Private Access key personas

To get the most out of positioning Jamf Private Access, it's important to understand the priorities and level of influence different members of an organization may have.

Jamf has identified key personas for you to focus on when positioning Jamf Private Access to help ensure your conversations are meaningful and lead to opportunities.

Decision Maker

Sets priorities for organization
Cares more about the value than the tech
Wants to know the ROI
Will be the one to give final approval

Common titles:

- CISCO / CTO
- CISCO / CSO
- Security / InfoSec / Cloud / IT VP or Director

Catalyst

Your Jamf 'champion'
Heavily networked and well respected in the company
Has access to and influence over Decision Makers
Creates/allocates budget for the project

Common titles:

- Security Engineer
- Network Security
- Application Engineer
- InfoSec Analyst
- Engineer
- Mac Engineer
- SysAdmin
- Endpoint Security

Influencer

Has authority or alignment with authority
Has respect of Catalyst and Decision Maker
May be a supporter, neutral or opposed
End User Computing

Common titles:

- Security Manager
- InfoSec Manager
- IT Manager
- Endpoint Security Manager
- Security Architect

Outsiders

People outside the org who can influence or inform
Partners, resellers, Apple References, user communities, trade groups, publications
Analysts – Gartner, IDC, Forrester Research

Partners, resellers and Apple can be great entry points into security conversations





Solving the security challenges of remote work

Why will my customers care about ZTNA?

Remote workers traditionally rely on VPN connections to connect to corporate assets and applications. Users often complain about their VPN being slow and draining their batteries, especially on macOS and iOS where other vendors have tried to force a Windows-focused solution onto Apple hardware, creating constant dropouts and other issues.

What about traditional VPN?

VPN technology itself is over 20 years old and was not designed with a focus on user experience, and it is expensive to support and maintain. It is also a security risk, as full network access enables attackers to move laterally, from one application to the next.

How does ZTNA help organizations?

By providing flexibility for teams to work anytime, anywhere, on all platforms, on any managed or

BYOD device, restricting access from unsecured or infected devices, and by increasing visibility into application access in real time.

What challenges does this solve for customers?

Better security:

Only authorized users can access business apps; micro-tunnels enforce least-privilege access.

Improved manageability:

Easy to deploy and integrate with identity providers (IDPs), cloud-hosted, on any OS.

Enhanced usability:

Enables fast connections and seamless network transitions, uses less device resources than traditional VPN, while keeping privacy in check via split-tunnel so personal apps connect directly, while business apps use Private Access.



Security organization overview

When talking about Private Access, it's critical to understand what is important to your customer. Jamf has established that security organizations within companies are more heavily involved in the decision-making process around this type of network security solution. These are typically CISOs, CIOs, governance, risk management and compliance managers.

CSO or CISO

Leader responsible for InfoSec, corporate security or both.

Security operations

Monitors and analyses the security procedures of an organization.

Security architect

Builds and oversees the implementation of network and computer security for an organization.

Identity and access management

Ensures the appropriate level of access to the organization's technical resources.

Governance, risk management and compliance

Treats information as a business asset and protects it with processes, controls and metrics.

Understands risk and prioritizes responses to manage vulnerabilities. Measures adherence to policies and standards.

Security PMO

Sets, maintains and ensures security standards for specific projects.

Discovery questions

- How are your users currently connecting to corporate applications? Using VPN?
- What kind of challenges do you see around VPN access? Admin's experience? User's experience?
- How do you segment access to individual apps today?
- How do you identify high-risk endpoints today? How do you change access to protected business apps based on this info?

Gartner, in their Market Guide for Zero Trust Network Access predicts that 60% of businesses will phase out their VPN solution in favor of a ZTNA one by 2023. If your customers are looking for validation of the value ZTNA brings, from a trusted resource, this is for you!

[Check out the Market Guide here](#) and share it with your customers.

