

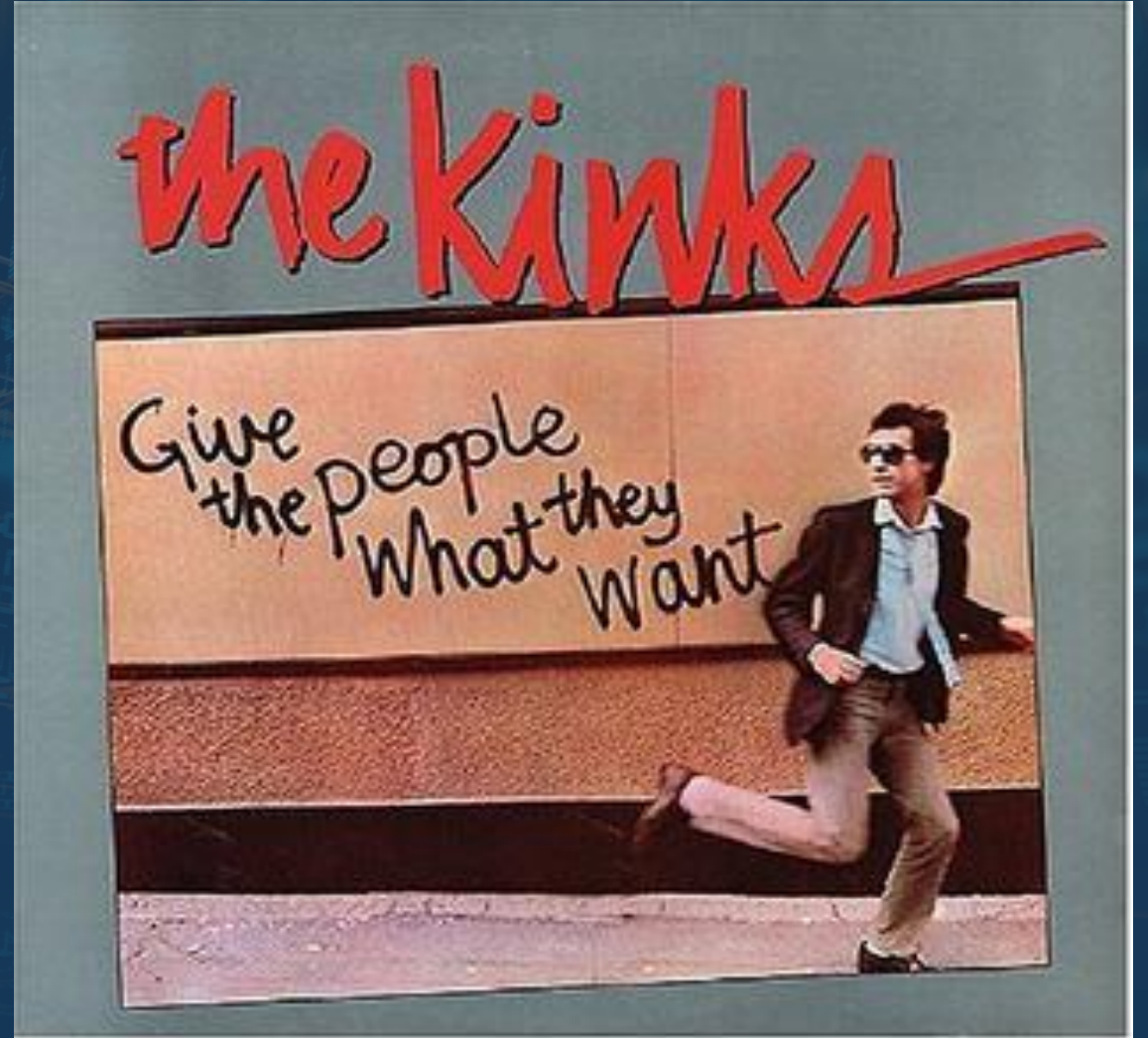
# FUTURIOM

FUTURE OF CLOUD TECH

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Let's Give the People What they  
Want!

R. Scott Raynovich  
Versatility 2025



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**Some companies  
understand what you want!**

The image shows the Netflix logo, which consists of the word "NETFLIX" in a bold, red, sans-serif font. The logo is centered within a white rectangular box.

# What They Want Is Not Always What You Want!

## What the Giant Tech Conglomerates Want:

- ✓ More Complexity (better to sell)
- ✓ More operating systems (more \$)
- ✓ More products
- ✓ Harder to deploy (consulting \$)
- ✓ Higher cost
- ✓ Proprietary (vendor lock-in)

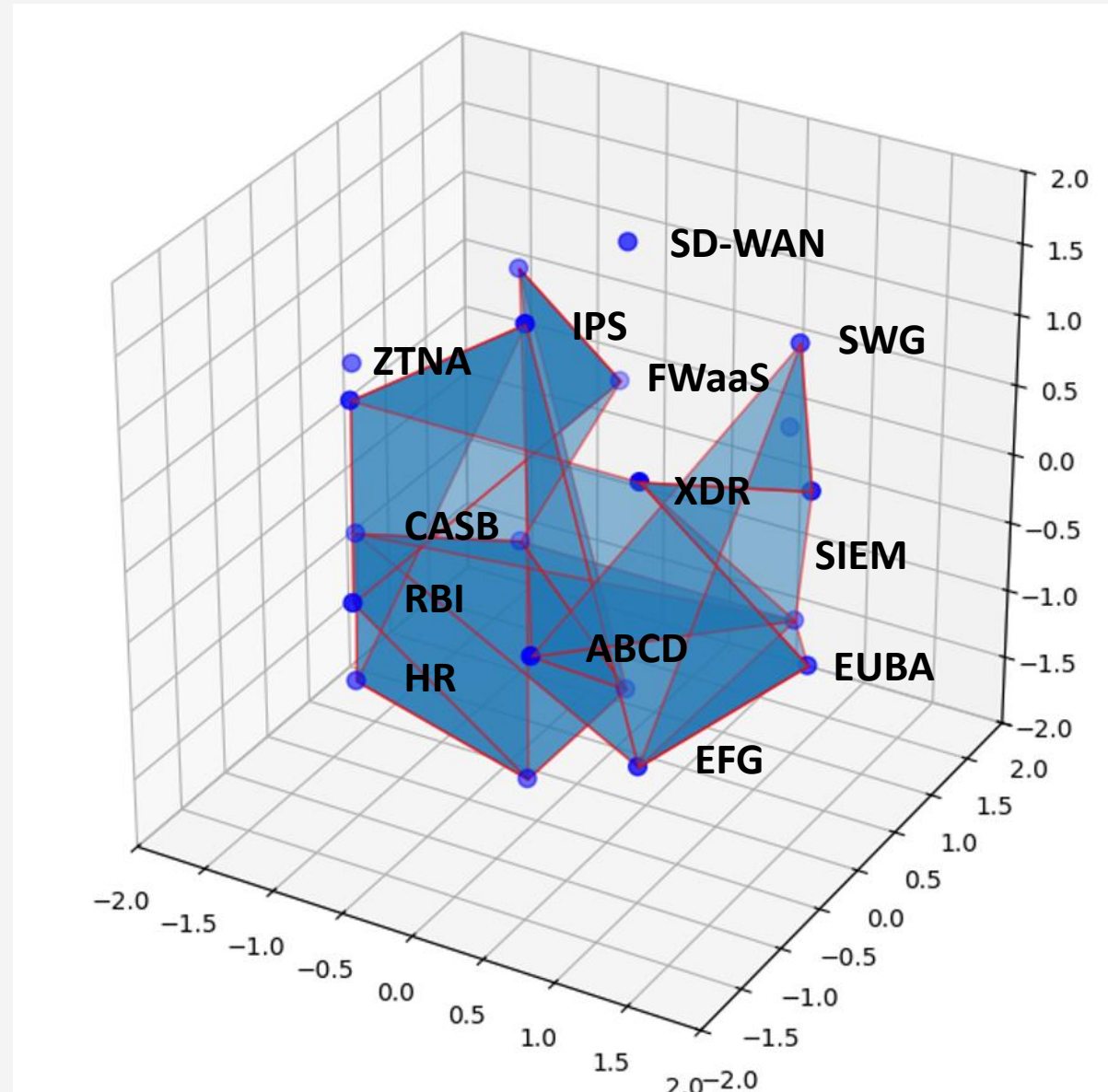
## What YOU want:

- ✓ Simplicity
- ✓ Less operating systems.
- ✓ More features, less products
- ✓ Better integration, easier to deploy
- ✓ Lowest cost possible
- ✓ Open and/or flexible

Analysts in ivory towers...  
bring you magical things!



Introducing ... Scott's Magic  
SASE Dodecahedron!



# To Adopt New Features, Most Large Tech Conglomerates Buy vs. Build

**Cisco: 11 SASE and cybersecurity deals in 9 years**

**Palo Alto: 21 SASE and cybersecurity deals in 9 years**

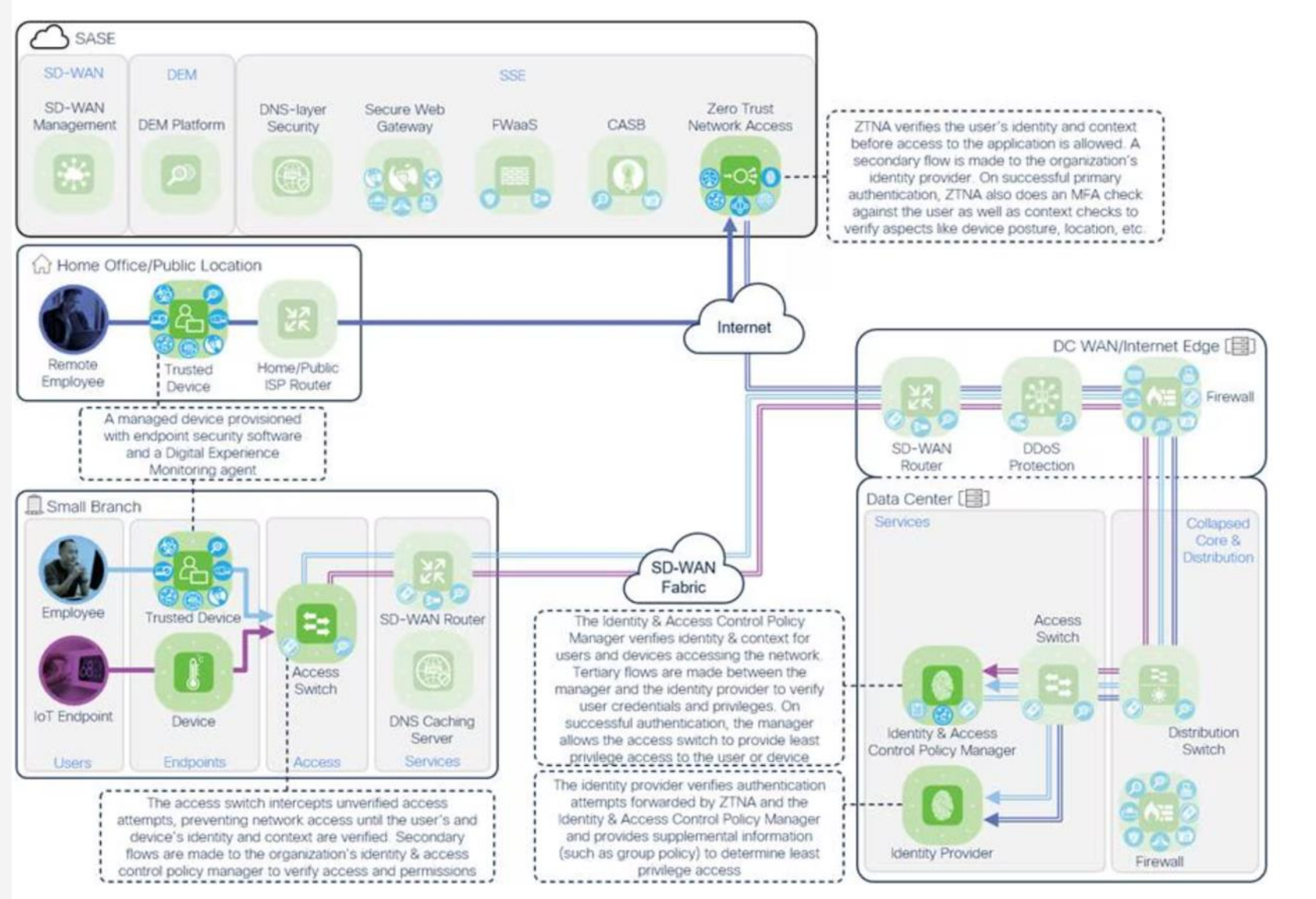














Lots of M&A  
and  
complexity  
can lead this!

.. example of  
a past Cisco  
security  
architecture





(Source: Cisco)



## MULTIPLE VENDORS (BASIC/LIMITED INTEGRATION) - MULTIPLE PANES OF CONFIGURATION AND VISIBILITY

Category	Vendor 1 Pane <i>SD-WAN</i>	Vendor 2 Pane <i>ZTNA</i>	Vendor 3 Pane <i>SWG</i>	Vendor 4 Pane <i>Other SSE Services</i>	Key Issues
Management, Configuration, Monitoring, Troubleshooting					Higher OPEX due to inefficiencies created by disparate UX
	 Secure SD_WAN	 ZTNA	 SWG	 CASB, DLP, NGFWaaS	Increased TCO due to different product & infrastructure stack "chained" together for E2E service delivery
Consistency of Policy Definition & Application					
Security	● Vendor 1 Security	■ Vendor 2 Security	▲ Vendor 3 Security	◆ Vendor 4 Security	Weakened Security Posture due to inconsistent policy constructs
Network	● Vendor 1 Network	■ Vendor 2 Network	▲ Vendor 3 Network	◆ Vendor 4 Network	Increased OPEX due to disjointed security & routing
Data Lake					Higher TCO due to lack of E2E analytics & visibility caused by inconsistent data model
Infrastructure Architecture, Network & PoPs	Different	Different	Different	Different	Higher TCO due to replication of infrastructure
Traffic Routing Inefficiencies: <i>Hair pinning of Traffic &amp; Ping-ponging Across Multiple Cloud PoPs</i>	Yes	Yes	Yes	Yes	Worsened user experience due to highly inefficient traffic routing impacting latency

# PLATFORM APPROACH

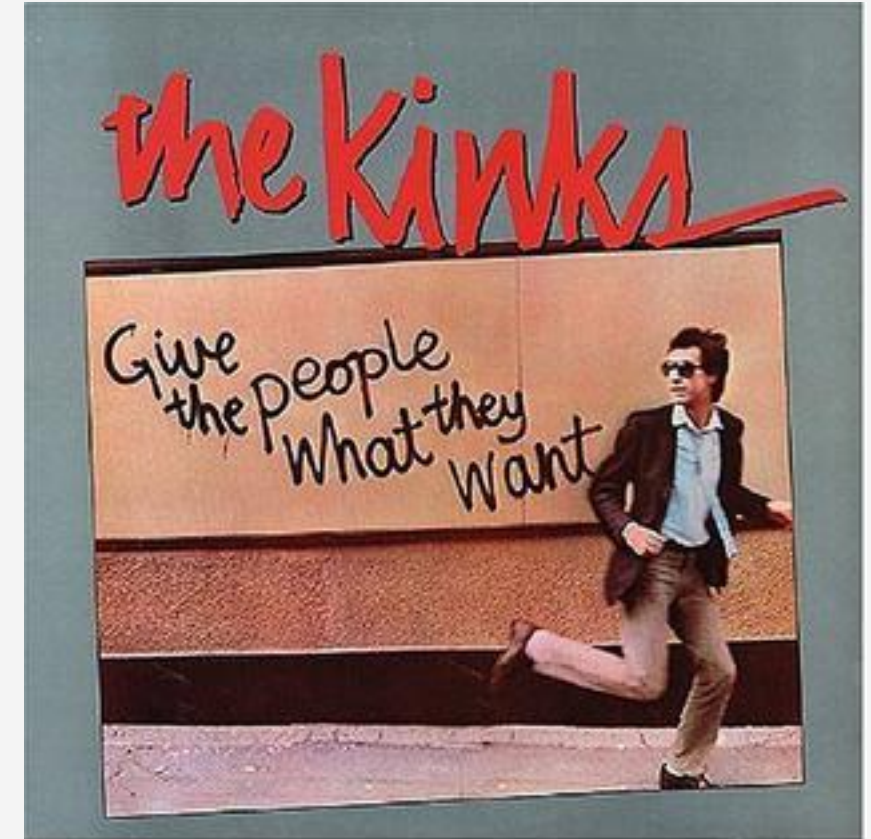
Category	Unified SASE — Single Vendor Integrated Management & Visibility		Key Advantages
Consistency of UX Management Plane Configuration Monitoring, Troubleshooting			Lowest OPEX due single pane of glass and consistent UX
			Lowest TCO due to one consistent platform doing all services
Consistency of Policy Definition & Application			
Security			Improved security posture due to consistent policy constructs
Network			Lowest OPEX due to consistent security & routing constructs
Data Lake			Lowest TCO and improved security posture due to Unified Data Lake
Infrastructure Architecture, Network & PoPs	Same	Same	Lowest TCO dues to unified infrastructure
Traffic Routing Inefficiencies: <i>Hairpinning of Traffic &amp; Ping-ponging Across Multiple Cloud PoPs</i>	No	No	No inefficiencies resulting in excellent User Experience



# Give the People What They Want!

Why can't infrastructure and security companies make it easier for their customers?

- ✓ Features not magic quadrants
- ✓ Less licensing headaches
- ✓ Less operating systems
- ✓ Less integration hassles
- ✓ Lowest possible operating costs



Thank you

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**FUTURIOM**