

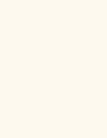
4 Cognitive Biases Blocking Better Network Security

Hidden mental traps could be preventing you from transforming network security with a managed SASE strategy. Discover which of these four biases are holding you back—and how Telstra's expertise, technology partnerships, and global infrastructure can help you simplify, scale, and secure your networks.

1

Status Quo Bias

The tendency to stick with the current state of affairs, even if a better solution is available.



You might be thinking:

We're already managing network security in-house, why change now? On the other hand, if in-house management is the best approach, why do 62% of enterprises* rely on MSPs to manage their SASE solutions?



Take a moment to consider:

Are you holding onto in-house processes because they're familiar, even though they limit scalability, strain resources, and fail to address evolving security and network needs? Is your SecOps team overwhelmed? Have you acknowledged gaps in security coverage and the risk of zero-day threats?



Risks:

- **Higher TCO** as in-house management compounds inefficiencies from maintaining multiple point solutions and redundant workflows.
- **NetOps and SecOps burnout** caused by the complexity of using siloed tools and a rigid commitment to internal management.
- **Degraded performance and downtime** as an unyielding belief in internal management limits access to the expertise needed for enterprise-wide visibility, and automated incident detection and response.



Beat the bias:

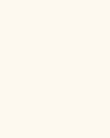
Reflect on how a managed SASE solution delivers scalable expertise, proactive management, unburdens internal teams, and maximises ROI. If you feel unsure, leverage Telstra's consultancy services to assess gaps, quantify risks, and plan a migration roadmap. Alternatively, ease in with a proof of concept or by gradually shifting key SASE functions, such as policy enforcement, to a managed services provider like Telstra.

*Source: Frost and Sullivan

2

Loss Aversion

The fear of potential losses feels more significant than the benefits of potential gains.



You might be thinking:

What if switching to a managed SASE solution disrupts operations or creates a loss of control? But isn't that just a matter of choosing the right managed services provider—one that eliminates risks with planning, seamless integration, and proactive support?



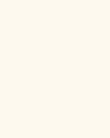
Take a moment to consider:

Are you overstating the potential challenges of adopting a managed SASE strategy, while underestimating its long-term benefits, such as increased security, improved application performance, and enhanced business agility? And what about the cost of inaction? Could staying with the status quo result in greater risks and missed opportunities?



Risks:

- **Increased compliance incidents** due to inconsistent policy enforcement and lack of skills—a challenge managed SASE mitigates through automated, uniform policy enforcement and adaptive, risk-based controls.
- **Inconsistent implementation of Zero Trust Security**, which creates security gaps. A managed SASE solution ensures consistent, policy-driven Zero Trust enforcement by unifying identity-based access controls and dynamically adjusting security policies based on real-time risk.
- **Poor operational efficiency** caused by a lack of expertise in automation and workflow optimisation. AI-driven automation from a managed SASE provider helps enterprises overcome this challenge and accelerates network and security incident detection and remediation.



Beat the bias:

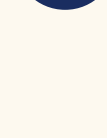
Consider this: A managed SASE solution ensures consistent Zero Trust policy enforcement, maintains compliance readiness, and can help you leverage AI, analytics, and automation to streamline operations and right-size resource requirements. At ADT, a leader in home and business security, an impressive 92% of incidents are now automatically resolved, dramatically reducing alert fatigue.**

**Source: ADT Case Study

3

Complexity Bias

The belief that more complex solutions are inherently better than simpler ones.



You might be thinking:

A managed single-vendor SASE approach can't possibly handle our needs as effectively as a managed multi-vendor setup with best-of-breed tools. But isn't it also true that an integrated, managed approach simplifies operations, strengthens security, and enhances user experience?



Take a moment to consider:

Are you mistaking complexity for effectiveness, even though it adds management overhead, reduces visibility, and creates operational inefficiencies? Does your current approach require constant manual integration, create policy inconsistencies, and slow down incident response?



Risks:

- **Limited visibility and predictive capabilities** caused by fragmented and siloed security and networking systems. This is a challenge that a managed single-vendor SASE solution resolves by unifying telemetry and applying analytics and AI.
- **Delayed anomaly detection and response** caused by a lack of automation—an issue managed SASE mitigates by integrating data from multiple systems and leveraging AI and automation to swiftly detect, correlate, and proactively respond to security threats and network performance issues.
- **Misconfigurations and security vulnerabilities** stemming from complex policy enforcement and manual updates—problems that managed SASE eliminates with centralised policy management, automated updates, and continuous compliance monitoring.



Beat the bias:

Challenge assumptions: Is complexity solving problems—or creating new ones? Consider this: A managed single-vendor SASE solution eliminates manual enforcement by centralising and automating policy updates. It then unifies network and security telemetry to provide complete visibility. With AI-driven automation, it detects and responds to threats in real time, enabling faster incident resolution, streamlined operations, and improved digital experiences.

4

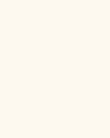
Sunk Cost Fallacy

The tendency to continue investing in a system because of resources already spent, even when better options are available.



You might be thinking:

We've already spent so much on our existing infrastructure and team training, it would feel like a waste to switch now.



Take a moment to consider:

Are you prioritising past investments over future gains? Could holding onto legacy systems prevent you from unlocking the full potential of a more secure, scalable, and efficient managed single-vendor SASE approach? Or worse, could solutions and processes from the past be amplifying risks today?



Risks:

- **Escalating technical debt** as outdated systems fall short in supporting evolving business needs and new regulatory requirements.
- **Weakened security posture** as SecOps teams struggle to triage and prioritise incidents, which can increase the risk of critical threats being overlooked.
- **Limited scalability** as limited resources and infrastructure fail to support expanding operations or accommodate growing network and security demands.

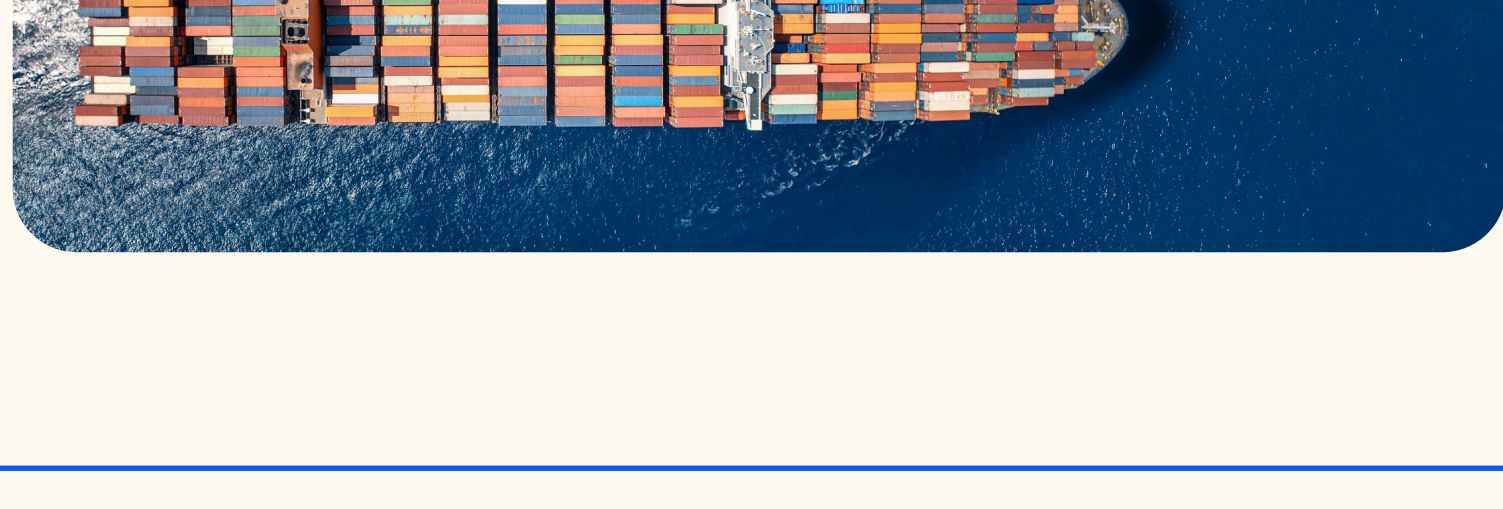


Beat the bias:

The Japanese have a wise saying: If you get on the wrong train, get off at the next station. With a managed single-vendor SASE solution, you can enable scalability, fortify your security posture, and modernise networks and security to meet new demands.

Discover how enterprise transformed with Telstra Managed SASE

Telstra's comprehensive consulting and managed SASE solution combine cutting-edge technology, deep expertise, proven best practices, and global infrastructure to help enterprises deploy, run and optimise SASE architecture.



Smooth seas ahead

Faced with aging firewalls and poor connectivity, a global shipbroking leader partnered with Telstra for a single-vendor SASE solution. The result? 99.9% uptime, enhanced operational efficiency, and simplified day-2 management.

Ready to unlock the full value of SASE?

Telstra Managed SASE solution combines unmatched expertise, global reach, and advanced technologies to help you achieve peak SASE performance.



Discover how you can secure your enterprise 24x7x365 with Telstra.

Explore now



Let's build a secure future. Schedule a free managed SASE consultation today.

Request a callback