

SDWAN roundtable

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Introduction

What is SDWAN

SDWAN market

SDWAN Benefits

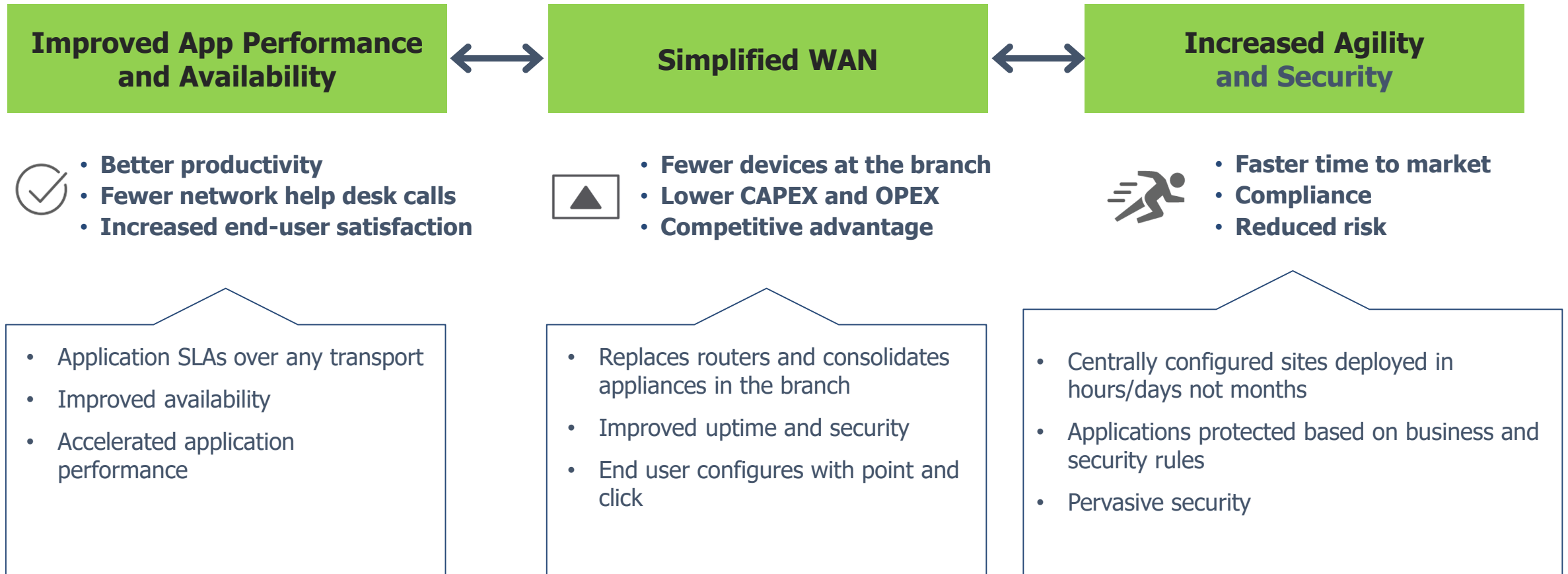
Qualification SDWAN opportunities

Common Customer Questions

What is SDWAN

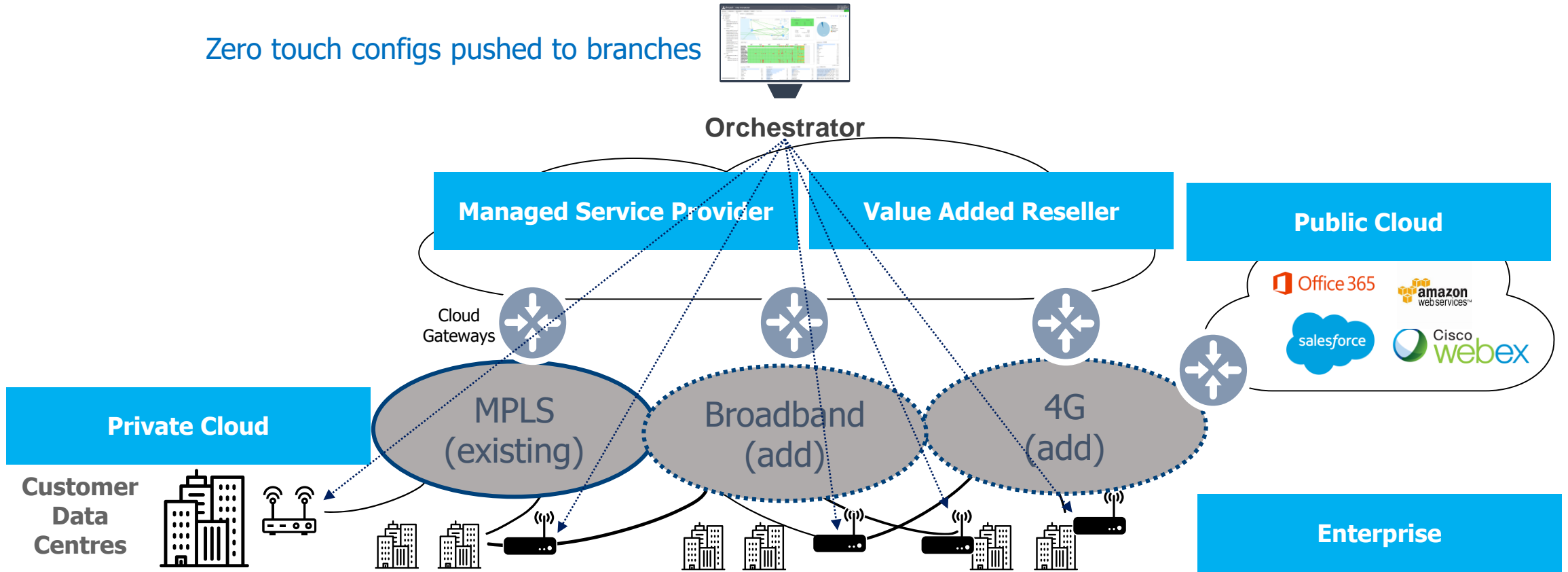
Software-Defined Wide Area Networks

A more cost effective way to connect Enterprise branches to their organizational resources and cloud applications



What it looks like

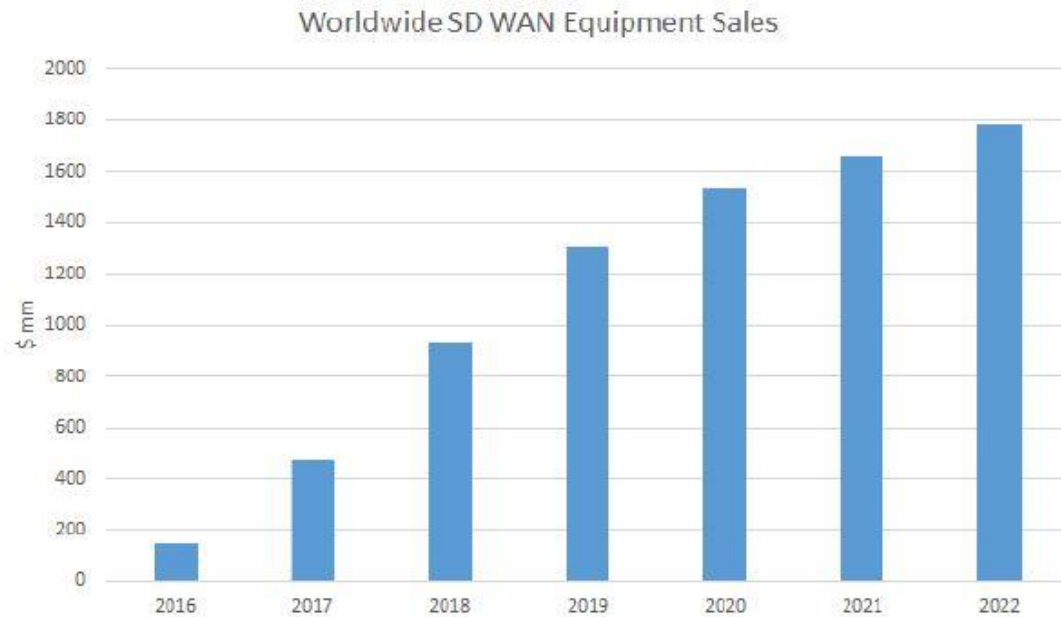
Zero touch configs pushed to branches



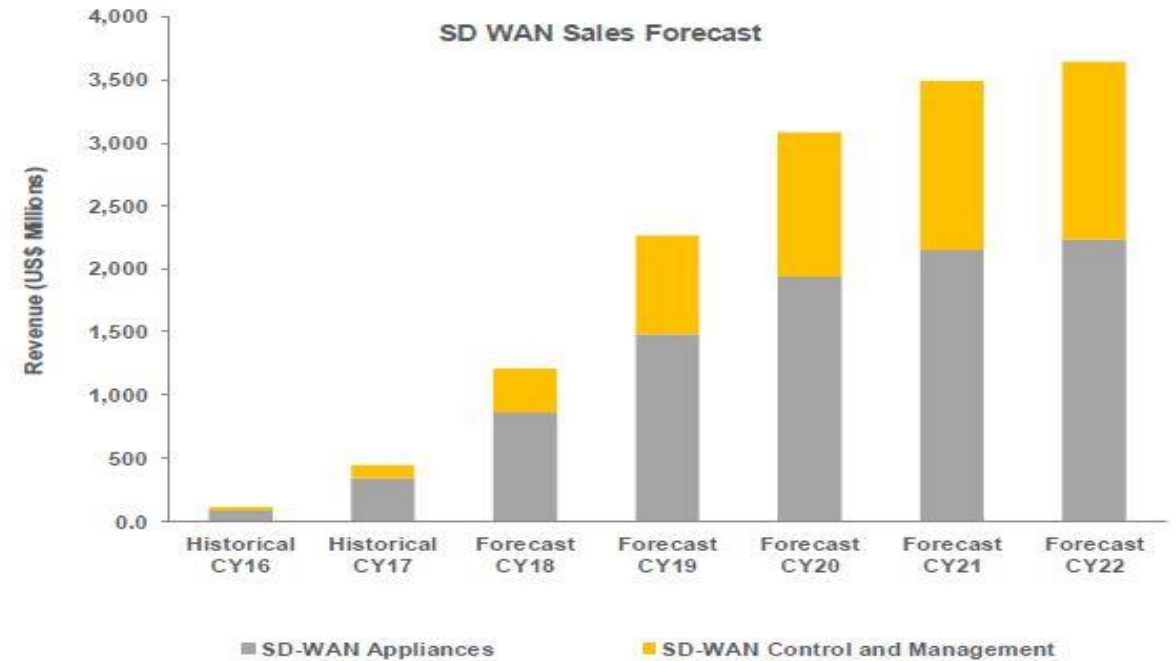
- Zero touch configuration of each branch, done centrally
- Dynamic information to users on how their applications are performing
- Automatic correction around network link failures

SDWAN Market expanding

- Gartner 2021 forecast up to \$1.6B from \$1.3B
- IHS forecast up to \$3.5B



Source: Gartner (July 2018).

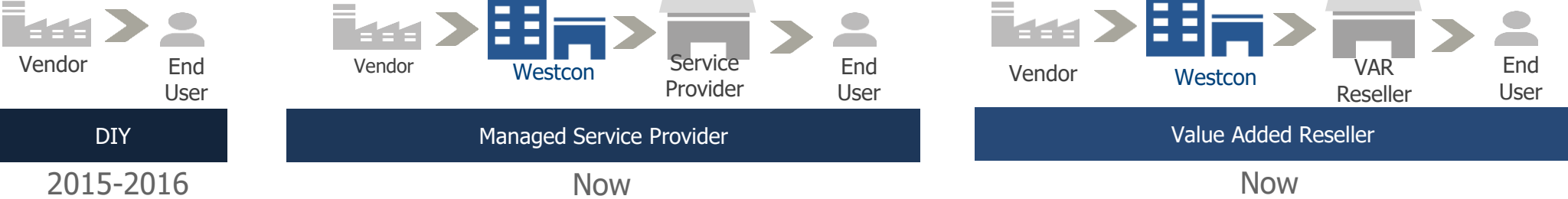


Source: IHS Market.

Market evolution

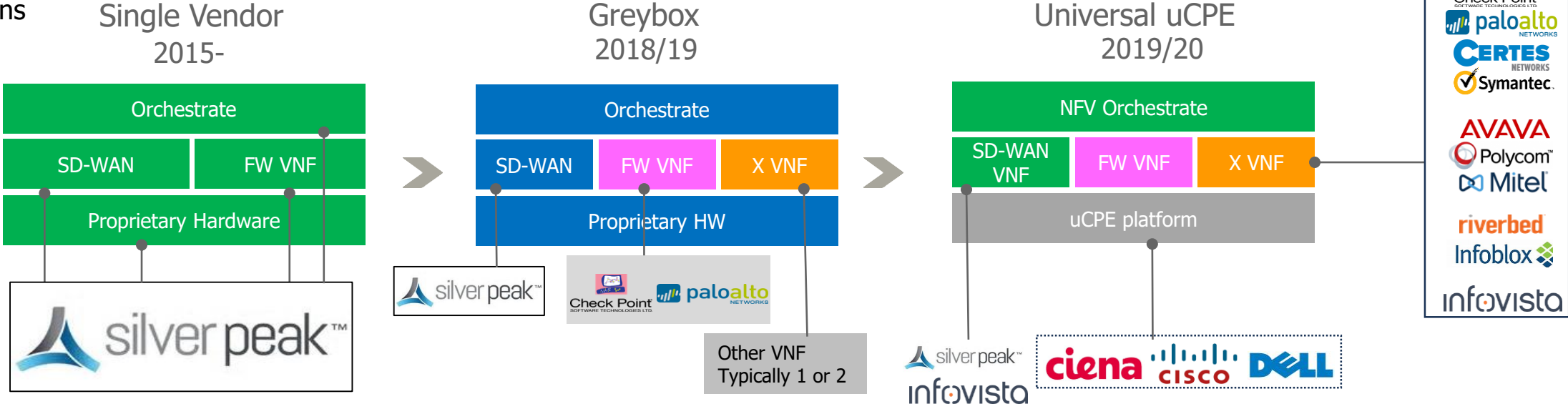
1

Routes to Market



2

Evolving Hw/Sw options



SD-WAN benefits



Networks are in transition!

Networks are undergoing an important transition from closed platforms bundling hardware with software, to ones using hardware and software from different vendors, where hardware is low cost and commodity.

This transition is called SDN or Software-Defined Networking, with our initial focus on Software-defined WAN.

SDN increases competition, stimulates innovation and increases customer choice. It also sees a major shift in business model from CAPEX to software paid as subscriptions OPEX.

Traditional MPLS WAN



Expensive CPE, links and service



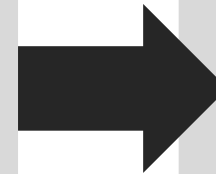
Months to provision, Inflexible, Complex to configure



No customer visibility into application performance



Customer relies on Service Provider for network changes



SD-WAN



Automated provisioning: months to minutes



Visibility into & control of application performance



Simplified management, customer adds/removes sites & licenses



Improved SaaS performance with optimisation



Enhanced availability



Saves money!

Qualification SDWAN opportunities

- Enterprises with 10+ office locations, Vertical sectors
- Existing WAN Optimization customers
- Are they executing a merger/acquisition or expansion (e.g. new office / move)
- Are they consumers of cloud IT or 'as-a-service' applications
- Are they investing in CRM, remote diagnostics, IoT
- Are there end of lease, end of life or end of support programs for infrastructure in their network
- Have there been network issues / customer satisfaction issues
- Do they rely on real-time collaborative applications like video conferencing or VoIP
- Do they operate a distributed contact center
- Do we have meetings with IT leadership to discuss SD-WAN

"Users complain about poor application performance"

"We're spending too much on bandwidth"

Common SDWAN questions

- Can you eliminate MPLS? Is Internet good enough for ensuring user experience?
- Does SDWAN drive out cost in the network?
- Do all SDWAN providers provide application performance or just guarantee availability and reliability?
- SDWAN is a crowded market and the technology is still maturing, why should we choose for your solution?
- How do I offer SDWAN to customers that do not want to move away from their current solution just yet?
- SD-WAN is primarily enterprise focused, how can I deliver this as a managed service?
- How will SD-WAN help me as a xSP?

Common Security questions

- Why do customers need security on top of an SD-WAN appliance native firewall?
- How is consistency in security policies maintained between different security gateways (cloud, branch, data center)
- How can customers make sure that when a branch office is breached that other branch offices are protected?

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