

# Getting your business on the front foot with SD-WAN *Yes*



As businesses go digital, they increasingly rely upon a mixture of public and private cloud-based applications for day-to-day functions. This shift has increased the need for a more sophisticated network, particularly for organisations that operate in multiple locations.

## Benefits of SD-WAN include:

1. **Business agility** – faster provisioning of new sites and services, zero-touch provisioning, and centralised management.
2. **Reliability and efficiency** – simplified configuration, policy-based (not command line-based), improved utilisation of redundant WAN circuits.
3. **Security** – SD-WAN can deploy consistent security throughout the network, with next-generation firewalls and end-to-end encryption baked into many solutions to protect sensitive data that travels over the WAN.
4. **Easier to manage** – SD-WAN uses a GUI-based interface that simplifies deployment and troubleshooting.
5. **Intelligent connections** – SD-WAN dynamically matches applications to connectivity methods – such as Internet, LTE, and MPLS.

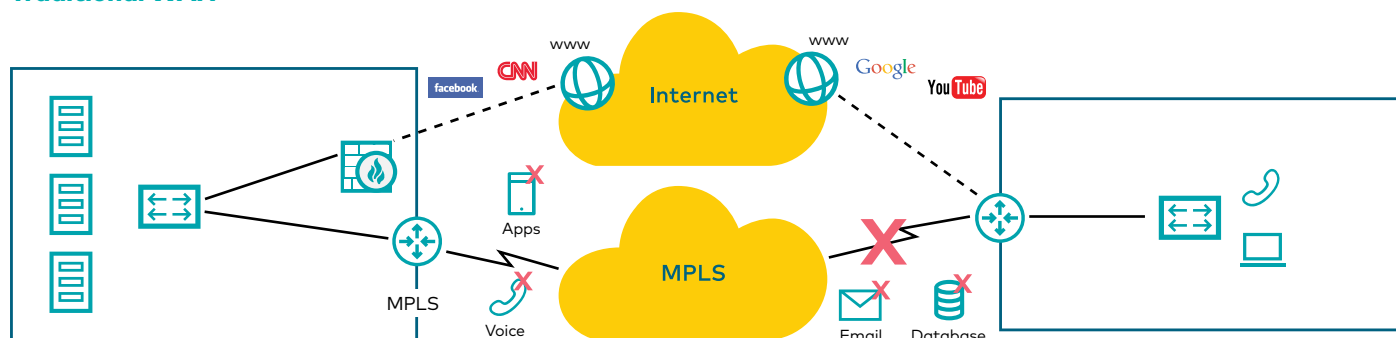
Traditional (Hybrid) WAN is used to connect two geographically separate WANs to a branch office using two different types of connections to carry the traffic.

Software-Defined Wide Area Networking (SD-WAN) leverages Software-Defined Networking (SDN) to deliver services across MPLS, LTE, or broadband. SD-WAN simplifies the management and operations of a WAN by separating the networking hardware from its control mechanism and connecting enterprise networks – including branch offices and data centres – over geographically dispersed locations.

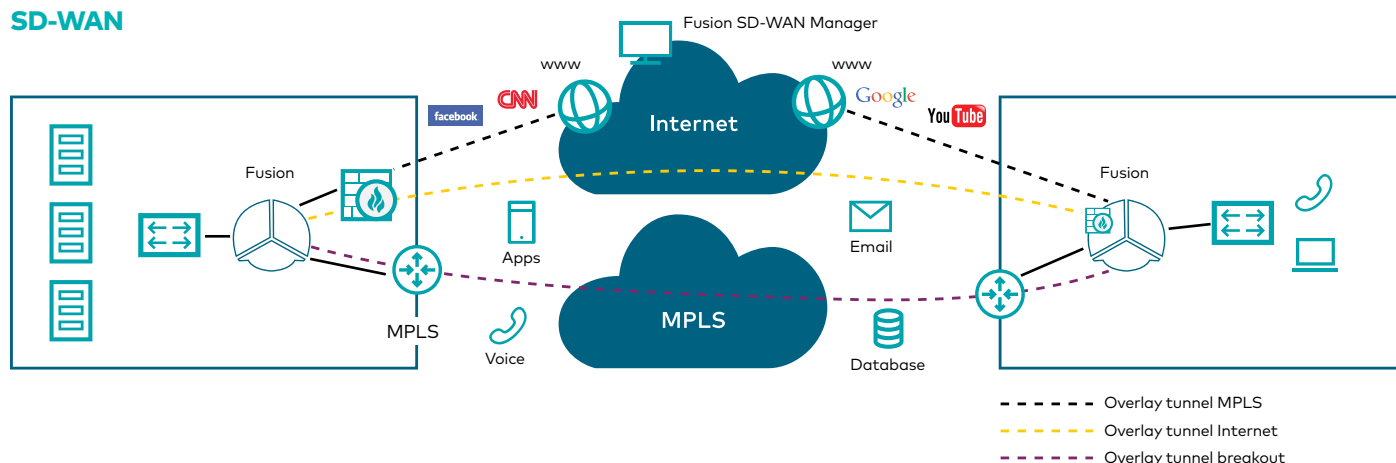
Hybrid WAN architectures tend to be less reliable and cost-efficient, and deploying new applications and delivering highly available connectivity can also be challenging.

What makes SD-WAN appealing, particularly to large organisations, is that it offers open hardware platforms and standardised network links that can reduce costs. It also offers hardware that can be managed via the cloud by a service provider, which reduces the need to manage it in-house.

## Traditional WAN



## SD-WAN



Traditional WAN vs. SD-WAN

## IDC forecasts SD-WAN market to reach \$8 billion in 2021 as enterprise branch network requirements accelerate.<sup>1</sup>

The most significant driver of SD-WAN growth over the next five years will be digital transformation in which businesses deploy third-party technologies, including cloud, big data and analytics, mobility, and social business, to unlock new sources of innovation and creativity that enhance customer experiences and improve financial performance. With more devices consuming rich data and video, it's easy to eat up a large portion of an expensive MPLS link - another factor that's pushing the trend.

While an SD-WAN can simplify traditional WAN deployments, if you're overseeing multiple transport and access providers around the world, a managed SD-WAN service provider (MSP) might be worth considering. By using an MSP, businesses can get the flexibility and cost savings of SD-WAN and at the same time free up resources from having to manage the infrastructure and connectivity.

MSPs can:

- Provide expertise and technology to integrate disparate operations and management systems across various access, transport, and network solution providers, presenting a unified view for enterprise network teams.
- Provide the option to evaluate and deploy SD-WAN in phases.
- Provide SLAs that guarantee application and network performance across the distributed WAN locations.

As network managers struggle to maintain security, reliable performance, and costs within their hybrid network topologies, they are looking for new capabilities that offer greater control over WAN environments. SD-WAN solutions are integral in shaping the future of WAN management.

**Get your business on the front foot with SD-WAN.** [Learn more at optus.com.au/enterprise](https://optus.com.au/enterprise).

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