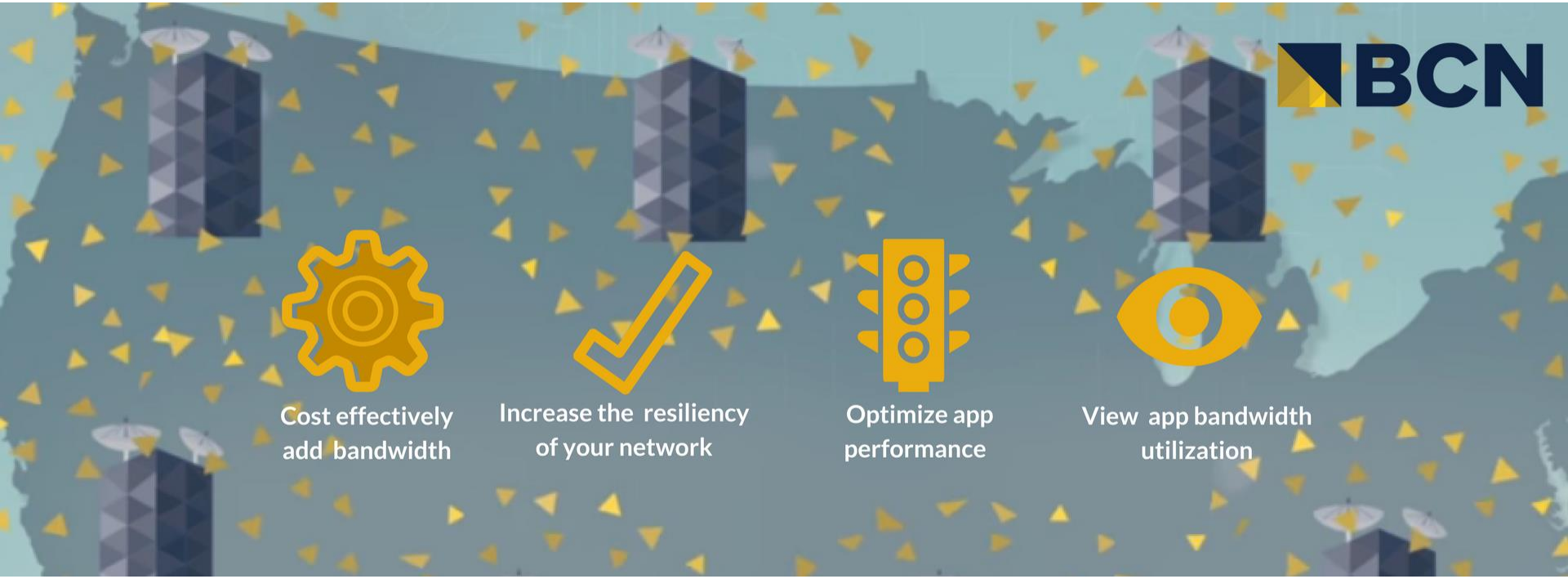

Selling SD-WAN

4 Steps to Success

BCN

1

UNDERSTAND THE SITUATION

Many distributed businesses are struggling to deliver consistent, personalized and secure experiences to customers and employees.

SD-WAN terminology

A software-defined wide area network (SD-WAN) acts as an overlay network that virtualizes and decouples the network management function from the physical hardware using a centralized controller to set policies and prioritize network traffic. It acts on those policies in real time to determine the best path for each application across the network connections, to ensure that app performance meets agreed-upon service level agreements (SLAs). SD-WAN provides unprecedented visibility and control over a company's network-based application performance.

Key takeaways

- IT departments are struggling to deliver improved cloud-based application performance
- The demand for corporate bandwidth doubles every 18 months[1]
- SD-WAN seamlessly delivers cloud-ready networking to all sites

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2

KNOW YOUR TARGET

SD-WAN transforms the network to optimize application performance, lower TCO and simplify overall network management.

Characteristics:

- Businesses who have multiple locations on a traditional private network (MPLS) or Hybrid WAN
- Businesses who rely on varying connection types and/or vendors to connect remote locations
- Businesses who desire more bandwidth utilizing available, cost-effective broadband access
- Businesses implementing more cloud-based apps from CSPs
- Businesses who house mission-critical data on cloud-based apps
- Businesses who need higher performance, security and resiliency to support cloud-based apps without paying a premium
- Businesses that desire 100% uptime for better business continuity and improved customer experience

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3

INTRODUCE THE SOLUTION

Leave your outdated network behind with SD-WAN

Application visibility and control
Manages and deploys routing policies with a centralized management tool

Dynamic WAN selection
Preserves application performance based on pre-set thresholds

Application optimization
Monitors and improves network paths for higher quality

Dynamic IPsec deployment
Enables end-to-end encryption for secure data transmission over public networks

Managed service
Offers continuous, proactive monitoring and optimization

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4

POSITION THE SOLUTION

Optimizes network infrastructure

It determines the most effective way to dynamically route applications to multiple locations

Replaces "skinny" T1s with lower-cost, higher-bandwidth broadband alternatives

Enables a roadmap for future applications

Increased productivity

It supports your cloud-based apps with a resilient and secure architecture

Delivers apps with high-performance and virtually no downtime

Offers real-time performance analytics and insights to drive productivity

Supports applications that enhance the customer experience

BCN

4

POSITION THE SOLUTION

Improved security

Your data is safe and secure no matter how your employees access it

- Creates a virtual private network on top of existing connections
- Encrypts all traffic with IPsec, making any access type a secure connection
- Firewalls and security policies can be easily modified for each location

Reduced TCO

- Uses a variety of cost-effective and readily available access methods
- Shifts application monitoring from physical devices to software

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DIG DEEPER PROBING QUESTIONS

- What are your top critical applications?
- How do you know you have enough bandwidth to support those apps?
- Do you have visibility into all the applications running on your networks by end-user and location?
- Can you measure jitter, latency, and packet loss on a per-applications basis?
- Can you prioritize applications and set minimum performance parameters per application?
- Are there applications that need to be available 24x7 to your end users?
- What type of backup network do you currently have?
- Are you migrating applications to the Cloud?

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CONTACT BCN FOR MORE DETAILS!

Contact your BCN Partner Sales Director or email:
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