

# Software-defined WAN:

A look into value, use cases, and the importance of choosing the right partner



# The changing WAN landscape

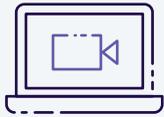
The digital economy has created a sea of change across every facet of business. Today there is unprecedented pressure on organizations to deliver an integrated, personalized experience – for customers, employees, and partners. To unleash the capabilities required to compete and thrive in this digital era, companies are more reliant on their WANs than ever before.

The WAN market is changing. The move to the cloud, the rise of bandwidth-intensive applications, and the shift to remote workers has required IT leaders to think more critically about the way their corporate networks are structured and managed. The reality is, in today's mobile and multi-cloud world, traditional WAN architectures often can't keep up.

## Moving beyond traditional WAN architectures

When it comes to traditional WANs, the biggest challenges for IT teams are lack of flexibility and the complexity typically related to managing them – including the ongoing need to connect remote users to applications via hosted servers in the data center. While dedicated MPLS (Multiprotocol Label Switching) helps ensure reliable WAN connectivity and security, this approach often falls short from a user experience perspective in today's SaaS, IaaS and cloud-centric world.

Other business challenges that leaders are trying to solve for include:



### High bandwidth demands

Due to the growth of video, unified communication, cloud-based apps, and more



### App performance and experiences

It's difficult to optimize performance, visibility, and user experiences in traditional architectures



### Increased cloud adoption

Traditional MPLS-based WAN architectures lack a cloud-friendly design



### High WAN costs

MPLS connections can be costly and adding them quickly isn't always possible

What's needed is a next-generation solution that addresses all of these risks and challenges without compromise – a proven solution that sets up organizations for success in today's complex digital age. **That solution is SD-WAN.**

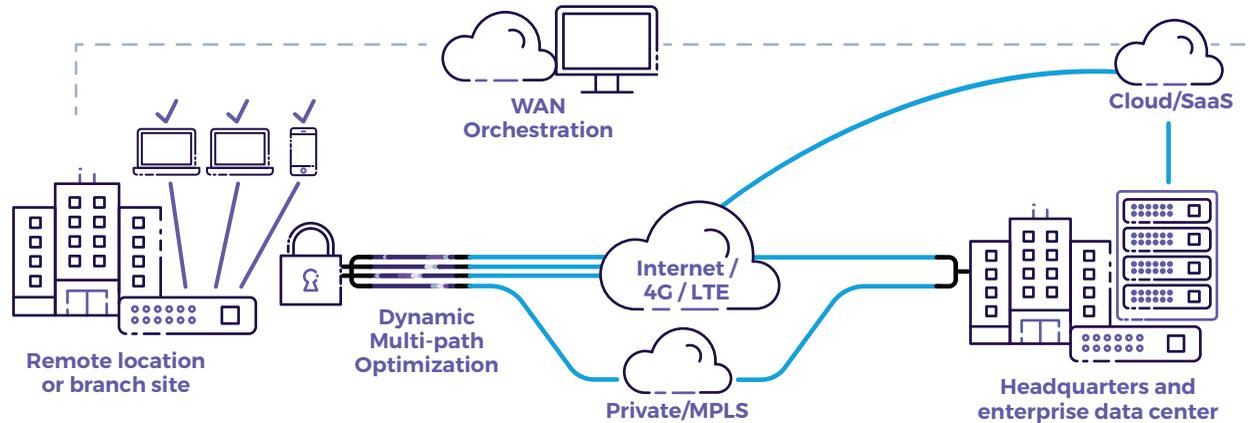
# SD-WAN installations are growing at a fast pace

The reason for this growth is simple – SD-WANs pave the way to quantifiable business outcomes:

- ✓ They boost application performance, increase business agility, optimize network uptime, and fuel significant cost savings
- ✓ They enable organizations to improve customer and user experiences by increasing bandwidth and site-to-site connectivity
- ✓ They facilitate access to business-critical data across cloud and SaaS applications, empowering mobile workers, geographically dispersed employees, and branch office personnel to compete more effectively in today's digital age
- ✓ Finally, they allow robust enterprise-class computing, collaboration, and connectivity that extends across the enterprise

## Use cases: How SD-WANs support today's IT environments

SD-WANs can be architected to suit a variety of IT needs. Here are three common reasons IT leaders are employing them today:



### Unified Communications and UCaaS

- Voice and video workload optimization using intelligent load balancing and forward error correction (FEC)
- Maintain user experience during circuit failure with rapid failover capabilities and brownout detection



### Cloud Migration, Connectivity and Security

- SaaS and IaaS connectivity and security architecture for the cloud era
- Cloud workload protection and optimization of cloud application traffic routing



### Reduce Costs by Replacing or Augmenting MPLS

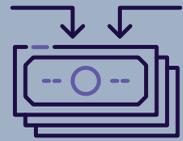
- Remove the dependency on a single carrier
- Viable alternatives to traditional MPLS in terms of dependency, with reduced complexity and cost while also enabling you to implement the most cost-effective network at each of your locations

## Avoid IT headaches, choose the right partner

Ripping out your MPLS-based WAN and transitioning to SD-WAN may sound good in theory, but to avoid headaches it's beneficial to have an intelligent conversation with someone who understands the market. A certified partner with experience in SD-WAN design, installation, and management can help you determine whether it makes the most financial and operational sense to have a solution that you manage, or a solution that's fully managed for you. Either way, you'll want to implement your SD-WAN to optimize your ability to reduce costs and risks, increase network speed and efficiency, and better serve your users – today and in the future. And that's where Netrix comes in.

# Let Netrix guide you on your SD-WAN journey

Moving to a new WAN – and choosing who to guide you on your journey – isn't a simple decision. In case you haven't noticed, there are a number of options in play in today's market. It's important to fully understand how those options are delivered. Here are four categories of SD-WAN suppliers:



## Legacy carries

Legacy carries like AT&T and Verizon are the big SD-WAN players. They sell SD-WAN network services based on price and volume, but customization and consultation aren't their strong suit. They will never tell you that you can achieve your connectivity needs without MPLS. Why? Because they are protecting their billion-dollar investment instead of looking out for what's best for you.



## System integration resellers

System integration resellers understand today's advanced technologies for the most part. However, SD-WAN requires a strong understanding of the carrier and ISP market because it enables you to bring your own bandwidth from any carrier or other suitable connectivity option. Most systems integrators lack this knowledge.



## Circuit Brokers

Circuit brokers with expertise in network and managed services may seem like a good fit for your business on the surface but dig deeper and you'll find they lack the capability to manage more complex technologies – including SD-WANs. Their wheelhouse is limited when it comes to what is required for a best-in-class SD-WAN environment.

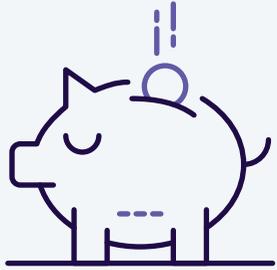


# Netrix

In a category all by ourselves, Netrix is a full-service SD-WAN provider, combining the best attributes of the above three options with a customized approach that addresses your unique business needs. From consulting to architecting and deploying the right solution including circuits and carrier choices, we serve as a one-stop SD-WAN shop. We'll also set your team up for success when it comes to managing the implementation, or alternatively, we'll do all the managing for you via our SD-WAN as a Service (SD-WANaaS) offering.

# The Netrix advantage

Netrix provides best-of-breed IT solutions to organizations around the world. We hold the highest levels of technical certifications with all major business technology vendors. Our world-class team focuses on working across technologies to deliver custom, integrated solutions that meet our clients' varying business needs. As a carrier-independent, next-generation cloud connectivity solutions provider, Netrix brings proven experience in traditional and software-designed networking to every client engagement.

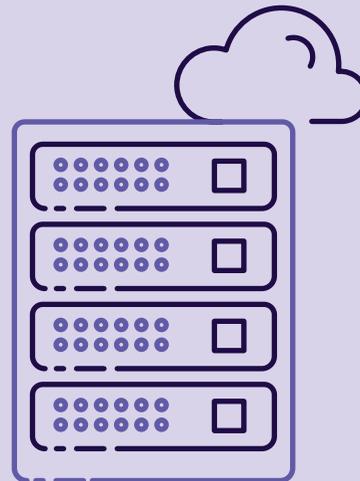


## In some cases, we are able to reduce WAN costs by 40% to 60%

### SD-WAN tailored for your business

From traditional SD-WAN builds to our fully managed SD-WANaaS offering, Netrix has your WAN requirements covered. When you work with us you can expect to have your applications delivered in minutes, on any platform, consistently, reliably, and securely – which translates into better experiences for customers, employees, and partners, wherever they might be.

From the data center, to the cloud, to the branch office and beyond, with the power of software-defined networking on the WAN, Netrix empowers your business to improve performance, reduce costs and complexity, and stay secure.



### SD-WAN drives real outcomes

Companies across many industries are seeing real results when making the move to SD-WAN. A healthcare company reported a **5x improvement in performance of Office 365**. And, a retail company said they **reduced CapEx by \$20M over three years.**<sup>1</sup>

<sup>1</sup>Cisco Infographic, Ready or not: It's up to your SD-WAN, 2019



# Get a free, upfront ROI analysis

Make no mistake, SD-WANs have arrived. And with Netrix, you won't have to wait to find out how the technology can impact your business. We're so confident in our ability to improve your approach to WAN that we're offering a free, upfront interactive network assessment. We'll analyze your current telecom spend, discuss how we can right-size your circuit approach, and help you figure out how to optimize your WAN bandwidth and budget.

**Ready to re-examine the way your WAN is structured and managed?  
Contact one of our representatives today to learn more about our company:**

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