

# **Evolving Corporate Networks and the Business Case for SD-WAN**

Until recently, corporate networking has been a fairly stable component of enterprise IT. Its return to prominence goes hand-in-hand with changes in computing-infrastructure delivery.



## Who Saw This Coming?

SD-WAN analyst predictions around market growth have been smashed as trials have transformed into deployments. As businesses across sectors and geographies continue to digitize, SD-WAN offers enterprises a straight-forward evolution of the WAN. And it's an evolution that is increasingly urgent:

To successfully serve the growing demand for public cloud-based digital business initiatives, infrastructure and operations **leaders must fundamentally re-architect the WAN.** Those who do not will inflict an expensive, subpar user experience on internal and external customers.

Gartner, Digital Business And Cloud Demand New  
Wan Architectures, Mark Fabbi, Neil Rickard, 10.11.16

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While Big Telco's jargon would have you think they are the only ones who know how to implement SD-WAN, analysts are swift to point out that the component parts of SD-WAN solutions are not "new." But integrating technology has created a range of easy-to-deploy solutions fit for the digital nature of today's businesses.

SD-WAN has disrupted the IT infrastructure and WAN marketplace in the last 24 months. Within the tech sphere, it is one of the few innovations that has exceeded market hype. Gartner predicts that spending on SD-WAN products will grow at a CAGR of 76.2% to \$1.24 billion in 2020.<sup>1</sup>

## What's Your Business Case for SD-WAN?

### Infrastructure-as-a-Service And Software-as-a-Service Adoption

If, like most, your business is moving applications to the cloud, you may benefit from SD-WAN. As Gartner observes:

*“New traffic patterns driven by the adoption of cloud services are not aligned with the traditional hub-spoke, WAN architectures deployed in most enterprises today.”<sup>3</sup>*

### Merger and Acquisition Activity

M&A activity has been on the rise across business sectors, resulting in the need for a partner to help businesses rapidly evolve and consolidate IT infrastructure.

### Bandwidth-hungry Applications

Your WAN performance is likely under pressure if you are seeing an uptick in video and live-sharing-communication-application usage among employees.

### Immersive Experiences and The Internet of Things

Increasing consumer demand for immersed and connected products will continue to grow, which will put pressure on your business to adapt.

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Analyst Predictions

Gartner estimates that, by 2020, more than 50% of WAN edge infrastructure refresh initiatives will be based on SD-WAN versus traditional routers – up from less than 2% today.<sup>2</sup>

## **SD-WAN. A Powerful Solution for Budget and Performance - Customizable to Fit Your Needs**

How SD-WAN Addresses Common Corporate Network Needs:

### **Cost Effectiveness**

SD-WAN lets you choose the mix of cost, performance and SLA optimization. Take inexpensive, locally sourced internet or business-grade connectivity for fully assured services – or both – and apply usage rules as you see fit.

### **Remodel Your Risk Profile**

The increased choice and control over access technology offered through SD-WAN gives you more dials to turn up or down, depending on your overall and specific use cases. Consider speed of delivery vs cost vs risk of service disruption.

### **Simple Roll Out at Scale**

Whether you issue a command to one or a thousand boxes simultaneously, SD-WAN paves the way for massively scaled deployments or step-by-step.

### **Better Use of Available Access**

If your site requires more than one network type, SD-WAN can help you optimize their usage. You can wave goodbye to one main and one backup line and instead use both in smart, active-active setups, for increased bandwidth availability.

### **Ease of Use**

Your SD-WAN solution includes access to a web portal, allowing instant configuration across WANs, as well as detailed reporting and real-time network visibility. Increased central control can make service adjustments simpler, meaning local technical skills may not be required past initial setup.

How SD-WAN Addresses Common Corporate Network Needs:



**Enterprise customers need an SD-WAN partner with access freedom, global reach and outstanding service.**

**At GTT, we work with your team throughout the entire implementation process. We'll be your single point of contact: one bill, one contract and one portal. We ensure that your applications are as responsive as if they were hosted in your own office. You shouldn't settle for anything less.**



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