



# **The 5 business advantages of SD-WAN**

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## Executive Overview

Organizations are increasingly embracing digital transformation to keep pace with emerging market trends, fluctuating customer demands, and increased competition. But traditional network architectures aren't built to handle the workloads and complexities of most digital transformation initiatives. More troubling is that business-critical services are often distributed across multiple clouds, which can compromise network performance, especially at branch locations.

**No wonder then that savvy network operations teams are turning to software-defined WAN (SD-WAN). This innovative technology not only simplifies the management and operation of a WAN but delivers a number of real-world business benefits.**

Here are five ways SD-WAN technology can boost the bottom line – without the IT headaches:

# 5 ways...

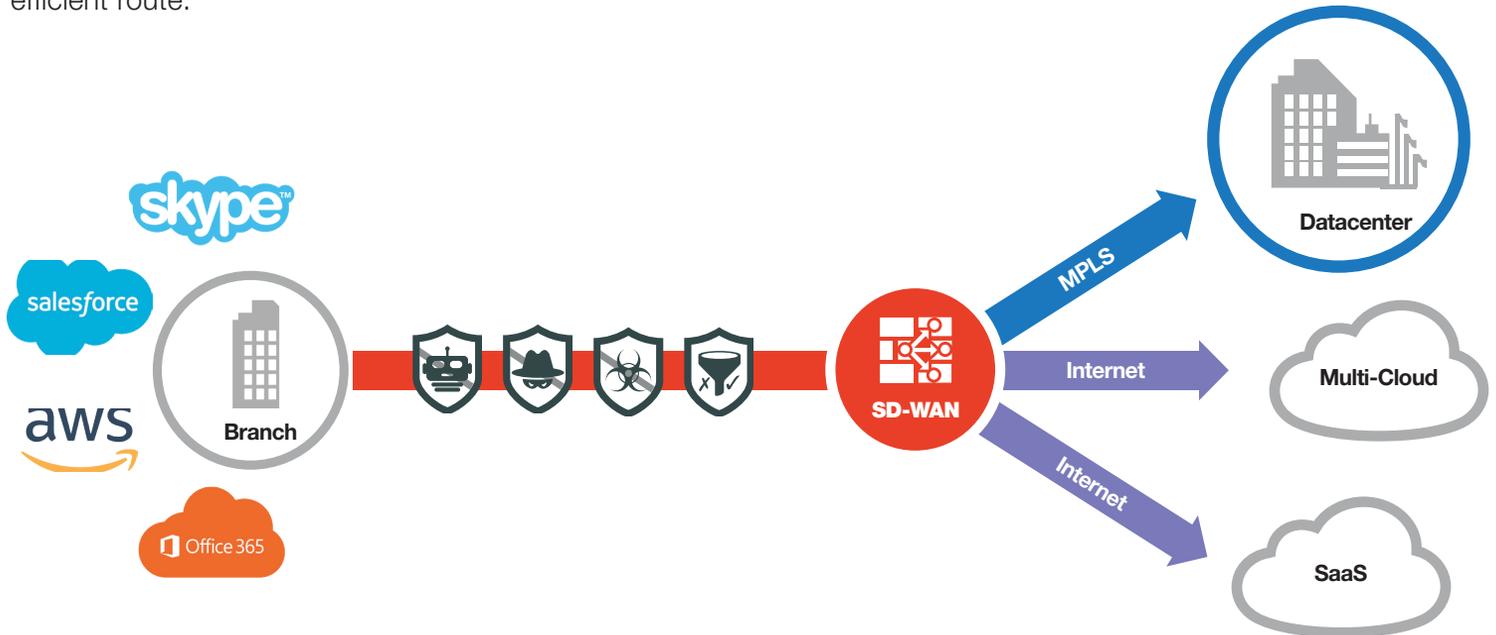
**SD-WAN technology can  
boost the bottom line  
(without the IT headaches)**

## 01: Improves performance

### Not all network traffic is created equal.

Luckily, SD-WAN can be configured to prioritize business-critical traffic and real-time services like Voice over Internet Protocol (VoIP) and steer it over the most efficient route.

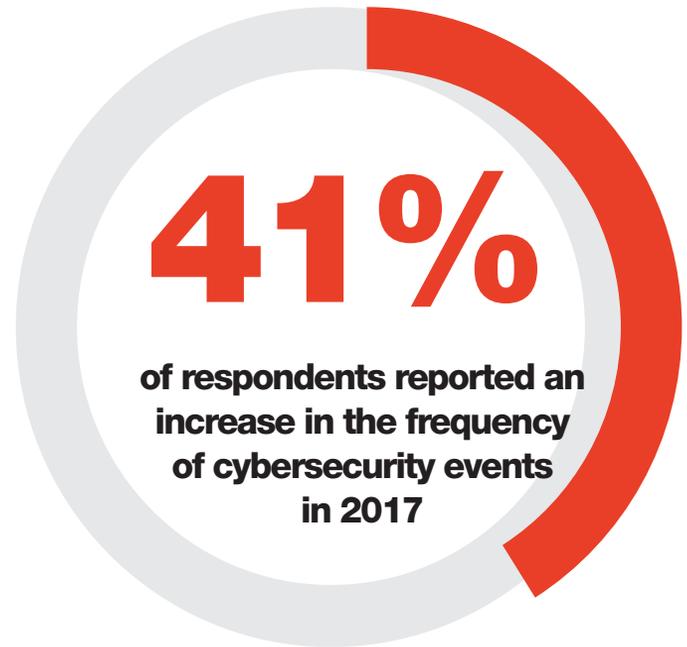
By facilitating the best performance of critical applications, IT teams can help reduce packet loss and latency issues, thereby improving employee productivity and boosting staff morale.



## 02: Boosts security

Digital transformation is a double-edged sword. While it can improve customer satisfaction and extend market reach, it can also expose an organization to significant security risks. That's a concern given that 41% of respondents reported an increase in the frequency of cybersecurity events in 2017, according to the U.S.

State of Cybercrime [survey](#). The good news is many SD-WAN solutions offer built-in security features, such as encryption capabilities, that can help prevent data loss, downtime, regulatory violations, and legal liabilities.



### 03: Lowers complexity

Digital transformation initiatives can add layers of complexity to a network. The result is not only a risk of poor network performance but over-taxed IT teams and the need for onsite personnel at remote locations to manage IT infrastructure.

Fortunately, SD-WAN can ease the IT burden by simplifying WAN infrastructure, using broadband to off-load non-critical business apps, automating monitoring tasks, and managing traffic through a centralized controller.



#### Centralized Management

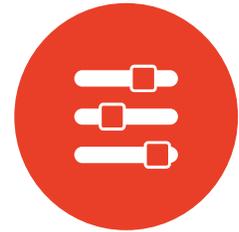
Visibility across the network and unified policy management across all branch/remote locations within a single pane of glass



**Network  
Visibility**



**Unified Policy  
Management**



**Single Pane  
of Glass**

## 04: Enables cloud usage

Organizations are increasingly adopting cloud services. The good news is that SD-WAN enables direct cloud access by eliminating backhauling traffic – routing all cloud and branch office traffic through the data center, meaning that workers can directly access cloud applications regardless of location.

What's more, SD-WAN improves cloud application performance by prioritizing business critical applications and enabling branches to directly communicate to the internet.

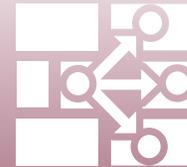
### Top Priority - Getting to the Cloud

Remote sites



## 05: Reduces costs

As organizations deploy an ever-increasing array of cloud-based applications, the amount of data travelling over a WAN increases exponentially, increasing operating costs. Fortunately, SD-WAN can reduce this price tag by leveraging low cost local Internet access, providing direct cloud access and reducing the amount of traffic over the backbone WAN. According to an IDC survey ([forecast](#)), nearly a quarter of survey respondents expect SD-WAN cost savings of upwards of 39%, with two-thirds expecting more modest savings in the 5-19% range.



**Expected SD-WAN  
cost reduction in excess of**

**39%**

(according to almost a  
quarter of survey respondents)

## Conclusion:

Eliminating network sprawl, security risks, and inconsistent performance are among the advantages of migrating to SD-WAN. But for organizations that dive deeper, this innovative technology can offer enormous business benefits for a greater total cost of ownership.

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