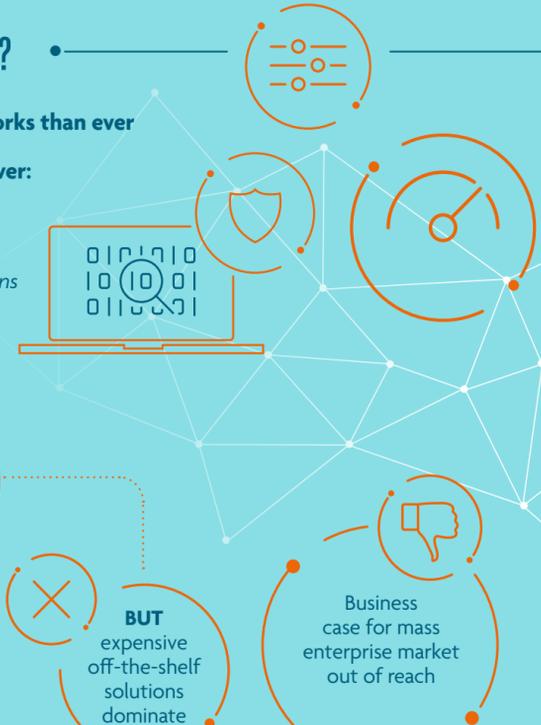


# SP-MANAGED SD-WAN: ENABLING MASS-MARKET ADOPTION

## SD-WAN WHAT'S THE HYPE?

- Enterprise business is more demanding on networks than ever
- Service Provider (SP) managed SD-WAN can deliver:
  - ▶ Agility to respond to Enterprise digital adoption
  - ▶ Greater efficiency & performance management
  - ▶ Control & flexibility to prioritize business applications
  - ▶ Integrated security



## MASS-MARKET ADOPTION WHAT'S THE HOLD UP?

FLEXIBILITY CHALLENGE	NEW OS TO MANAGE	LEGACY TECHNOLOGY	COSTED OUT
Off-the shelf solutions rarely support full scope of routing services, forcing a choice between legacy, SD-WAN, or running both in parallel	Meaning more time and internal resource to get to grips with and oversee	Enterprises want more control and flexibility to adapt their networks to the new digital demands, not necessarily to stop MPLS. Choosing between is delaying decisions to move to SD-WAN by adding complexity to the transition	Branded solutions are expensive and other existing solutions (OTT) are forcing enterprises to pay far too much for what they get

**Enterprises: In the deep end** – a DIY approach is too costly & requires too much resource to manage. Risk to existing infrastructure and/or legacy services is off-putting

Calling for a managed-service approach for trusted SPs to take responsibility, with the option of "co-management" for the most business-oriented features

**Service Providers: Missing out** – offering own-branded SD-WAN has been challenging and even when achieved, has often failed to meet revenue expectations. Margin and relationship protection imperative but SPs are first to lose out when SD-WAN is bought off-the-shelf

A white-label, managed SD-WAN solution is key to taking back control & boosting revenues

To achieve predicted mass-market adoption, the industry needs an SD-WAN approach that champions evolution over network disruption.



## BUILDING THE BUSINESS CASE

A true 'one-box' approach, where SD-WAN becomes a function of a multi-service router, is key to making the technology accessible to SMBs and small sites of large enterprises

**The one-box approach**  
What are the opportunities for SPs?

- Tap into new revenues offer SD-WAN as a managed service
- Maintain brand visibility & loyalty maximize existing partnerships
- All-in-one services routing, security, SBC, WiFi, SD-WAN, radio... all in one box
- Champion openness escape vendor lock-in, fast-track innovation, retain agility and, if customers wish, retain access to 'big brand' services
- Safeguard investment incorporate SD-WAN into standard HW upgrades, without compromising legacy services
- Retain flexibility modular, truly SW-defined approach to respond & scale as you need

**Minimal disruption and investment**  
• Maximum ROI

## EKINOPS SD-WAN

- **30% saving\*** at least for Service Providers vs an OTT deployment
- **Estimated\* 80%** saving on overall project
- **30+ market-leading** VNFs via OneOS6
- **100% OneOS6 CPE ready to SWITCH ON SD-WAN**
- **Power efficient SD-WAN** consuming 30%\* less energy for equivalent performance
- **Virtualization market leaders**
- **Trusted partner** to Service Providers for 15+ years
- **Fit for flexible working**

\*one appliance, optimized and dimensioned for its purpose

- Market's first SD-WAN solution directly extended from a routing function
- Multi-tier, multi-tenant, one-box solution
- Radically more competitive pricing model
- Tailored offerings – choose between Xpress and Prime to best meet customer needs
- Truly 'open', leveraging standard protocols (mGRE, DVTI, GDOI, IPSEC, NETCONF...)
- User-friendly single operating system, OneOS6
- Advanced SD-WAN analytics tool
- Simple activation – OneOS6-based CPEs already in the field can already simply 'switch on' SD-WAN

Learn more about Ekinops SD-WAN, visit our website.