

## SOLUTION BRIEF

**SD-WAN**

## Explained



## What is SD-WAN

SD-WAN is a simple way to decouple IT applications from an underlying network architecture, to deliver an application-centric approach.

SD-WAN automatically builds a private network on top of multiple connectivity options to enable flexible priority application routing, managed through a customer friendly portal.

## A new chapter for SD-WAN

Enterprise digital transformation is driving a new era of networking expectations, and SD-WAN has emerged as a compelling solution to satisfy demands for a highly evolved network. Yet, as with any significant upgrade, SD-WAN brings with it adoption challenges and costs, both of which need to be factored into the choice of solution. What's more, as the market has become saturated, 'the right path' to SD-WAN has become harder to identify. So, when time and resources are stretched, is there a best practice formula to follow?

## Building the Business Case for SD-WAN

Sadly not, there is no 'one-size-fits-all' approach. That said, there are several factors that can and should contribute to a broader SD-WAN adoption strategy, and enable service providers and enterprises to get off to a good start.

### ● Love your legacy?

Extending MPLS systems does not offer the flexibility and agility needed to access cloud resources and design policies per application. Put simply, you need SD-WAN. But does that mean it's time to clear the decks of legacy services?

Not quite. For service providers, there's a real opportunity to expand existing relationships and tap-in to new revenues by offering SD-WAN as a managed service. Reviewing a solution that can be integrated into the core portfolio of your carrier-grade legacy services enables a win-win: maintaining existing partnerships and business models while empowering customers to 'switch on' additional capacity, automation and application management when they need it.

After all, enterprises are not asking to get rid of their MPLS services rather, they are asking how they can get greater agility and control over their application traffic management and cloud access. A managed SD-WAN approach also relieves the time and resource pressure on enterprises to leverage capacity from the internet and implement their own 'DIY' SD-WAN solution.

### ● Keep it simple

Deployment and maintenance should be low cost and as easy and as possible. The cost of launching a managed SD-WAN solution is mainly operational, rather than related to SD-WAN technologies. A zero-touch provisioning solution can be invaluable here, saving time, cost and technical complexities associated with site intervention. While 'off-the-shelf' SD-WAN solutions have commonly required additional hardware, new solutions that can leverage existing hardware, or be added as an extension, are now changing the market. By enabling SD-WAN to feature as one of a number of functions within a single box, both management requirements and costs can be dramatically reduced.

### ● Open-up to new ideas

Selecting a solution based on its openness can be a game changer, and one that protects SD-WAN investment in the longer-term. Submitting to vendor lock-in not only leads to higher pricing, it also restricts innovation in the kinds of services that can be delivered. With an open solution, integrating new services from third parties is not only possible, it's very plausible. An open solution can, of course, still support those 'big brand' services if that's what your enterprise, or customer, requires.

Using open technologies can significantly streamline certification, testing and re-certification programmes too.

### ● Pay for what you need, and nothing more

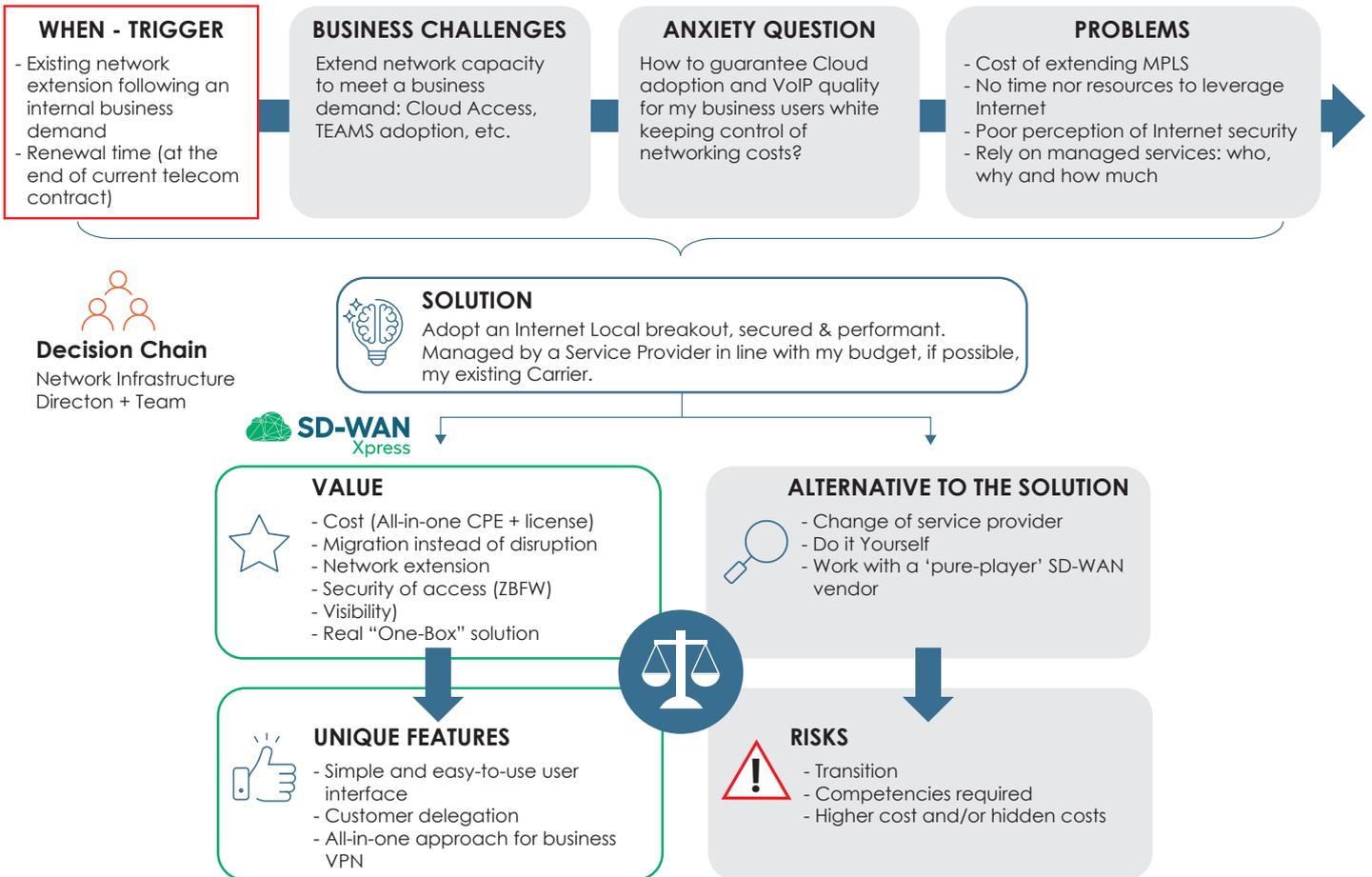
Having decided that SD-WAN is the right way to go, how do you and/or your customers, zero in on what is needed?

Many off-the-shelf solutions deliver far more than is actually ever required, and this latent functionality is rolled into the bill, needlessly increasing TCO. An SMB simply trying to extend its network with local break-out doesn't need the same SD-WAN solution as a large enterprise that has business critical applications to protect to ensure business continuity. Developing clear projections for the applications and likely capacity needed before entering the market should go some way to highlighting the benefits of opting for a modular offering from a smaller specialist, instead of buying-by-default from the big brands. As well as promoting cost-efficiency, this is also a brilliant way to ensure your chosen SD-WAN solution is flexible and future-proof. By definition, a modular solution allows you to scale in response to new requirements further down the line.

## A more mature approach

With a few years under its belt, the initial bursts of SD-WAN excitement have started to settle and the market is now maturing. Diversification, driven by specialists that really understand the operational and commercial context in which decisions are being made, is enabling a more measured, more tailored and, frankly, more strategic approach to adoption. The end result should be a healthy evolution for SD-WAN, instead of a complex and costly revolution.

## Why should Enterprise adopt SD-WAN Xpress?



## SD-WAN Xpress differentiators



A real **One-box** offering: SD-WAN for all network topologies (Ethernet, Fiber, xDSL, 4G, etc.): we could even extend to uCPE when required.



One supplier for all managed services needs = one support contract with transparent commercial conditions and cost effective solution.



Multi-tenant AND multi-tier SD-WAN to address various Go To Market (direct or indirect with partners / resellers with clear demarcation of roles).



A solution from a trusted partner: 16 of the top 30 CSPs worldwide are Ekinops customers.

## About Ekinops

Ekinops is a leading provider of open and fully interoperable Layer 1, 2 and 3 solutions to service providers around the world. Our programmable and highly scalable solutions enable the fast, flexible and cost-effective deployment of new services for both high-speed, high-capacity optical transport networks and virtualization-enabled managed enterprise services

Our product portfolio consists of three highly complementary product and service sets: Ekinops360, OneAccess and Compose.

- Ekinops360 provides optical transport solutions for metro, regional and long-distance networks with WDM for high-capacity point-to-point, ring and optical mesh architectures, and OTN for improved bandwidth utilization and efficient multi-service aggregation.
- OneAccess offers a wide choice of physical and virtualized deployment options for Layer 2 and Layer 3 access network functions.
- Compose supports service providers in making their networks software-defined with a variety of software management tools and services, including the scalable SD-WAN Xpress.

As service providers embrace SDN and NFV deployment models, Ekinops enables future-proofed deployment today, enabling operators to seamlessly migrate to an open, virtualized delivery model at a time of their choosing.

A global organization, with operations in 4 continents; Ekinops (EKI) - a public company traded on the Euronext Paris exchange - is headquartered in Lannion, France, and Ekinops Corp., a wholly-owned subsidiary, is incorporated in the USA.

