

# SD-WAN 101: What it is, what it does and why you need to know now

Putting the story in perspective



## The cloud is changing everything

Cloud-based apps and services continue to change how businesses of all sizes work and share information.

- The benefits of the cloud are numerous and undeniable**
- 1 Fuels mobility and access to applications anytime, anywhere, on any device
  - 2 Helps us work together efficiently and effectively
  - 3 It's cost-effective and easy to manage

## Today's networks were not made for the cloud, so they can't keep up with demand

Traditional private networks most businesses use to connect their offices and people are safe and reliable. But they can't keep up in a cloud-based world.

- They slow down cloud-based apps
- The more cloud apps you use, the worse it gets
- You can buy more private bandwidth, but it's expensive and inflexible
- They're complex and time consuming to manage

## Slow applications



LOST CUSTOMERS + LOST REVENUE + LOST OPPORTUNITY

**It's a fact.** Slow applications create poor experiences for customers, who can quickly go elsewhere. The same thing can happen to your valuable tech-savvy employees.

## SD-WAN to the rescue. Seriously.

Software-defined wide area networks (SD-WANs) let you augment your current network with cost-effective, readily available broadband Internet connectivity. While hybrid WANs have been used before, SD-WAN adds powerful software that turns the combination into something totally new. SD-WAN enables you to:

- See every app on your network and the bandwidth it uses
- Prioritize and control applications for optimization
- Virtually eliminate outages, providing a 99.999% availability SLA
- Add bandwidth/locations quickly and cost-effectively

## SD-WAN matters because customer experience matters

Always-on technology creates new possibilities for everyone. Especially the customer, for whom another option is always just a click away. SD-WAN empowers you to deliver the application experience those customers—and your own increasingly tech savvy-employees—demand.

- 27%** improvement in voice quality (MOS)<sup>1</sup>
- 0%** virtual elimination of outages
- 100x** bandwidth at a lower cost than T1<sup>2</sup>

### About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today's most complex networking and communication challenges.

To learn more about SD-WAN, visit [windstreamenterprise.com](http://windstreamenterprise.com)

1. VeloCloud Technology Brief: VeloCloud Edge Performance and Scale.  
2. Windstream Access Analysis 2017.

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