

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.

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

BUT THERE'S A PROBLEM

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.

THE SOLUTION

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)¹

0%

virtual elimination of outages

100x

bandwidth at a lower cost than T1²

To learn more about SD-WAN, visit kineticbusiness.com/sd-wan

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