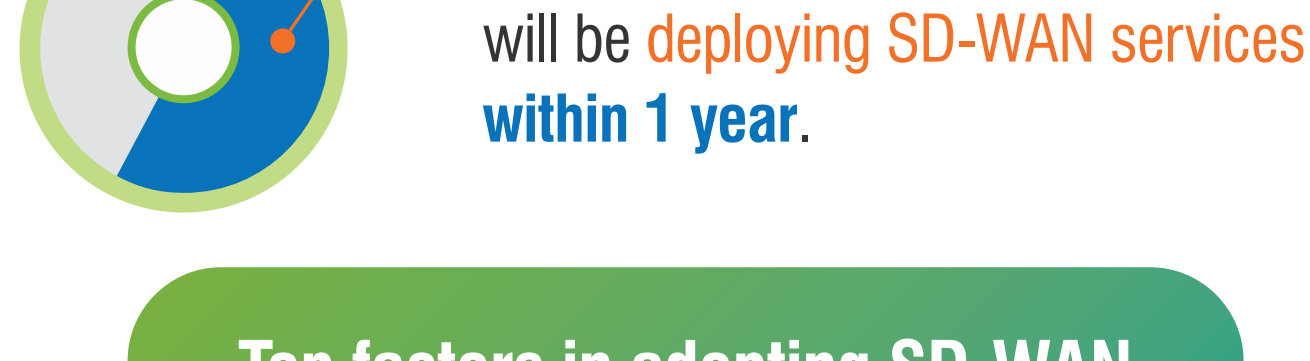


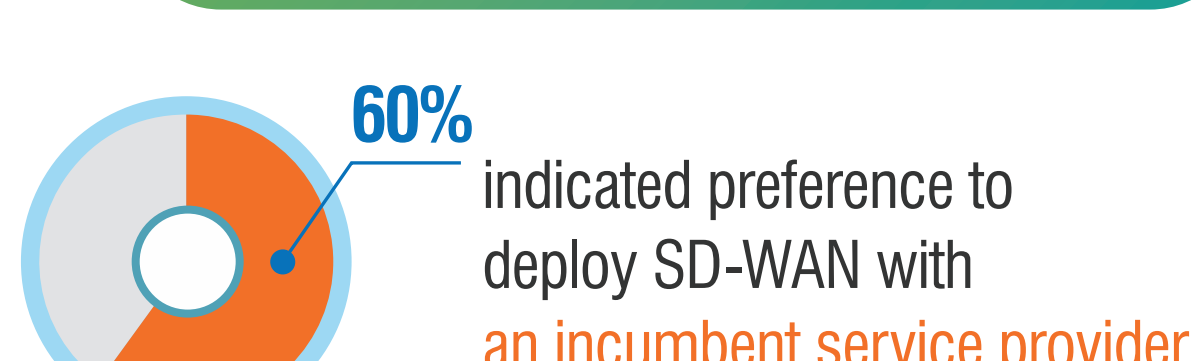
SD-WAN TRENDS FOR SMBs

SD-WAN adoption IS ACCELERATING



Top factors in adopting SD-WAN

- Flexibility in bandwidth management
- Choice of different connectivity technologies
- Lower WAN transport costs



Source: IDC 2017 Enterprise Survey

IT management (e.g., security, access) and large file transfers use cases will **benefit most** from SD-WAN deployment.

Security ranks as a top functionality in migrating to an SD-WAN solution

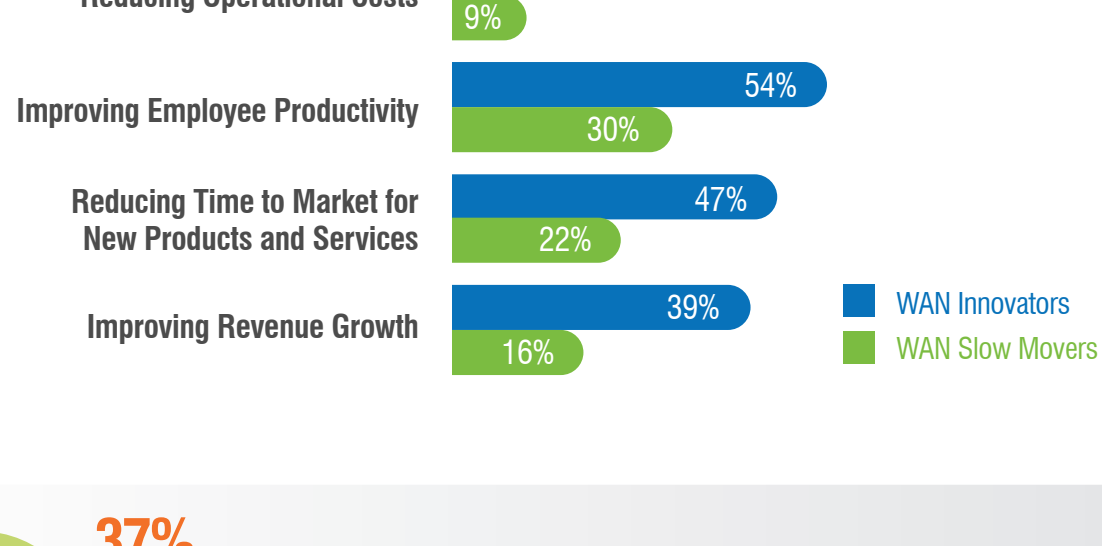
Security is top of mind for small and medium businesses, with **38%** of **small businesses** and **55%** of **medium businesses** naming Better Internet Security as their **top technology investment priority.**

Source: SMB Emerging Services Survey 2017, n=502

SD-WAN simplifies control and management of Hybrid WAN

- Application-defined intelligent path selection** across WAN links (MPLS, broadband internet, LTE, etc.) based on policies defined on the SD-WAN controller
- Flexible and agile policy definition** across all dimensions (security, performance, CoS, reliability, availability) for all apps
- Dynamic application policy and traffic management** leveraging the central controller

Adoption of SD-WAN Drives Positive Business Results



Source: SMB Emerging Services Survey 2017, n=502

SD-WAN addresses top pain points for today's WAN:

- Service level consistency
- Cost of growing the network
- Provisioning speed

SD-WAN meets these needs through:

- Greater flexibility and efficiency** by assigning bandwidth to applications based on priority
- Improved branch IT and business agility and efficiency** using automated and agile provisioning of services
- Secure data traffic for all applications**, including broadband internet and LTE in addition to MPLS
- Reduced application delivery costs** today and accounting for future application traffic profile change and growth
- Increased customer engagement** owing to application reliability, availability, performance, and security

Visit kineticbusiness.com to learn more about how Kinetic Business by Windstream can support your SD-WAN technology needs