

# Midmarket CIO Perspectives: It's Time to Pivot to SD-WAN



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# Nick Dell & SD-WAN

- Started research in 2016
- Installed in 2017
- Speaking about it 2018



Did virtualization and hypervisor change the way we do business in the 2000's?



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# What is the most important requirement to your company when selecting a WAN service for resale?

- Revenue /ROI
- Security
- Easy of use & Support
- QOS
- High Availability
- Quality of Tier 3 Support



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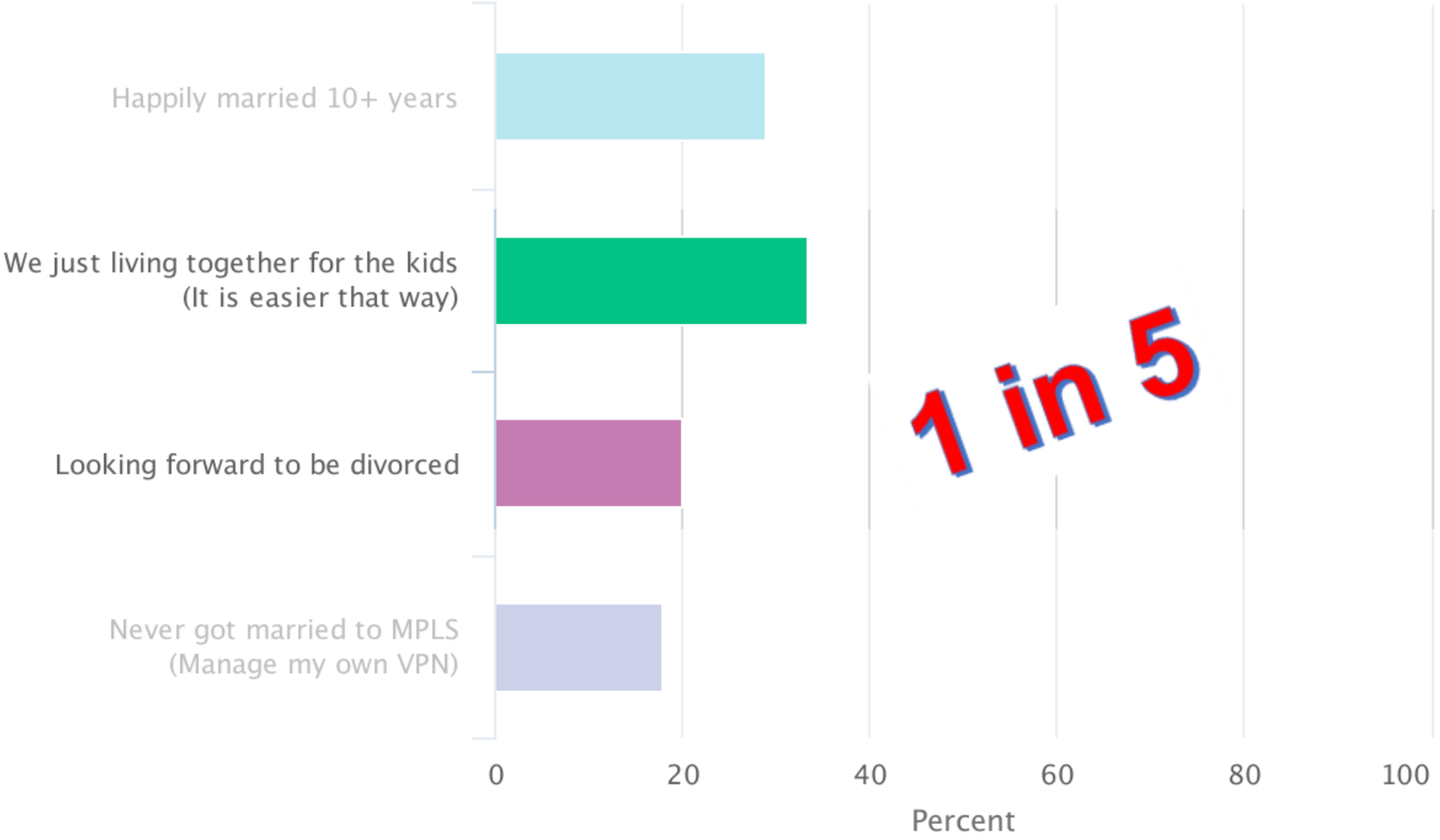
How many of you get a percentage of the MPLS revenue that your client spends?



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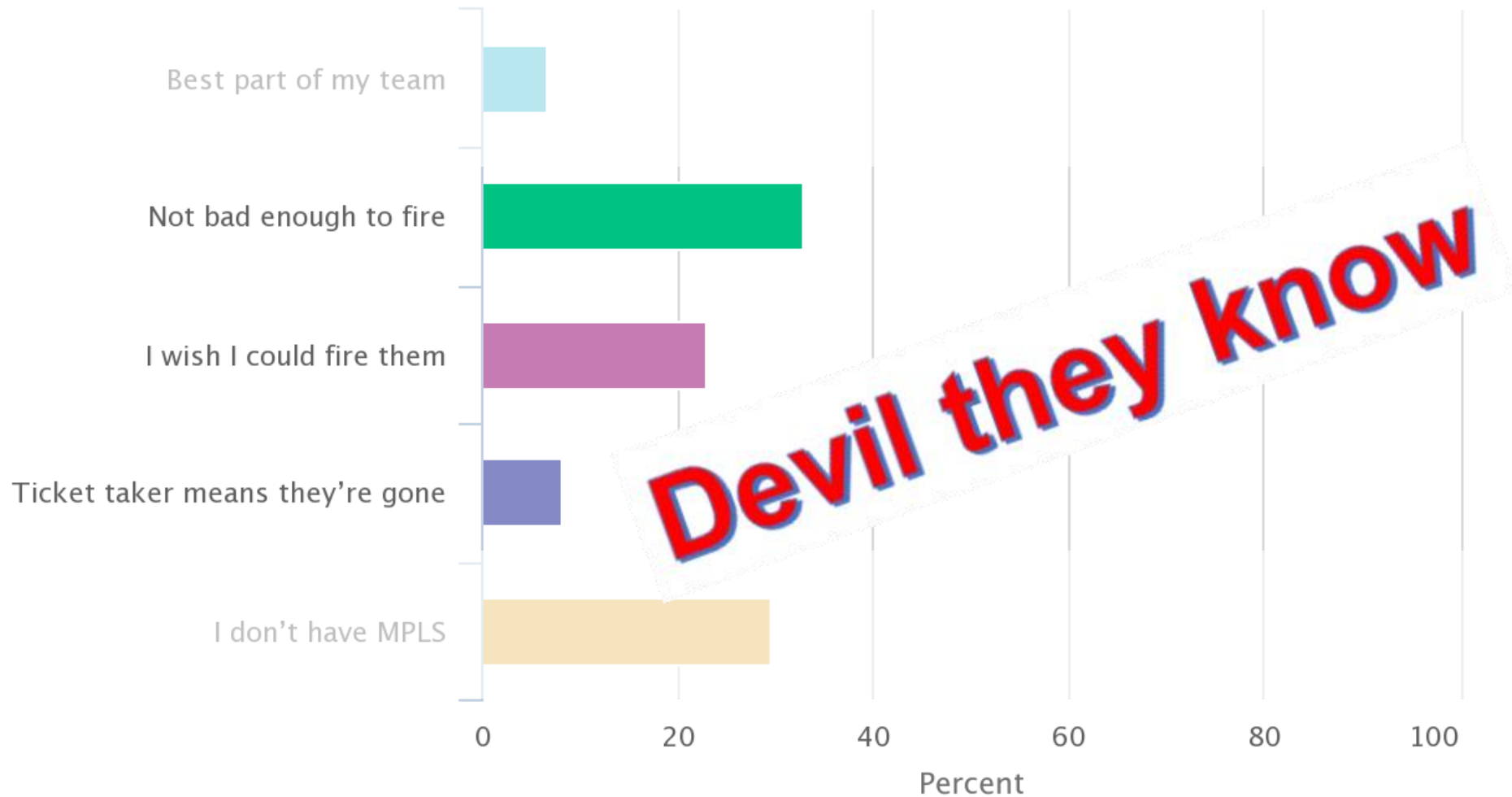
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# How would you describe your MPLS relationship?





# Which of the following best describes your level of MPLS support?



# What is the most important requirement to your customer when selecting a WAN service?

- Low Cost
- Customer Support
- Security
- One Vendor\Bill
- Last-mile Management
- Easy of use

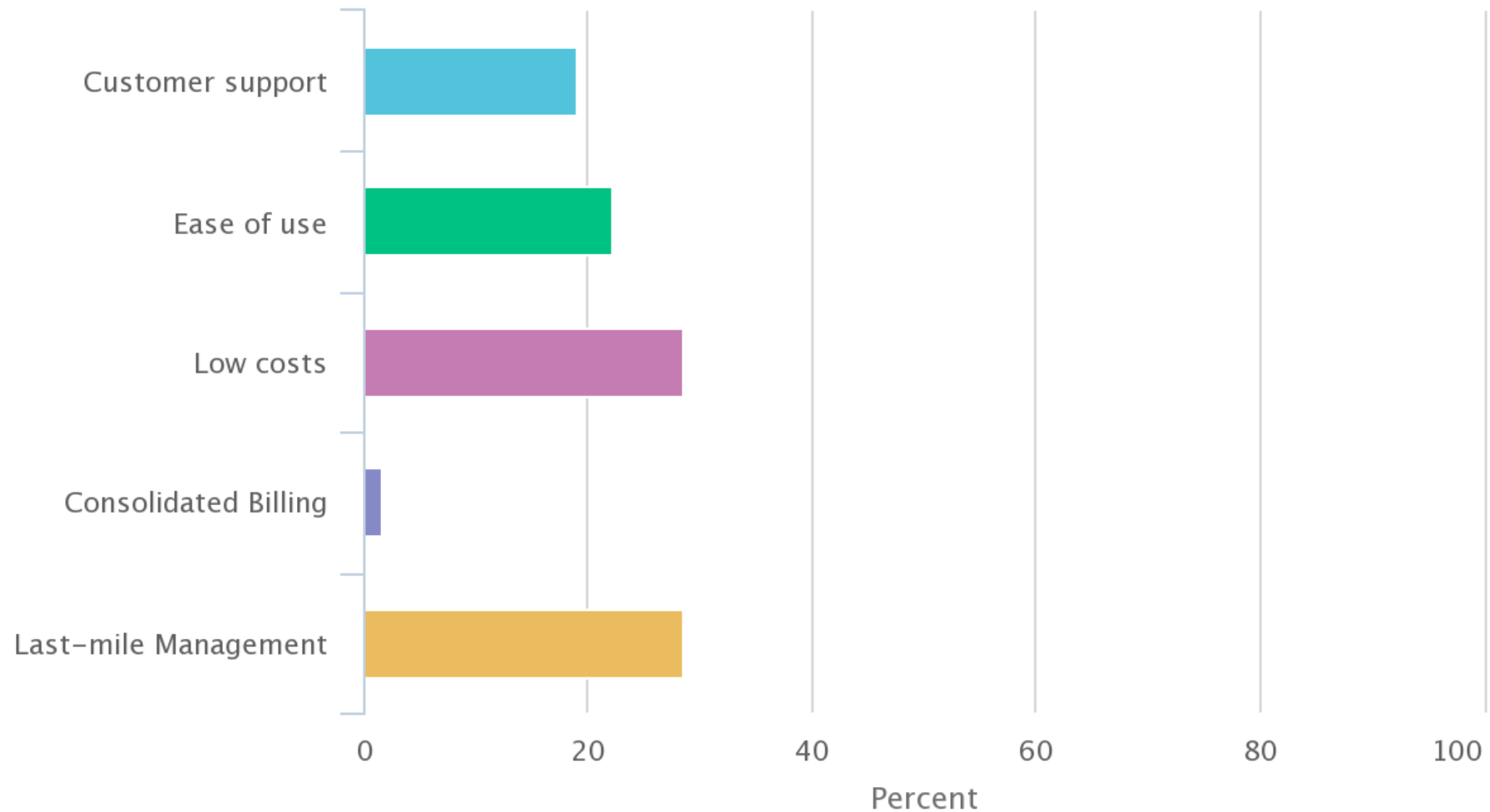


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# What is the most important requirement to you when selecting a WAN service?



**SD-WAN** solutions provide a replacement for traditional WAN routers and are agnostic to WAN transport technologies. SD-WAN provides dynamic, policy-based, application path selection across multiple WAN connections and supports service chaining for additional services such as WAN optimization and firewalls.

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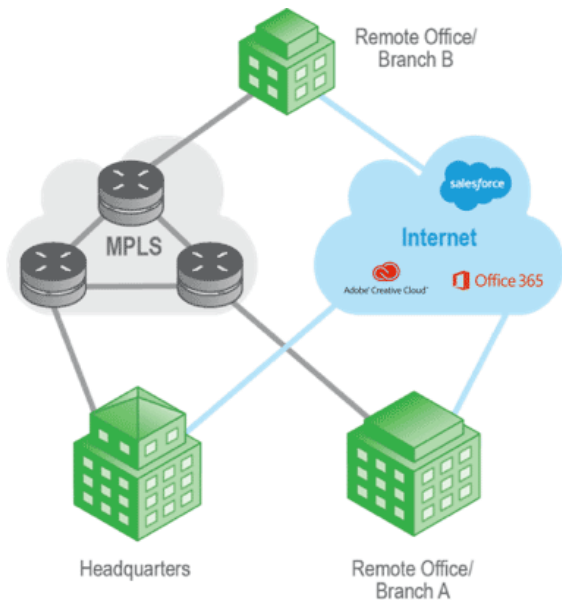
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<https://www.gartner.com/it-glossary/software-defined-wan-sd-wan>

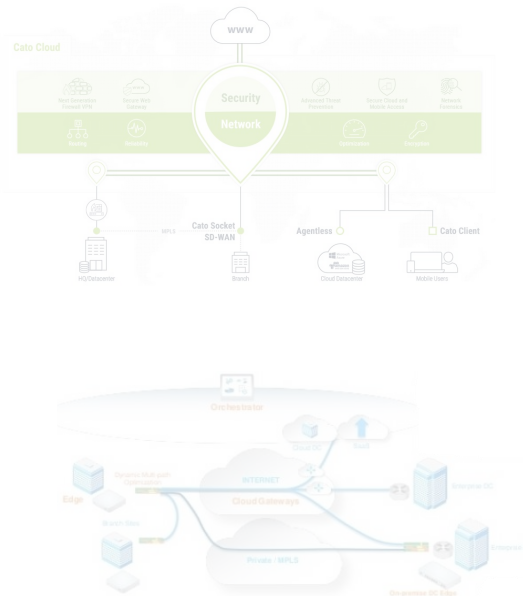


# SD-WAN Solutions Types

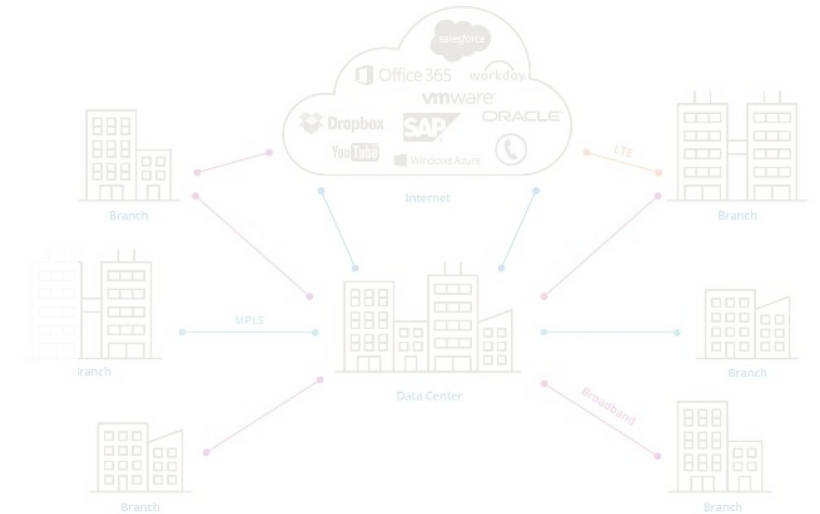
## Carrier-Managed SD-WAN



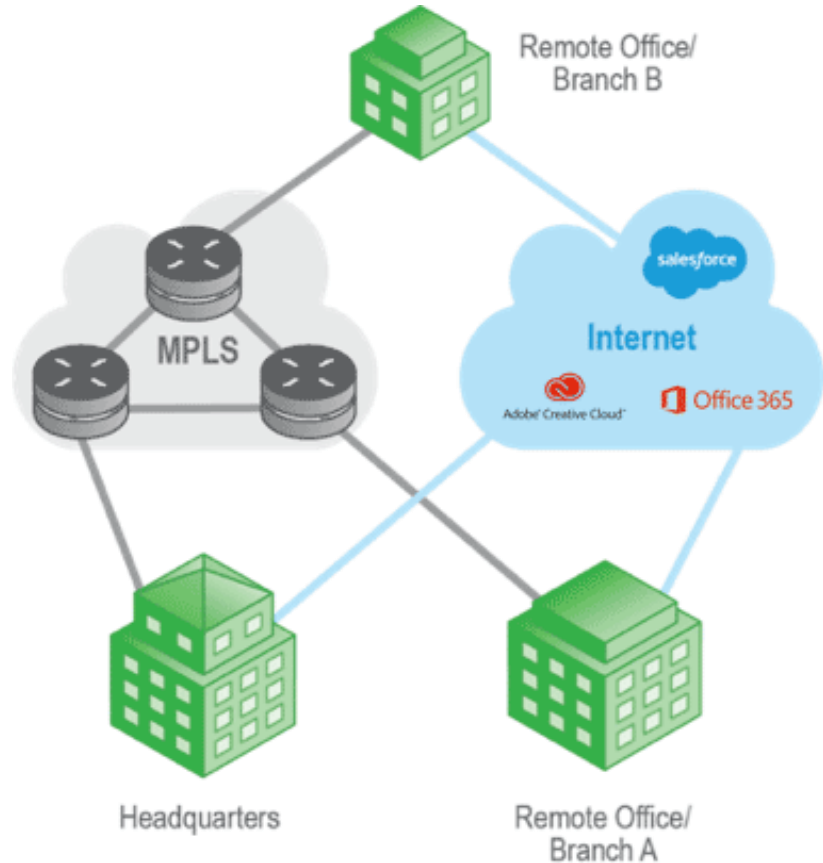
## SD-WAN Cloud



## SD-WAN Appliance



# My take on Carrier-Managed SD-WAN



## Easy - Button

- **Same managed service**
- **Really not experts in SD-WAN**
- **Limited HA discount**
- **Most Device replacement not 4 hours**

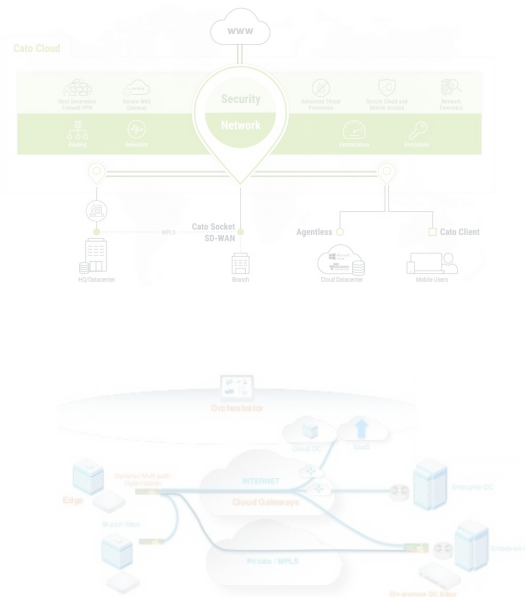
Comcast flat rate and co-managed

# SD-WAN Solutions Types

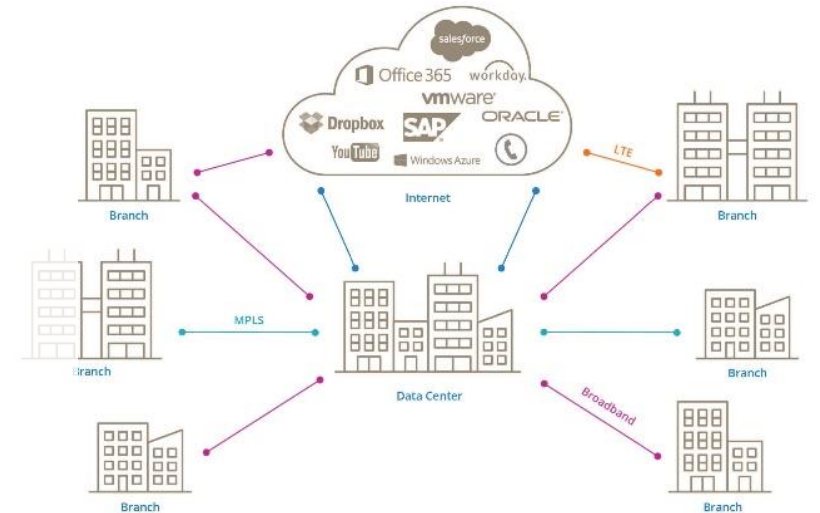
Carrier-Managed SD-WAN



SD-WAN Cloud

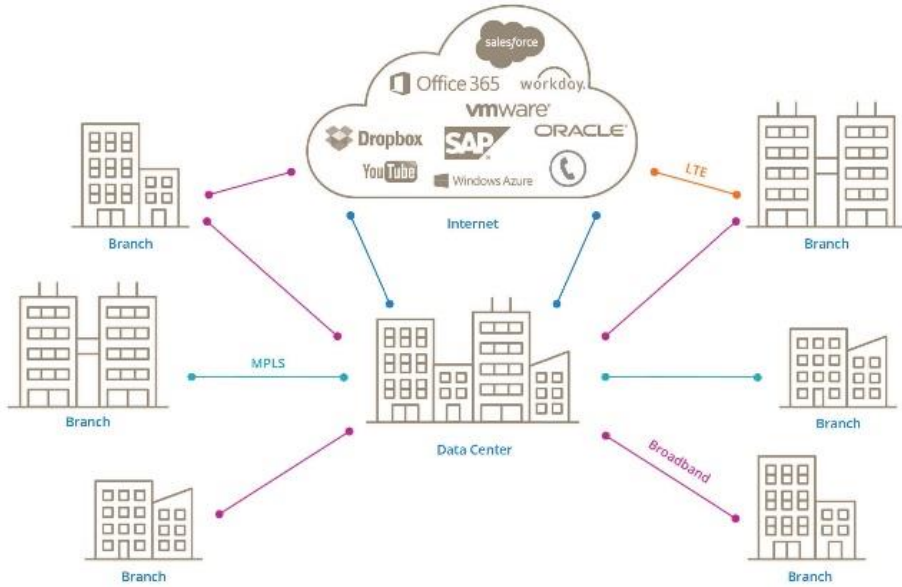


SD-WAN Appliance



# My take on SD-WAN Appliance

## Maintain Complete control



Just released Silver Peak will be adding an Opex model for select Companies

- **Mainly a Capex model**
- **Most have WAN Optimization**
- **Core business model**
- **Full security not built-in**
- **Limited discount on HA**

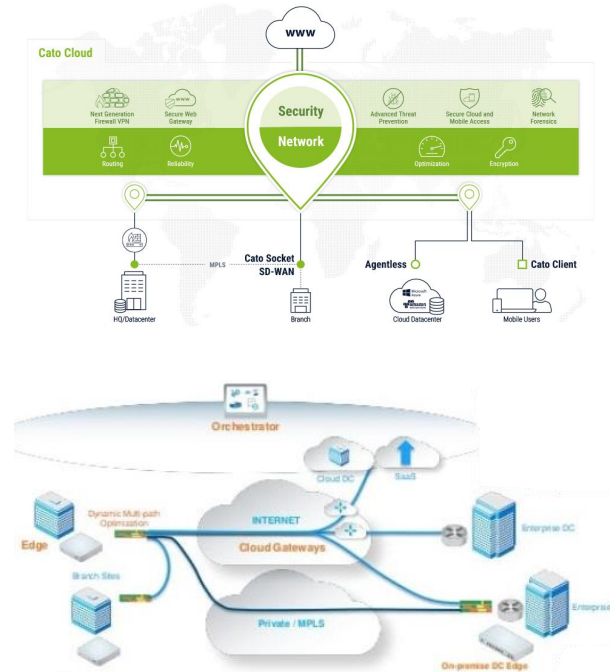


# SD-WAN Solutions Types

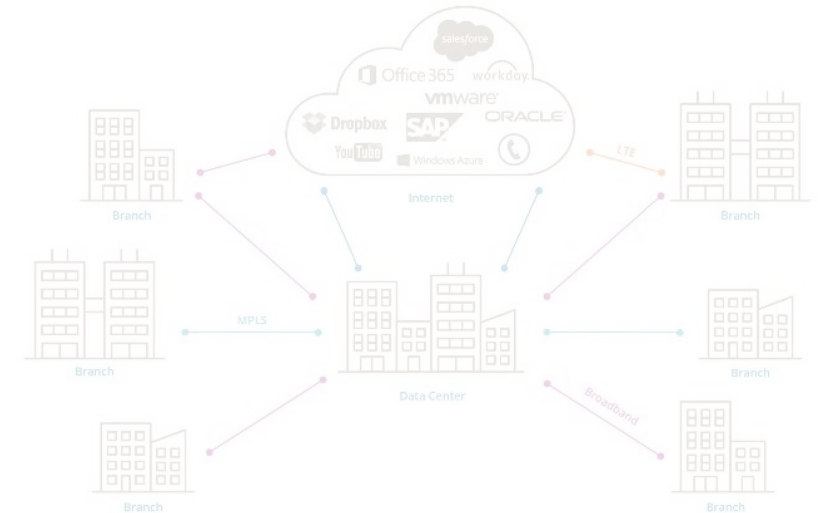
Carrier-Managed SD-WAN



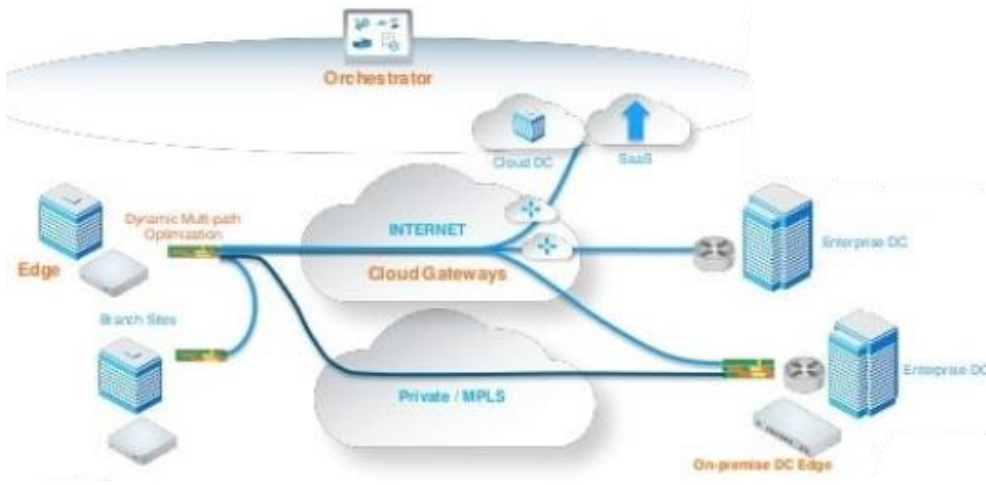
SD-WAN Cloud



SD-WAN Appliance



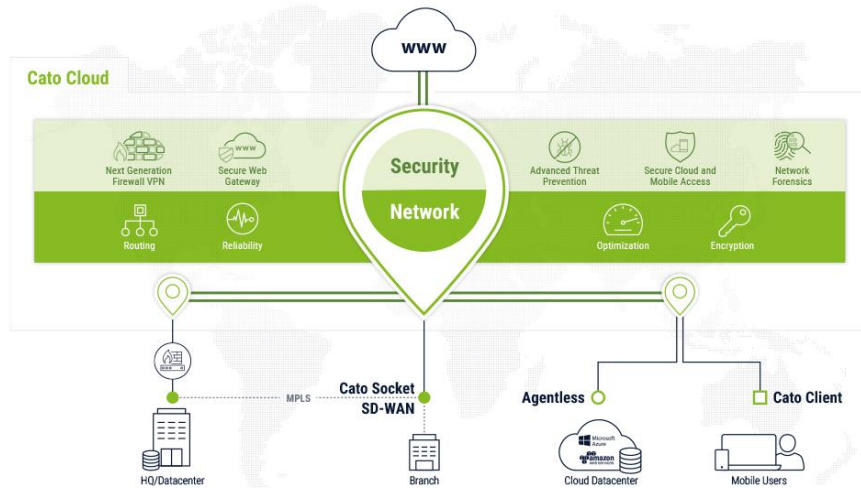
# My take on Cloud SD-WAN



## Combination of Both

- **Add-on to core Business**
- **Full security not built-in**
- **Limited HA discount**
- **Device replacement NBD**

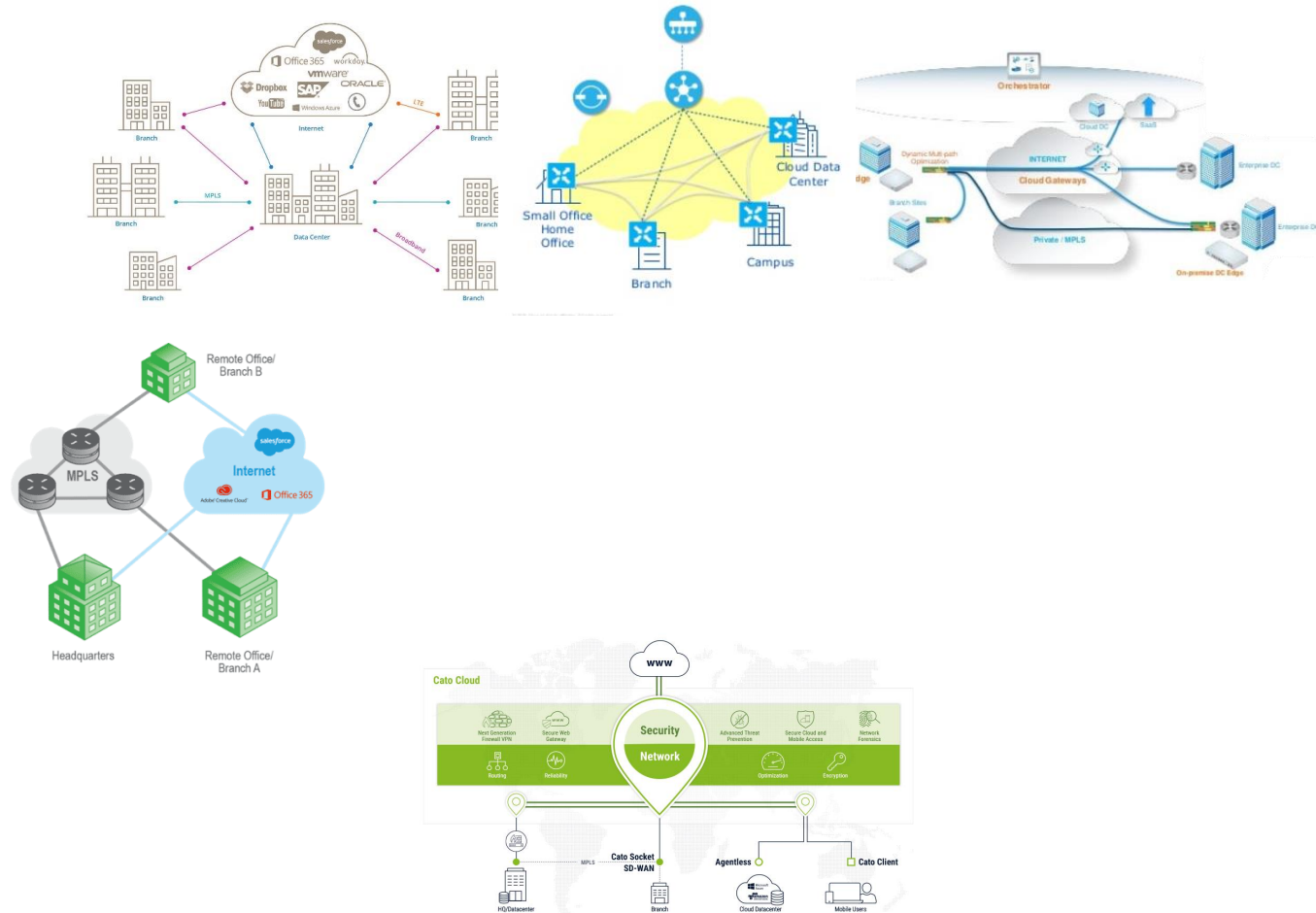
# My take on Cloud SD-WAN



## Combination of All

- **Only Business**
- **Global SLA backbone**
- **Direct from SD-WAN company**
- **Full security built-in**
- **HA - only cost of hardware ~ \$400**
- **Device replacement NBD**

Figure 1. Magic Quadrant for WAN Edge Infrastructure



Source: Gartner (October 2018)

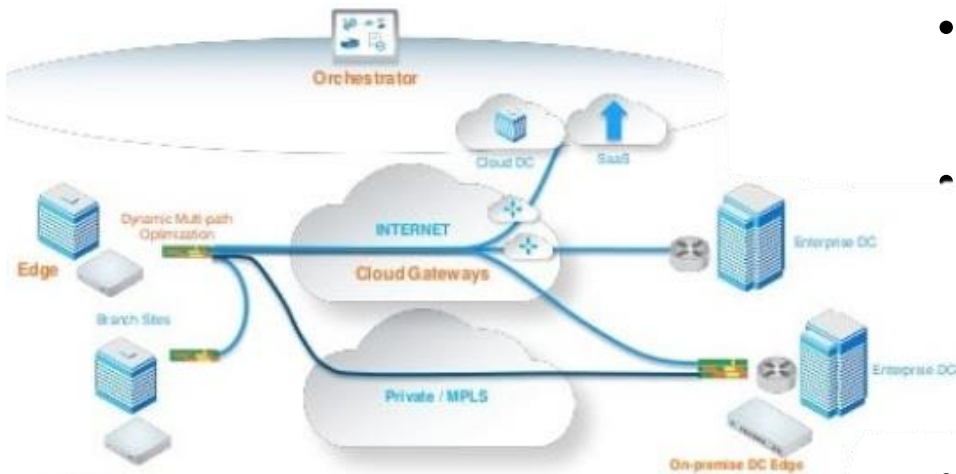
# Information from others on why they moved to SD-WAN



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# CIO Perspectives on SD-WAN

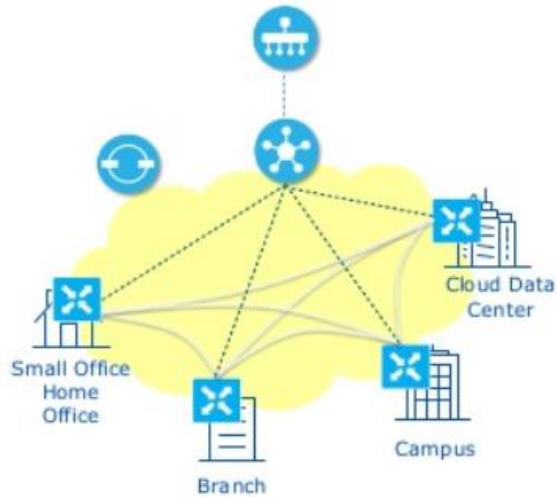


Legal - 5 US locations

- 5 site MPLS with decentralized & centralized security
- Why SD-WAN?
  - Redundant, speed for the WAN, cost savings
- What does your solution look like?
  - VeloCloud Carrier manager – Hybrid with MPLS
  - SD-WAN for data – not touching voice
  - Security - no change
- What stage?
  - Completed after 9 Months
- How has the process been?
  - Start out shaky with poor project manager, got better after getting senior managers involved.



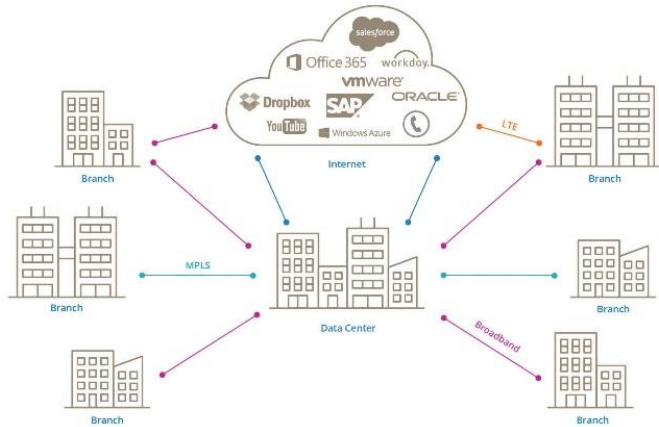
# CIO Perspectives On SD-WAN



Global  
Manufacture  
150- Locations

- 105 MPLS sites and 45 VPN Tunnels with decentralized & centralized security.
- Why SD-WAN?
  - Cost reduction – 30% lower monthly lower OpEx costs
  - Redundancy – Dual connections Fiber Ethernet + Broadband/4G
  - Customer Sat/App Performance - ~ 10X bandwidth increases
- What does your solution look like?
  - Viptela – Hybrid – SD-WAN & MPLS
  - SDWAN with MPLS Interconnects between data centers.
  - Sites can use MPLS, DIA, and Broadband combinations.
  - Maintained Riverbed, added local firewalls for offloading.
- What stage?
  - Implementing – 95% complete
- How has the process been?
  - Used current vendor and added a second for logistics and management.

# SaaS ERP Perspectives on SD-WAN



4-US Data  
Centers  
locations

- **Why SD-WAN?**
  - **Use all 3 of their internet connections**
  - **All virtual – so no increase in rack units**
  - **Scalability & Stainability & Redundancy**
  - **Was already using Silver Peak for WAN Optimization solution**
  - **cost savings, as could use current internet connections**
- **Multitenancy design**
  - **Clients who had MPLS would be forced to move to this design as it is easier for all parties involved.**
  - **Solution gives tractability to each clients connection**

# WHY DID I DO IT



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# About Midway Products

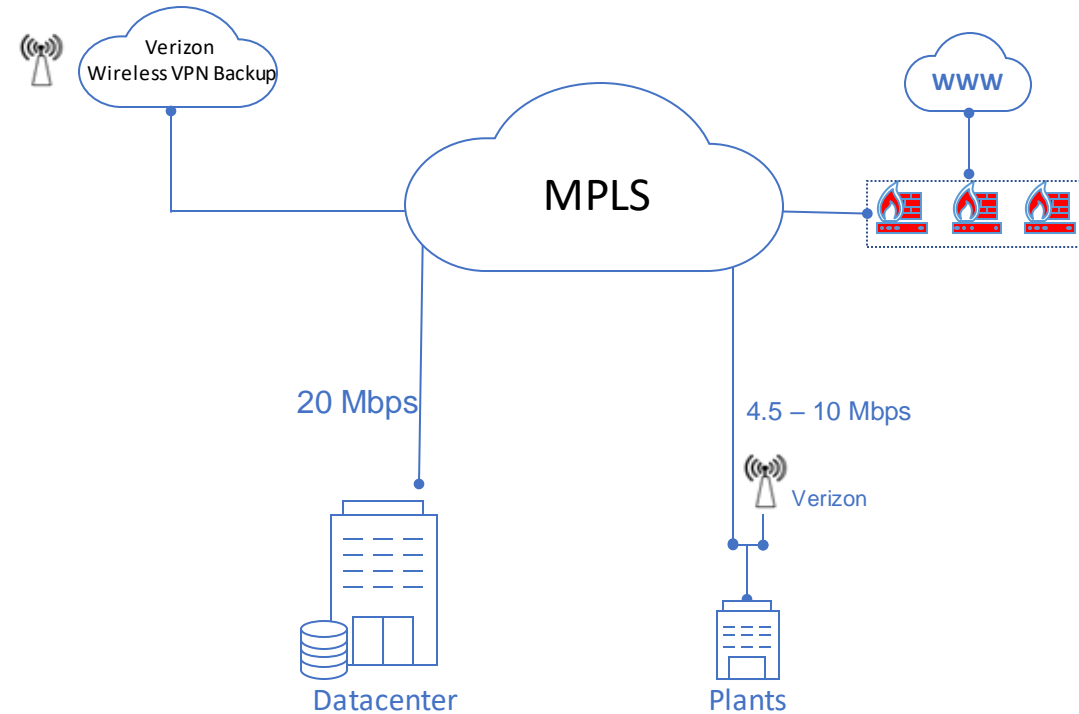
Leading manufacturer in the automotive industry for over 60 years

- 9 locations & 2,000 employees
- Network needed for just in time manufacturing & delivery to Ford, Toyota, Tesla, GM, FCA, and VW
- Applications included Cloud ERP and VoIP



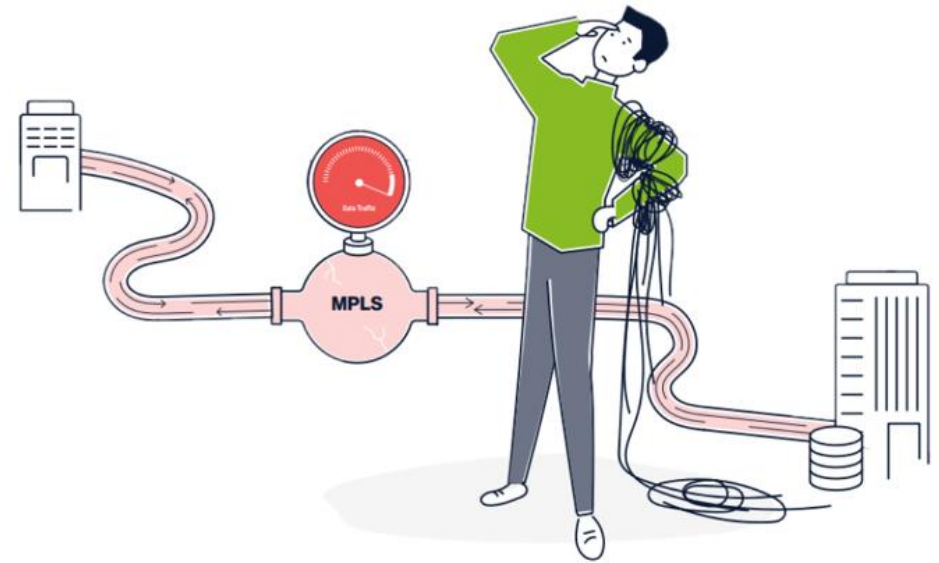
# What our MPLS was!

- 3 cloud datacenter firewalls
- Wireless backup at each location
- MPLS provider manages everything



# The Big Problems

- Peak Bandwidth usage issues
- Failover failure
- Provider QoS won't work correctly
- User Authentication fails to register users changing from wired to wireless, Internet Blocked





# Solution Criteria for New WAN

## Requirements

High availability Internet

More bandwidth

More for less

Replace all equipment

Make things work as designed

## Criteria

100% uptime Internet

Fiber for all locations

Lower cost/ROI

All-in-one security

Be a partner

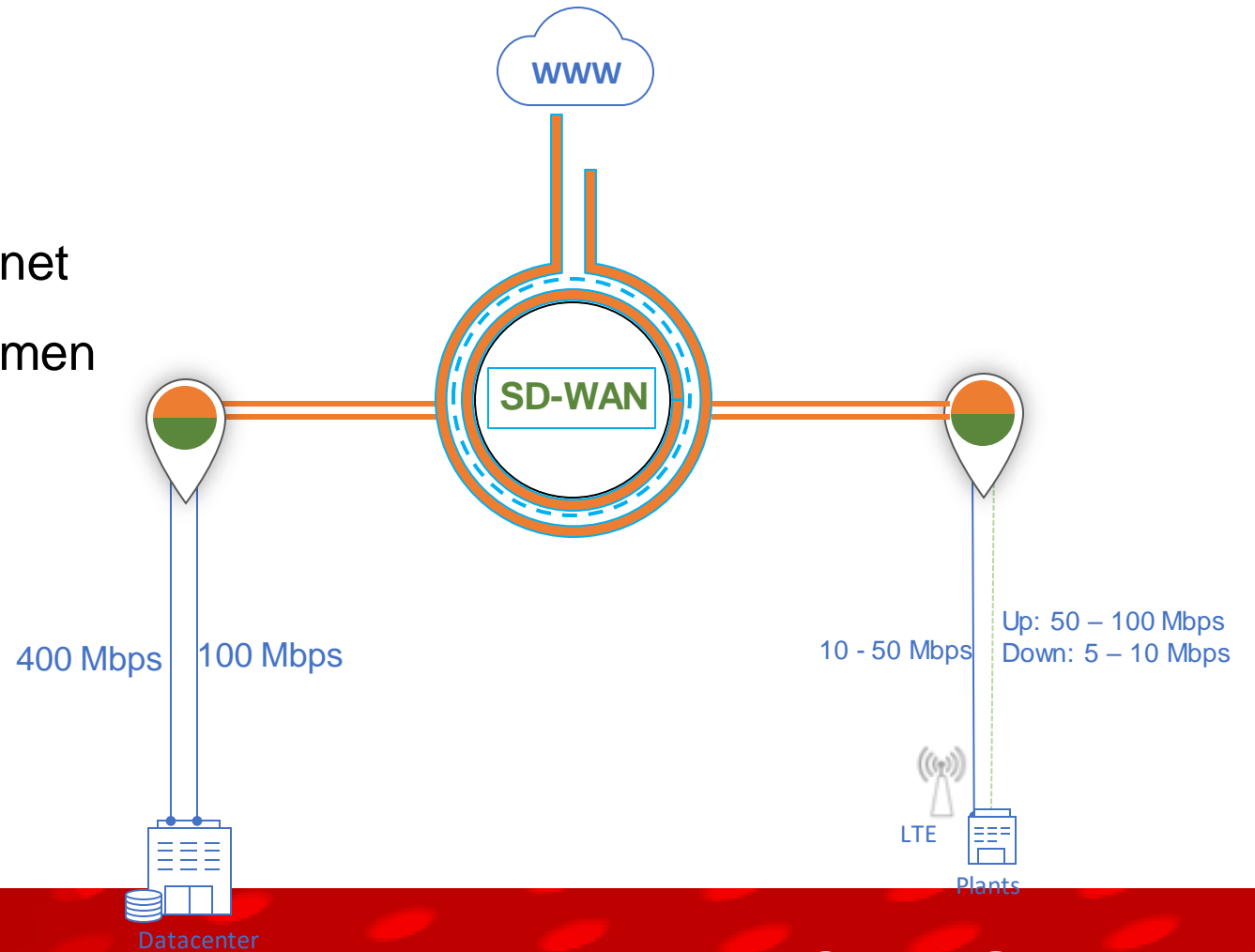


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# What We Have with SD-WAN

- ✓ Fiber to all locations
- ✓ 5-20x more bandwidth
- ✓ More redundancy to the Internet
- ✓ Local ISP and limited middle men
- ✓ HA at every location
- ✓ QoS that works
- ✓ Fewer calls
- ✓ Less downtime



# Our Deployment Experience



Cutover was easy

One site during 30-minute  
lunch break



Engineer know the  
product

Transparency and very quick  
resolution

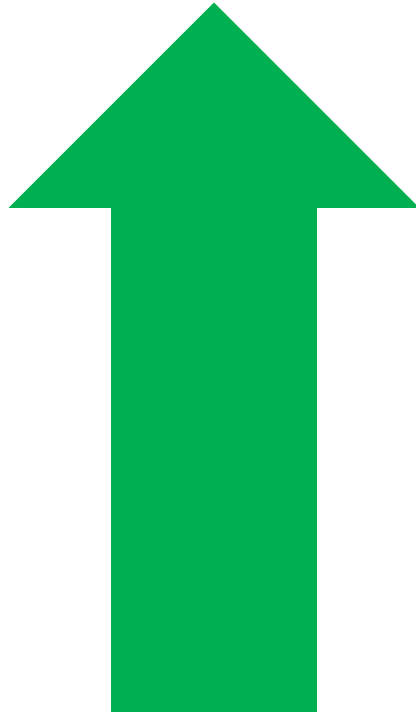


**HA was affordable**

Only vendor not trying to cash-  
in on HA Device or cold spare

**Easy, fast, and saving thousands each month**

# Easy ROI



Bandwidth increased 5x to 20x  
Easy to use & manage  
HA equipment  
Offsite backups  
Increased visibility  
Features that really add value



Overall costs decreased 25%  
Frustration decreased

# Questions to ask yourself about SD-WAN

- **Not all SD-WAN are the same!**
  - Do you want control?
  - Who provides the support?
  - What do you want to replace?
  - What are your security needs?
  - Are you wanting a hardware or software vendor/solution?
  - Do you want cloud or not?
  - Is there HA or 4-hour replacement?

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# Questions to ask yourself about SD-WAN

- **What does your environment look like?**
  - **Global**
  - **Cloud data/apps**
  - **VoIP**
  - **Mobile workforce**
  - **Datacenters location**



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# Questions to ask yourself about SD-WAN

- **Your employees**
  - Do you have expert staff?
  - Do you still need a team of experts?
- **SD-WAN (The Gateway Fix)**
  - Does this vendor fulfill your future needs?
  - Make sure your SD-WAN will be growing the product offerings.
  - Can you replace other appliances?

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# Strategy

- Determine the right SD-WAN Management model for your company.
- Determine the right SD-WAN Cost model for your company.
- Select your ISPs for DIA, Broadband, or wireless carrier. (make sure they do not use the same last mile or middle mile)
- Get a PoC
  - Create custom QoS and firewall rules
  - Transform your security
  - Remove MPLS
  - Then ask yourself why did I not do this sooner



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# Ask the following vendors here about their SD-WAN options



# Rate My Session in the App!

1. Tap on Agenda icon



2. Tap on THIS session

3. Rate session on scale of 1 – 7

4. Write a comment (if you want)

5. Hit Submit!

