

## 1 What is SD-WAN?

SD-WAN stands for Software-Defined Wide Area Networking. SD-WAN adds a control layer on top of a customer's existing network, simplifying the deployment of WAN services across all locations. Because SD-WAN is software-based, basic network services such as VPN, firewall and routing can run over any type of network connection. The ability to unify the delivery of network services across an enterprise paired with the option to augment MPLS links with broadband connections helps improve the ability to scale applications and achieve consistent performance while also managing IT and labor costs.

## 2 Why Should I Consider Using SD-WAN from Comcast Business?

SD-WAN from Comcast Business takes the complexity out of managing hybrid WANs by providing a simplified approach to networking locations with secure IP VPN connections. The service is delivered via universal CPE, reducing the complexity and cost of hardware. It includes application-aware routing and a stateful firewall. Because SD-WAN can work over any transport type, businesses now have a better choice for branch office connectivity with Comcast Business broadband internet featuring Gig-speeds and industry-leading last mile performance. With Comcast Business SD-WAN, companies are free from vendor lock-in, allowing them the flexibility to scale new applications while improving application performance and agility across their entire enterprise. Comcast Business SD-WAN service includes flat-rate billing, eliminating the surprise costs of other providers that charge extra as bandwidth consumption increases.

Our Wireless Backup service ensures that your business stays connected, your costs are consistent, and that you continue to have an accurate view of your entire network even if there is an unexpected outage or downtime with your primary internet connection. This reliable failover service allows your business to protect mission critical applications from unexpected downtime with a predictable, transparent back-up option, delivered at flat-rate pricing.

## 3 How Can SD-WAN Help Improve Branch Office Operations?

SD-WAN is a game-changing application that lets businesses create intelligent VPNs that enable smarter and more secure networks. With more and more workloads moving to the cloud, the need for bandwidth has grown exponentially, especially at branch office locations where both employees and customers expect an "always on" connection. SD-WAN can be essential in effectively managing branch office connectivity.

SD-WAN enables businesses to quickly bring new services online and provide more customer insights, enabling front-line employees to respond to customer needs. In addition, SD-WAN can facilitate greater collaboration, improved speed of deployment, and consistent data sharing across the organization, which helps improve branch office productivity.

# 4

## What Are the Core Benefits of SD-WAN?

### Centralizes the ability to create and manage network policies across a distributed enterprise

Historically, branch offices and/or remote sites within a distributed enterprise have varying degrees of network capabilities due to the nature of managing and maintaining a full stack of functions at each location. With SD-WAN, the ability to centrally manage virtualized functions gives branch office locations the same access to technology as headquarters locations, and can improve local performance and employee productivity.

### Reduces costs and increases the speed with which network changes can be implemented

In legacy network architectures, each network function is tied to a physical piece of equipment. Therefore, each location within the enterprise has the same technology stack that includes multiple boxes to support each network function. With SD-WAN, one piece of equipment can support multiple virtualized networks at each location, minimizing hardware purchasing, configuration and maintenance costs. Policies can be centrally managed and pushed down to one, some, or all of the locations without the need for physical site visits or complex coding, saving resources.

### Allows businesses to prioritize, route, and manage traffic across their network(s)

Many businesses have multiple network solutions (hybrid networks), which include legacy MPLS networks as well as broadband or Ethernet to ensure network resiliency. SD-WAN allows end users to identify, prioritize, and steer traffic across their network ecosystem, selecting the optimal path they want traffic to traverse in order to help improve application performance and optimize their network investments.

### Provides business access to network and application performance data

Because the network is software-defined, there is an ability to provide near-real-time insights into how employees are using the network and how the network is performing across an entire organization. This visibility allows businesses to prioritize network traffic to achieve desired application performance.

# 5

## How Can SD-WAN Help Improve the Customer Experience?

With consistent and reliable connectivity, faster provisioning, and direct public cloud access at local branch offices, customers receive service that can help improve in-store sales and overall customer satisfaction. With the branch office now having the same access to technology as the corporate headquarters, remote workers can take advantage of the latest productivity tools and applications, empowering them to deliver a better customer experience.

### New in 2018

- Analytics of site details and WAN/app usage
- Mobile app reporting
- Wireless backup
- Multiple broadband WAN connection support
- Publicly routable static IP configuration
- Advanced traffic steering
- Automated service changes
- Managed router with firewall