

# Telstra SD-WAN



Today's organisations need to adapt to disruptive forces driven by new technologies. Around the world, enterprises have to deliver new and better experiences for their customers, reach new markets, and become more agile.

## The challenge for business

Digital transformation is at the heart of many business' strategies, with technologies including cloud services and the Internet of Things emerging as vital enablers.

Yet new innovations are placing large demands on corporate networks. And these demands continue to grow with no signs of slowing down.

Each organisation - large and small, in different countries, and in different industries - is dealing with these challenges in different ways.

Whatever the type of business, simple and rapid delivery of applications, services, and data over your WAN is critical to business performance.

**73 per cent** - Almost three quarters of organisations say that their business is exposed to digital disruption today [Tech Research Asia].

**3x** - Global IP traffic will increase three-fold from 2016 to 2021 [Cisco].

Up to **50 per cent** of large enterprise traffic is shifting to the cloud [Gartner].

**6x** - SD-WAN traffic will increase to be 25 per cent of WAN traffic by 2021 [Cisco].

## Introducing SD-WAN

Software Defined Wide Area Networking (SD-WAN) is a new way for organisations to more efficiently utilise bandwidth and improve application performance on their WAN.

It combines a range of networking technologies, such as the Internet, IPVPN and LTE, and uses software defined networking (SDN) to intelligently route traffic along the best available path.

SD-WAN is an important and evolving part of the enterprise software-defined network solutions toolkit.

With our holistic approach to SDN, we will work with you to, evaluate, choose, design, and implement the right SD-WAN technology solution for your business, enabling you to optimise your operations for better agility and application performance for users and customers.

## Making SD-WAN work for you

Improving network performance is a key technology priority, and recent developments have seen SD-WAN emerge with the promise of optimising and automating infrastructure.

However, SD-WAN is not a one-size-fits-all solution and getting the most business value is not as simple as incorporating your current WAN provider's SD-capabilities into your network. Your network is unique, and the sheer range of possible solutions, combinations of services, and the number of vendor technologies on the market, require a detailed architecture strategy to deliver the promised benefits.

Eight major SD-WAN technology vendors make up nearly 70 per cent market share, with a long tail of other providers [SDx Central].

Each vendor's capabilities differ and may not address all your organisation's requirements.

## Our SD-WAN capabilities

**Telstra is your trusted partner to help you get the most out of your SD-WAN implementation.**

We partner with you to understand your requirements and recommend best-of-breed solutions that will best help you achieve your business goals across segments and geographies.

Our SD-WAN capabilities start with our advisory and professional services team. We work with customers from consultation through implementation to management, where you can choose between self-managing the solution or taking it as a service managed by us.

This end-to-end support helps ensure you get the most benefit from your network solutions.

We also take a complete view of how SD-WAN can affect your security environment. Since SD-WAN solutions have varying levels of built-in security capabilities, we can help you make sure your organisation has the right levels of protection throughout your SD-enabled network.



### Strategy and planning

We assess the feasibility of your organisation adopting SD-WAN, review your current WAN environment against wider network, security and application performance objectives.

We compare, evaluate, and advise on technology from SD-WAN vendors including VeloCloud, Riverbed, Viptela, Cisco and Meraki to make sure you get the right solution for your needs.



### Design and develop

We develop a proof of concept or target state architecture by defining architecture principles, application portfolio and roadmap, services framework, vision, and service level needs.

We can help you integrate new network technologies and simplify large, complex multi-site environments.



### Build, deploy, and transition

We'll help you integrate legacy network assets with new technologies, highlight issues, and demonstrate the best approach to mitigate risk.



### Operate and manage, review and optimise

Our Program and Project Management team offer end-to-end project delivery in line with industry-standard methodologies to support the successful implementation and integration of solutions in your environment.

## We are evolving our SD-WAN capabilities as the technology and vendor landscape changes.

Our approach is founded on three strategic pillars:

1. An SD-WAN implementation should be the result of a business-led conversation, and not a technology-led conversation.
2. SD-WAN should be considered as part of the broader technology mix, including IPVPN, Wi-Fi, cloud, data centre, local area network (LAN) and other networking solutions if it is to deliver on its promise. It is an opportunity for customers to review and optimise their networks from end to end.
3. SD-WAN is an enabler of SD-everything. By maximising capacity on the network, it opens up possibilities to extend the benefits of SDN and the virtualised network functions to help your business to transform digitally.

### SD-WAN as part of Telstra Programmable Network

Telstra Programmable Network is a new kind of network that will adapt with you in real time, offering a new level of control and flexibility and evolving to suit your business.

Software-defined networking and network function virtualisation (NFV) technologies are at the heart of Telstra Programmable Network, including SD-WAN capability.



### How do you benefit?

We'll help you get the most out of your IT infrastructure and align your network strategy, design, architecture, and management with your business goals. Telstra SD-WAN can make your network simpler, better optimised, and more efficient.

**Improve application performance** across your enterprise network, and deliver better user experience.

**Use existing bandwidth more efficiently**, saving the need to provision more links or extra capacity, and reducing costs.

Gain **greater visibility** into your application performance and **control over your network** routing options.

**Simplify and streamline network management** by offering access to, and control over, network technologies as a matter of policy rather than requiring manual configuration.

**Reduce downtime** to your network as data traffic is routed to the next best performing path in the event of an outage.

## Why Telstra for SD-WAN

### A best of breed approach

With so many options to choose from when it comes to SD-WAN technology, we work with you to understand your business goals, designing solutions that use the best technology for your requirements and enable you to drive innovation and digital transformation.

We work closely with SD-WAN vendors to understand their roadmaps and how their technology developments can help you to achieve your business goals, now and into the future.

### Expertise

We have the expertise and capabilities to meet your SDN requirements, from the data centre to your LAN, and enhance application performance across your network. We help you to integrate and 'fine tune' your SD-WAN so it fits your business, especially when deploying atop of or transitioning from 'traditional' WAN. As a leading carriage provider with one of the most extensive IPVPN networks in Asia Pacific, you can draw upon our expertise across the globe. No matter where you are, our experts can help.

### Simplicity

You get one supplier for all your network needs, making it easier for you to optimise performance, reduce complexity and deploy new technologies that empower your organisation to thrive into the future.

We can also help you drive greater value with by integrating services, including Hybrid WAN designs which better leverage your existing infrastructure, in one complete solution.

Our network access extends to over **400,000km** of cable length, with access to more than **2,000 PoPs** in more than **200 countries and territories** globally.

Our Asia-Pacific IPVPN network received the **highest product scores** in High Capacity and Low Latency networks in Gartner Critical Capabilities for Networks Services, Asia Pacific 2015-2017 reports.

Our expert consultants possess an impressive list of **internationally recognised certifications** and accreditations.

We have Australia's fastest and largest mobile network. We can provide a business-grade link to Australia's largest internet backbone, with more access points than any other provider.

With **end-to-end visibility** and expertise in managing cyber risk across the largest and most complex network in the Asia Pacific region, we can help you to build your security capabilities through your SDN solutions.

## About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

### If based in Australia



contact your Telstra account executive



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