

EBOOK

Six Ways a Business-Driven SD-WAN Edge Yields a Multiplier Effect on Digital Transformation Investments



Why Invest in a Business-driven SD-WAN Edge Platform?

Enterprises are on a digital transformation journey, migrating applications and infrastructure to the cloud at an accelerating pace, driving a seismic shift from dedicated data center resources to shared public infrastructure. With more than \$214 billion spent on public cloud services in 2019¹, the majority of enterprises report they have yet to fully realize all of the benefits they anticipated.

The Reality:

Legacy networks are ill-equipped to handle this shift, forcing SLA sacrifices and impeding your ability to realize the full promise of the cloud.

The Mandate:

A no-compromise WAN transformation strategy that yields a **multiplier effect** on existing and ongoing investments in cloud applications and services.

The Solution:

The majority of today's SD-WAN offerings fall well short of this mandate. To be successful, enterprises need a business-driven SD-WAN edge platform that automates connectivity to the cloud, secures direct access across the internet, simplifies data transfers across multi-cloud deployments and ultimately delivers the highest quality of experience for end users and IT.



¹<https://www.gartner.com/en/newsroom/press-releases/2019-04-02-gartner-forecasts-worldwide-public-cloud-revenue-to-g>



Considerations When Evaluating the SD-WAN Business Case

SD-WAN continues to be one of the fastest-growing segments of the network infrastructure market, and it is poised to reach **\$5.25 Billion** in 2023, according to the latest IDC forecast².

Executing a successful WAN transformation strategy requires a business-first SD-WAN edge platform that serves as a foundation to maximize the **multiplier effect** across six distinct dimensions:

- 1. Retire Legacy Infrastructure**
- 2. Run on any Transport**
- 3. Require No SLA tradeoffs**
- 4. Automate Everything**
- 5. Advanced Security**
- 6. Freedom of Choice**

And ultimately, you need to seek an SD-WAN technology vendor with a focused heritage of continuous WAN innovation.

Are these reasons compelling enough for CIOs to bet on SD-WAN?



Silver Peak (now part of Aruba, a Hewlett Packard Enterprise company) performed a **customer value assessment** for a leading food industry distributor

BUSINESS IMPACT

\$1.2M

projected yearly benefit

\$109K

in differentiated one-time benefits

²<https://www.idc.com/getdoc.jsp?containerId=prUS45380319>



Retire Legacy Infrastructure



Run on any Transport



No SLA Tradeoffs



Automate Everything



Advanced Security



Freedom of Choice

1. Retire Legacy Infrastructure

Today's Challenges:

Conventional router-centric WAN architectures are rigid and complex to manage, stifling business agility. Provisioning infrastructure, deploying new applications or making policy changes is an arduous device-by-device task that is time-consuming, error-prone, costly and inefficient.

What SD-WAN Delivers:

A business-driven SD-WAN eliminates the need for legacy branch routers, firewalls and costly MPLS backhaul. It simplifies the WAN edge by unifying SD-WAN, routing, firewall, segmentation, WAN optimization and application visibility and control in a single platform.

Centralized SD-WAN management delivers the ultimate quality of experience for network managers by providing complete observability and control of the entire WAN from a single pane of glass.



Your ROI:

- HW/SW licensing savings (e.g. branch routers, firewalls, carrier-specific devices)
- Network transport savings



Multiplier Effect:

- Eliminate costly, performance robbing MPLS backhaul
- Deployment savings
- Downtime savings



ROI for a leading UK homeware retailer

£400,000

per year reduction in branch infrastructure costs

40%

in differentiated one-time benefits

- 1 Retire Legacy Infrastructure
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2. Run on any Transport

Today's Challenges:

Conventional MPLS transport services are complex, rigid, expensive and have long lead times to provision from providers. The inability to adapt the network to modern applications is forcing companies to sacrifice, by either increasing costs to over-provision capacity or constraining performance due to bandwidth limitations.

What SD-WAN Delivers:

A business-driven SD-WAN makes it easy for enterprises to increase and leverage bandwidth and even run their entire business on shared, public broadband — even voice and video — without compromising performance or security. It also offers diversity of internet providers, providing greater flexibility and resiliency.



Your ROI:

- Transport savings
- Bandwidth savings



Multiplier Effect:

- Run business apps — even voice and video — over public broadband without compromise
- Enhanced business agility



ROI for the largest supplier of professional-grade building products in the US

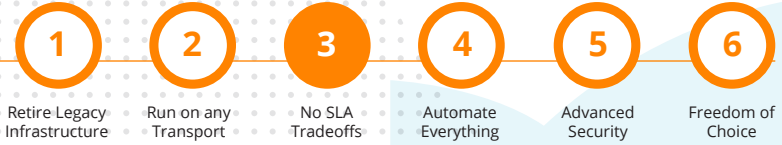
200x

increase in available bandwidth

90%

improvement in network latency





3. Require No SLA Tradeoff

Today's Challenges:

Backhauling cloud-destined traffic to centralized or regional data centers to apply security policies and controls impairs application performance, adds cost and compromises security. Unmanaged broadband internet connections are best-effort and don't guarantee best performance. In addition, limited visibility to overall network health impairs ability to proactively respond to and resolve network issues.

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Your ROI:

- Reduction in network downtime
- Reduction in administrative cost
- Improved application performance



Multiplier Effect:

- Improved productivity and end-user quality of experience
- Potential revenue increases



ROI for a real estate services giant

35%

improvement in application performance

\$1.5M

annual opex savings



Retire Legacy Infrastructure



Run on any Transport



No SLA Tradeoffs



Automate Everything



Advanced Security



Freedom of Choice

4. Automate Everything

Today's Challenges:

Onboarding of new sites, cloud-delivered security services and applications requires too much manual configuration and simply takes too long. Circuit failover is disruptive and affects user productivity and revenue streams. IT dedicates too much time and resource to updating configurations and troubleshooting network issues.

What SD-WAN Delivers:

A business-driven SD-WAN expedites and automates onboarding of new sites, cloud-delivered security services and applications with true zero touch provisioning and automated service chaining. Apps/policies are consistently auto-deployed to 1,000's of remote locations in accordance with business intent.

A business-driven SD-WAN enables a fully self-driving network that employs machine learning, AI, monitoring and analytics to continuously update SaaS applications, detect changing conditions, and trigger immediate adjustments, even under extreme network conditions.



Your ROI:

- Deployment savings
- Cloud provider/security service connection savings
- Network administration savings
- Faster issues resolution



Multiplier Effect:

- Accelerated time-to-revenue of new cloud investments
- Accelerated security services onboarding
- Faster M&A execution



ROI for a leading distributor in the food industry

97%

lower cost for onboarding cloud-hosted security services

42%

lower cost to resolve IT tickets



Retire Legacy Infrastructure



Run on any Transport



No SLA Tradeoffs



Automate Everything



Advanced Security



Freedom of Choice

5. Advanced Security

Today's Challenges:

As applications continue to migrate to the cloud, changing traffic patterns are driving the need for a new WAN approach and security model that's uniquely architected for today's cloud-first enterprises. Protecting branch sites from threats requires more advanced security services.

What SD-WAN Delivers:

A business-driven SD-WAN enables end-to-end application segmentation to reduce the attack surface while shifting from hardware-based firewalls in each branch location to cloud-delivered security services — automatically implemented in minutes. End-users get secure and uninterrupted access to business-critical applications while IT lowers costs and simplifies operations.



Your ROI:

- Security policy administration savings
- Firewall cost savings



Multiplier Effect:

- Simplified compliance to security standards through end-to-end segmentation
- Accelerated cloud-delivered security service deployments
- Reduced risk to the enterprise's reputation and brand



ROI for a multi-state community bank in the US

PCI Compliance

with no additional infrastructure

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6. Freedom of Choice

Today's Challenges:

In today's frenetic technology ecosystem, enterprises are compelled to adopt an agnostic networking platform that can easily integrate with existing technology solutions — security, cloud infrastructure or any network management tools — that best aligns to their needs.

What SD-WAN Delivers:

A business-driven SD-WAN allows enterprises to leverage existing investments by enabling automated service chaining with one-click integration to best-in-class ecosystem partner technologies, including security, UCaaS, cloud and service providers. This yields a superior combined solution that keeps pace with changing requirements.



Your ROI:

- Bandwidth savings
- Circuit cost savings



Multiplier Effect:

- Improved business agility
- Highest end-user quality of experience
- Increased customer satisfaction, competitiveness and revenue



ROI for a leading distributor
in the food industry

400%

increase in available bandwidth

70%

reduction in circuit costs





Maximizing the Multiplier Effect of Digital Transformation Investments

While it's true that SD-WAN technology can **drive WAN costs down** and deliver a 5x return or more on investments over its lifetime, often with a payback period of less than 12-months, these are not the only business benefits a business-driven SD-WAN edge platform delivers.

Recognized improvements in network operations, application performance and services without downtime, enhanced security for 1000's of cloud applications and services result in a better quality of experience for end users and for IT. Ultimately, this translates into **higher business productivity and agility, reduced risk, improved customer satisfaction benefits and increased revenue.**

Organizations seeking to achieve a **multiplier effect** from their cloud and digital transformation initiatives should consider these distinct advantages when building the business case for a business-driven SD-WAN.





Choosing the Right SD-WAN Vendor

If you are evaluating SD-WAN technologies for your enterprise, be sure to look for a vendor with a proven track record in WAN transformation and is recognized by leading industry analysts as a **Leader in WAN edge innovation, strategic vision and execution**. Join a growing movement of cloud-first global enterprises realizing the full promise of the cloud.

A unified SD-WAN edge platform such as [Aruba EdgeConnect™](#) provides four distinct benefits that deliver demonstrable ROI for enterprises:

- **Multiplier Effect on cloud investments:** Agility and economics of public infrastructure with the control and reliability of dedicated resources
- **Architected to manage continuous change:** A fully autonomous WAN driven by top-down business-intent
- **Focused, dedicated specialists:** Modern WAN transformation backed by a history of industry-firsts
- **Freedom of choice:** Any transport, any cloud, any deployment model; leverage best-in-class technology partners with one-click integration



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- Aruba National Partner of the Year 2021
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And let Aruba perform a [Customer Value Assessment](#) to help you to make SD-WAN a sound strategic investment for your business.

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