



## SOLUTION PROVIDER PROFITABILITY

# Grow Recurring Revenue with Managed SD-WAN Services

Increasing recurring revenue is the aspiration for all solution providers; after all, what managed service provider doesn't want predictable, stable and dependable revenue streams? Differentiated services that deliver high-value, flexible, turnkey solutions for customers, and also provide MSPs with recurring revenue, are definitely within reach.

Software-defined WAN (SD-WAN) is a game-changing solution that allows enterprises to move from a rigid, expensive and complex network infrastructure to flexible, cost-effective, reliable and highly-scalable WANs that easily adapt to varying needs. Managed SD-WAN services offer MSPs recurring revenue and deliver high-value solutions to their customers. SD-WAN enables MSPs to shorten the time required to bring up new network services for their enterprise customers. Service automation is accomplished through centralized management and zero-touch provisioning that quickly configures and populates SD-WAN edge appliances (physical or virtual) deployed at each customer location.

Talari's unique ability to drop into existing WAN architectures without rip and replace, while extending the customer's investments in existing infrastructure, is a distinct time-to-market advantage for MSPs.

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### Managed SD-WAN service enablement

Enterprise customers are demanding networking solutions that eliminate remote site complexity, network inflexibility, and high CAPEX and OPEX costs. The response to this demand is SD-WAN managed services that deliver secure, fast, reliable and low-cost connectivity. Failsafe SD-WAN technology provides greater network bandwidth and increased resiliency for edge traffic, offers MSPs visibility and service-assurance analytics, and enables them to deliver predictable high QoE (Quality of Experience) to enterprise end users. By simplifying edge deployment and management of full/partial mesh architectures, SD-WAN gives MSPs the service elasticity they need to offer low-cost

WAN connectivity for all enterprises, including customers with remote sites and limited IT resources.

Today's WANs are rapidly moving to software-driven architectures with automated operations and zero-touch provisioning. MSPs can quickly and easily deploy an SD-WAN fabric to connect customers to cloud/SaaS and enterprise data centers. SD-WAN capabilities can be service-chained together and delivered as a comprehensive service offering, or offered separately, allowing customers to choose the services that best meet their needs. Additional edge services can easily be added or removed as needed by an MSP administrator.

Talari's SD-WAN offering enables rapid service delivery through service chaining with built-in WAN Optimization, firewall, NAT, routing and IPsec termination services, with no additional licenses required. MSPs can now offer affordable, robust services that can be easily integrated with third-party applications to up-sell customers to higher-value managed services.

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**MSPs can leverage SD-WAN to deliver flexible billing and new revenue streams with tiered services relative to uptime SLAs and performance.**

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Aggregating two or more of any type of network transport, managed SD-WAN services enhance unified communications and video applications, improving the quality of voice and video by proactively routing packets to the best network paths to avoid jitter and packet loss, and optionally leveraging packet replication, while ensuring bandwidth and predictable QoE for every application. MSPs can utilize multiple Internet service providers for customers with isolated remote sites to take advantage of 4G/LTE, satellite and other transport alternatives.

Cloud migration represents a major shift for MSPs, one that requires them to acquire new competencies for managing transport independent services. A managed SD-WAN service will increasingly play a major role in this transition. MSPs can reduce customer risk by transitioning private MPLS circuits to diverse broadband and mobile network links or hybrid WANs, providing customers with true service provider and transport independence.

MSPs can leverage SD-WAN to deliver flexible billing and new revenue streams with tiered services relative to uptime SLAs and performance. By drilling into application performance characteristics and bandwidth usage, MSPs can improve on their capacity planning practices. Armed with this intelligence, they are better able to offer network and technology upgrades, such as hybrid WAN, or multiple broadband circuits backed up by 4G cellular connectivity.

Today's WANs support discrete network architectures, including data and wireless traffic. WANs need to support an enterprise's business objectives, while ensuring data are kept secure and confidential. Users access applications from central private data centers or cloud-hosted and SaaS-delivered sites, where access needs to be fast, reliable and secure. IT personnel responsible for enterprise connectivity need the WAN to be flexible and easy to deploy and manage, with the ability to respond quickly to dynamic network changes.

MPLS circuits have often been used to support enterprise applications and services. Yet many enterprises are now looking for MPLS alternatives to lower costs, simplify deployments for new offices, better support access to cloud-based services and increase bandwidth elasticity. To accomplish this, the cost, time and complexity of ripping out existing network infrastructure should not be required. An SD-WAN overlay can be deployed quickly, while working in conjunction with existing network infrastructure.

### **SD-WAN transforms wide-area connectivity**

SD-WAN can significantly lower bandwidth costs while increasing reliability, performance, predictability and security for commodity broadband links. SD-WAN aggregates multiple, diverse transports into a single, virtual WAN that continuously adapts to traffic, based on the availability and real-time quality of the network paths. This enables enterprises to support more users, while ensuring applications run smoothly, without being adversely affected by underlying network issues.

SD-WAN is an extension of software-defined networking (SDN) that decouples network configuration from individual WAN links and hardware components. The software-based virtual network overlay takes advantage of all available WAN connections, while centralizing control and visibility into the entire SD-WAN fabric. This opens up greater cost savings, flexibility, bandwidth availability, centralized management and highly reliable cloud access QoE.

Taking advantage of all network links, such as xDSL, cable, broadband mobile, satellite, MPLS and others, all links are active and applications have access to all aggregated bandwidth. SD-WAN creates a smarter and more responsive network that adapts in real-time to bandwidth demand and actual network conditions. This ensures critical applications always have priority and all applications take the best path through the network.

The Talari SD-WAN makes per-packet forwarding decisions across multiple network paths, based on bandwidth and conditions that allow the MSP or end-user to identify the business policy and priority of prime applications, and allowing the SD-WAN controller itself to deliver application-to-WAN matching. This is an important capability for applications like VoIP and video that are highly sensitive

to jitter, latency and packet loss. Quality of service (QoS) capabilities prioritize business-critical applications over lower priority ones. This assures the most important applications always take the best path or paths across the network and can be proactively rerouted to avoid not just link failures or “blackouts,” but the congestion-based “brownouts” that happen all-too-frequently on an Internet-shared WAN.

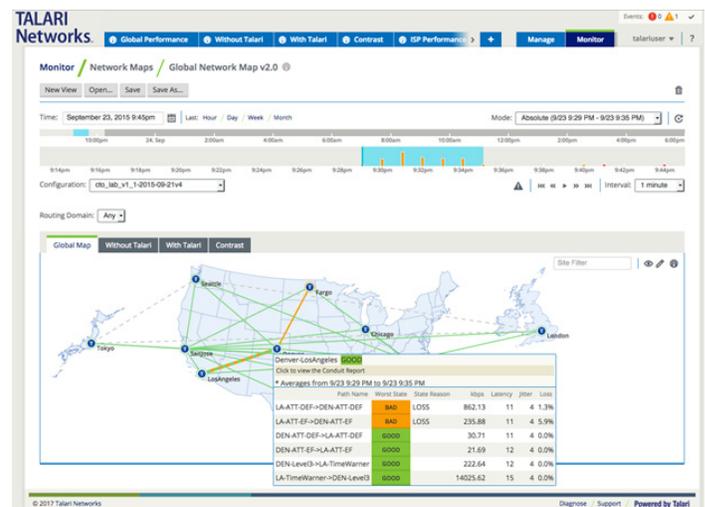
MSP customers can save valuable time and money, have more available bandwidth and achieve a greater overall user quality of experience. While there is a growing movement toward all-Internet WANs, many enterprises aren’t yet willing to eliminate MPLS completely. This falls directly into one of the strengths of Talari’s SD-WAN offerings, providing a graceful transition from hybrid to all-Internet WANs. Cloud-delivered OTT SD-WAN offerings, by contrast, require a hard cutover away from MPLS to the provider’s OTT solution. With a Talari-powered SD-WAN offering, enterprise customers can extend MPLS to a hybrid WAN, or move to full Internet as the WAN at their own pace. These changes can be easily accomplished without disruption to the rest of the network. As new locations open up, or MPLS contracts come up for renewal, MSPs can offer their customers many options.

Talari service management handles the SD-WAN service lifecycle, including service fulfilment, performance, control, SLA assurance, analytics, security and policy implementation and enforcement. Talari AWARE is a service orchestrator that collects SD-WAN overlay and underlay metrics relating to network and application performance from Talari edge appliances, and provides a central point of visibility, analytics and orchestration for the entire SD-WAN.

Talari AWARE communicates with the SD-WAN Controller and can be integrated into OSS/BSS applications, and interact with customer service portals for self-service management. A single Talari AWARE instance (VNF) can be provisioned per-customer within a multi-tenant environment.

Software-defined and network function virtualization (NFV) are forever changing the network services industry. As more enterprise IT infrastructure migrates to the cloud, MSPs need solutions that transform their customer networks and provide reliable, secure and seamless cloud connectivity. The cloud movement is changing network economics from high-capital expenditures (CAPEX) to near zero CAPEX with pay-as-you-go (or grow) subscription pricing to streamline operating expenses (OPEX).

MSPs are beginning to write the script for the next-generation edge network, understanding that SD-WAN will play an essential role in delivering high-value, differentiated network services. They also understand the need to get in the SD-WAN game soon by partnering with network edge SD-WAN technology providers like Talari to deliver the WAN services their enterprise customers need.



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### About Talari

Talari Networks, innovator of the most reliable SD-WAN technology, engineers the branch office and edge network for maximum business impact, delivering superior application performance and network resiliency, while unlocking the benefits of seamless cloud connectivity services. Incorporating years of innovation into seven generations of product, Talari is deployed across thousands of sites in over 40 countries.