

# SD-WAN use case profile matrix

What's driving SD-WAN adoption?



Your network used to be a simple thing, great for pushing packets around. Today, it is a sophisticated backbone used to distribute essential data, applications and experiences to users and customers no matter where they are, what device they use or which channel they are accessing.

CIOs and their teams have complex problems to solve; controlling network cost and resource allocations, supporting security and compliance, simplifying site and branch provisioning and maintaining visibility across network performance.

Imagine your team could transform the way your business adapts to change; creating more revenue-generating, productivity supporting experiences for end users and customers alike.

Good news. Reducing network complexity and driving performance is easier than you think.

Enter Software Defined Wide Area Networking, an exciting overlaying technology that is determined by the capability and quality of the underlying network, transforming your traditional network into an agile network that is adaptable and flexible based on how the business evolves.

When coupled with a Tier-1 network managed service provider, the right network design and peering quality, the beneficial multiplier effect of SD-WAN is profound.

**Not sure if SD-WAN is suited to your environment or the specific challenges in your business? Consider the following 6 rock solid reasons why SD-WAN should get your strategic and tactical problem-solving attention in 2019.**



### SALLY

Chief Information Officer

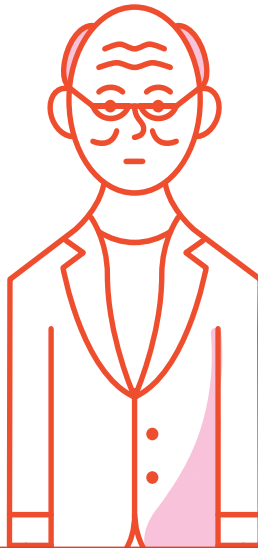


I need to control costs and budget by simplifying IT management, enabling 'zero touch' provisioning capabilities and optimising how IT resources are used.

[Learn more >](#)

### JOHN

Chief Information Officer



We need consistent sets of organisational policies and compliance to create a governance layer, improve security across the business and reduce the growing emergence of 'shadow IT'.

[Learn more >](#)

### SUNIL

Chief Information Officer

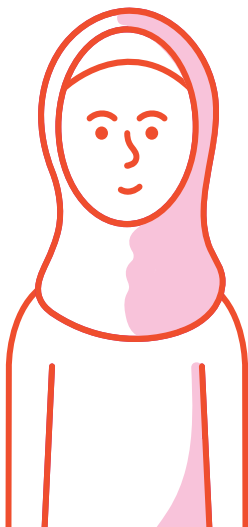


I want an improved understanding of apps performance and telco infrastructure to eliminate network impact on our end users.

[Learn more >](#)

### DIMA

IT Manager/  
Decision Maker

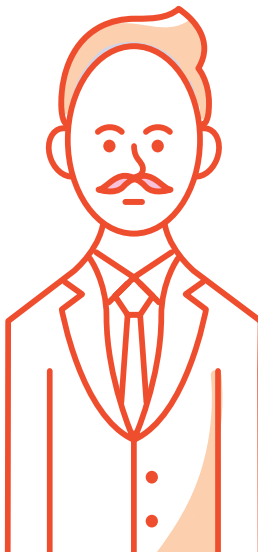


I require the assurance that branch sites have resilient connectivity to the systems, tools and apps staff and customers need.

[Learn more >](#)

### PETER

IT Manager/  
Decision Maker



I need greater network visibility and understanding of how much bandwidth specific applications consume and how well they are performing.

[Learn more >](#)

### HARRY

IT Manager/  
Decision Maker

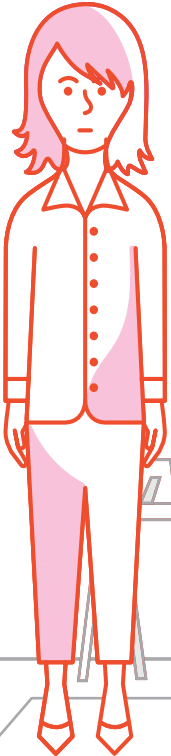


My department requires network flexibility and agility to support business needs such as being able to expand and grow with new or temporary sites, and access increasing workloads in the cloud.

[Learn more >](#)

## SALLY

Chief Information Officer



I need to control costs and budget by simplifying IT management, enabling 'zero touch' provisioning capabilities and optimising how IT resources are used.

### CAPABILITY

- Automated network services provisioning to reduce 'hands-on' manual IT processes.
- Centralised tools and orchestration capabilities remove box-by-box configuration and QoS management headaches.

### BUSINESS AND INDUSTRY OUTCOMES



**Agility:** cut branch provisioning and WAN deployment from months to weeks. There's no need for technical IT staff on site. Focuses skilled IT resources on higher value initiatives.



**Efficiency:** Easily reduce the attack surface with segmentation for IoT, partner networks, Cloud and guest wireless. Get cloud-based or on-premises security with a broad ecosystem for superior threat intelligence.



#### BANKING AND FINANCE

Expansion: simple to deploy and provision network services such as apps, security and connectivity to new bank branches. Enables mobile micro branch at end user device, at scale.



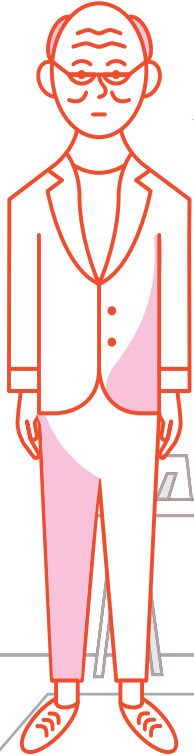
#### MANUFACTURING

Innovation: programmability and interoperability through APIs means closer integration of new applications with supply chain, enabling 'just-in-time' production models.

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## JOHN

Chief Information Officer



We need consistent sets of organisational policies and compliance to create a governance layer, improve security across the business and reduce the growing emergence of 'shadow IT'.

### CAPABILITY

- Centralised orchestration and simplified policy-based management for network routing.
- Dynamic reactions based on business policies for performance and security. Consistent network configurations and changes when moving branch traffic to the internet.
- Specify priority to ensure that all apps traffic is funnelled through the most efficient link, to reduce downtime.

### BUSINESS AND INDUSTRY OUTCOMES



**Centralise:** create a common global network where policies can be centrally controlled and easily deployed. Orchestrate custom policies across branches, at scale. Trouble shoot without onsite intervention.



**Minimise Risk:** easily reduce the attack surface with segmentation for IoT, partner networks, Cloud and guest wireless. Get cloud-based or on-premises security with a broad ecosystem for superior threat intelligence.



#### MULTI-NATIONAL CORPORATIONS AND LARGE ORGANISATIONS

support strategic transactions and acquisitions of new companies. Use SD-WAN to manage different and disparate underlays as one by achieving consistent network, apps and security compliance.

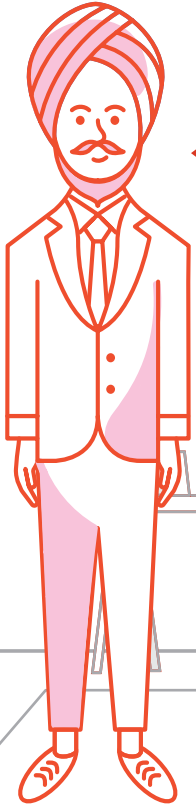


#### BANKING AND FINANCE

Easily segment policy range and compliance needs for different LOBs. Branch sites will be backed by security embedded in SD-WAN architecture.

## SUNIL

Chief Information Officer



I want an improved understanding of apps performance and telco infrastructure to eliminate network impact on our end users.

### CAPABILITY

- Consolidated monitoring and visibility to all edges across users, applications, transports, service provider, security policies, WAN links and hosts.
- SLA enforcement for applications or service type based on link conditions, latency, jitter, packet loss, and quality of experience score for voice.
- Centrally orchestrated configuration changes.

### BUSINESS AND INDUSTRY OUTCOMES



**Agility:** single pane of glass for greater insights and more informed response to service degradation and outage risks.



**Resilience:** reliable, predictable application performance for branch and remote end users.



#### RETAIL

Different WAN technologies such as LTE provide more diverse connectivity options for pop up stores and temporary shopfronts who need resilient connectivity for their digital content delivery and point of sale systems.



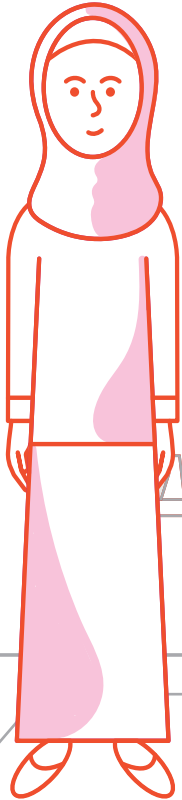
#### BANKING AND FINANCE

Supports more digital channels for customers to use such as: deploying more apps and enabling high-speed movement of data, e-commerce and mobile banking services for cashless payments as part of a program to improvement to customer services.

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## DIMA

IT Manager/Decision Maker



I require the assurance that branch sites have resilient connectivity to the systems, tools and apps staff and customers need.

### CAPABILITY

- Inherent redundancy through SD-WAN supports a mix of transport (internet DSL, Ethernet, MPLS, or LTE), to maintain availability of network services, with fast failover to alternate links supporting the prioritisation of critical traffic such as voice and video.

### BUSINESS AND INDUSTRY OUTCOMES



**Automation:** applications automatically flow around adverse network problems. Dynamic routing directly to SaaS or public cloud infrastructure to bypass traffic bottlenecks and hair-pinning at the DC.



**Visibility:** better insights for informed use of resources to drive an improved end-user experience for the range of LOBs located at different sites.



#### RETAIL

SD-WAN enables more effective use of bandwidth and network redundancy to ensure faster failover in a situation where network traffic needs to move over to alternate links and to keep retail stores connected.



#### BANKING AND FINANCE

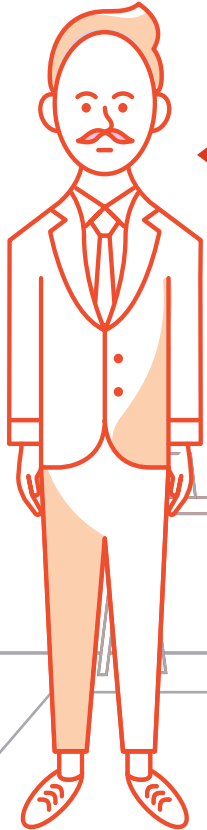
Resilient connectivity for all locations to enable high-speed movement of data, e-commerce and mobile banking services.

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## PETER

IT Manager/Decision Maker



I need greater network visibility and understanding of how much bandwidth specific applications consume and how well they are performing.

### CAPABILITY

- Centralised orchestration and simplified policy-based management provides access to rich dashboards with detailed information on how apps are performing, what bandwidth is being used, site metrics (i.e. utilisation, up/down).
- Simplified management of security, consistent network configurations and changes when moving branch traffic to the internet.

### BUSINESS AND INDUSTRY OUTCOMES



**Efficiency:** unified policy framework to orchestrate policies from portal interfaces for efficient allocation of resources and traffic prioritisation.



**Simplify:** real-time view into the network, across all branches and WAN links for simplified management of multiple ISPs, monitoring and management of link utilization and performance troubleshooting for applications.



#### BANKING AND FINANCE

Based on the improved network visibility through a central portal, the deployment and provisioning of network services such as apps, security and connectivity to new sites can be actioned in near real time. Easily reduce the attack surface with segmentation for IoT, partner networks, Cloud and guest wireless.



#### MULTI-NATIONAL CORPORATIONS AND LARGE ORGANISATIONS

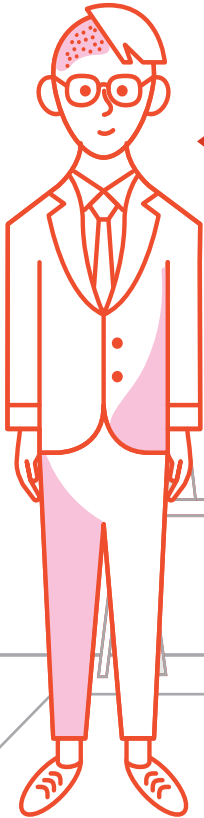
Extend SD-WAN for mobility to support branch users with ability to use both WiFi and LTE connections based on business policy, security and session persistence requirements for data centre and cloud applications.

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## HARRY

IT Manager/Decision Maker



My department requires network flexibility and agility to support business needs such as being able to expand and grow with new or temporary sites, and access increasing workloads in the cloud.

### CAPABILITY

- Application-specific acceleration capabilities to improve transaction response times and reduce WAN bandwidth requirements.
- Dynamically route time-sensitive applications such as voice and video over IPVPN.
- Direct SaaS application traffic such as Office 365 and Salesforce over the internet to SaaS portals or public cloud infrastructure for efficient WAN utilisation.
- Faster network changes and site set-up through centralised management and zero-touch provisioning capabilities.

### BUSINESS AND INDUSTRY OUTCOMES



**Agility:** automated policies to enable fast scale out of services as they are required.



**Flexibility:** SD-WAN creates data centre head-end as cloud gateway for scalability, high availability, redundancy and flexibility needed to move bandwidth intensive workloads and applications into the cloud, for optimised use of your private network.



#### RETAIL

More cost-effective bandwidth at the store sites allow for guest Wi-Fi to be used to gain greater customer insights, which can be used to personalise marketing promotions and campaigns to monetise opportunities.



#### MANUFACTURING

Quickly adjust network services to support shifting demands and critical production requirements and reduce potential downtime. Application-specific acceleration capabilities can be used to improve transaction response times with suppliers while also reducing WAN bandwidth requirements.

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## About Cisco and Telstra

When you need an end-to-end secure platform across the access, WAN, data centre and cloud for the digital business. Cisco and Telstra SD-WAN simplifies how organisations move workloads to any cloud, consume cloud hosted applications or enable new services in remote locations.

Branch security is more crucial than ever with direct Internet access becoming more and more common at the branch and business critical traffic being sent to public cloud services. With Cisco SD-WAN, you're able to easily reduce the attack surface with segmentation for IoT, partner networks, Cloud and guest wireless. And you can get cloud-based or on-premises security with a broad ecosystem for superior threat intelligence.

By providing strong security and the flexibility to support any platform, Cisco and Telstra SD-WAN ensures that your users always have the best possible experience with the highest protection over any type of WAN connection. Using advanced analytics, it makes your WAN smarter by continuously optimising application performance and providing protection from the sophisticated threats.

Want to find out more about  
an SD-WAN solution?

Visit [here](#) for more information  
or contact us

