

Unlock the most value and satisfaction from SD-WAN

Part 3: How enterprises are making the most
of SD-WAN

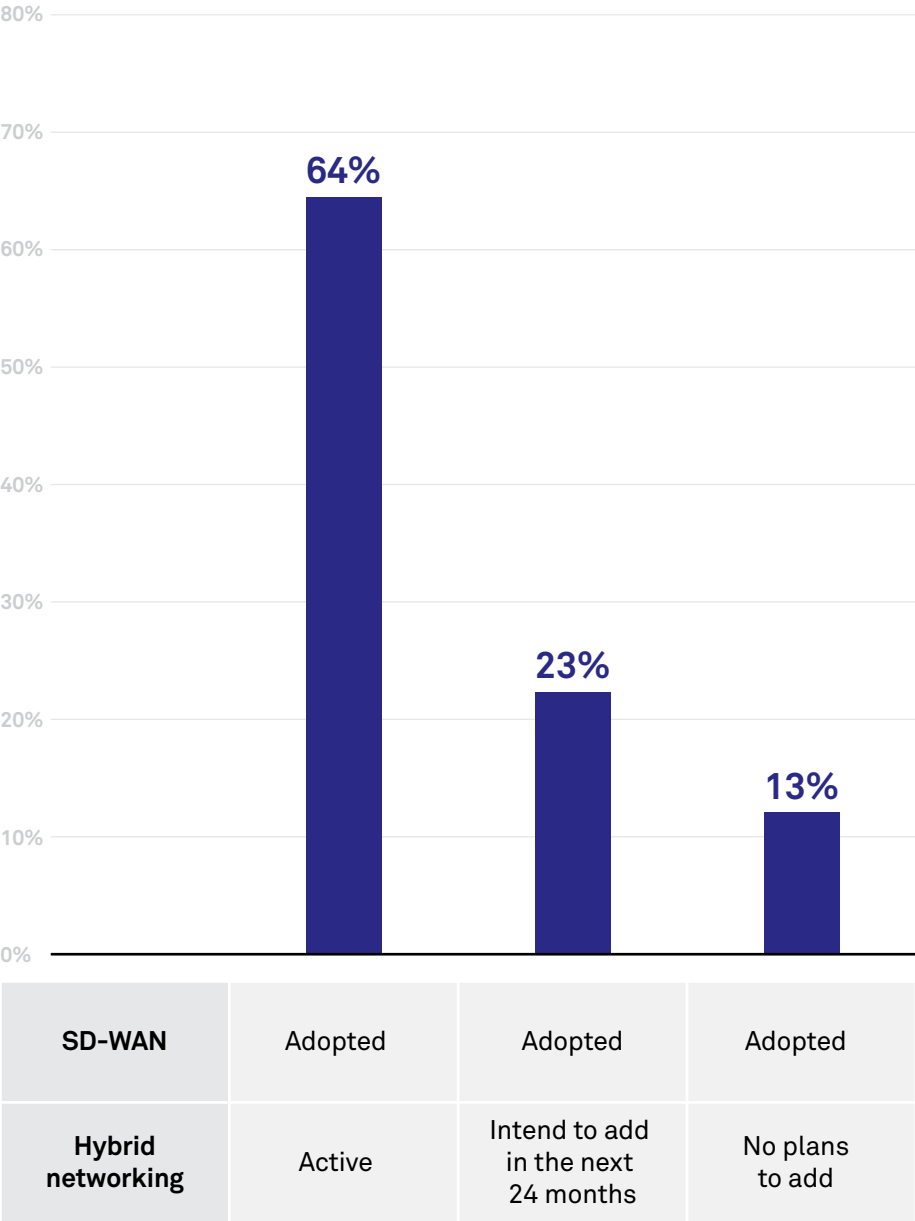
SD-WAN enables businesses to do and achieve more—but with the right technology combination, an enterprise can unlock more features and benefits to thrive today and tomorrow.

Enterprises combine SD-WAN with hybrid networking for more value

Enterprises already frequently pair SD-WAN and hybrid networking together. SD-WAN lets administrators centrally monitor the network and apply policy controls for performance and security. Combined with hybrid networking, enterprises can better manage different networks (e.g., internet access, multiprotocol label switching [MPLS] virtual private network [VPN], LTE, or 5G).

Enterprises can optimise cost by architecting different network combinations for different types of sites based on the applications used and performance required. For example, the head office with more critical applications in use may combine MPLS VPN with internet, whilst a remote branch may use a combination of internet and LTE. For this reason, 87% of enterprises that have deployed SD-WAN have already added or intend to add hybrid networking in the next 24 months (**Figure 1**).

Figure 1: By 2023, 87% of SD-WAN adopters would have deployed hybrid networking



Notes: n=231
Source: Omdia

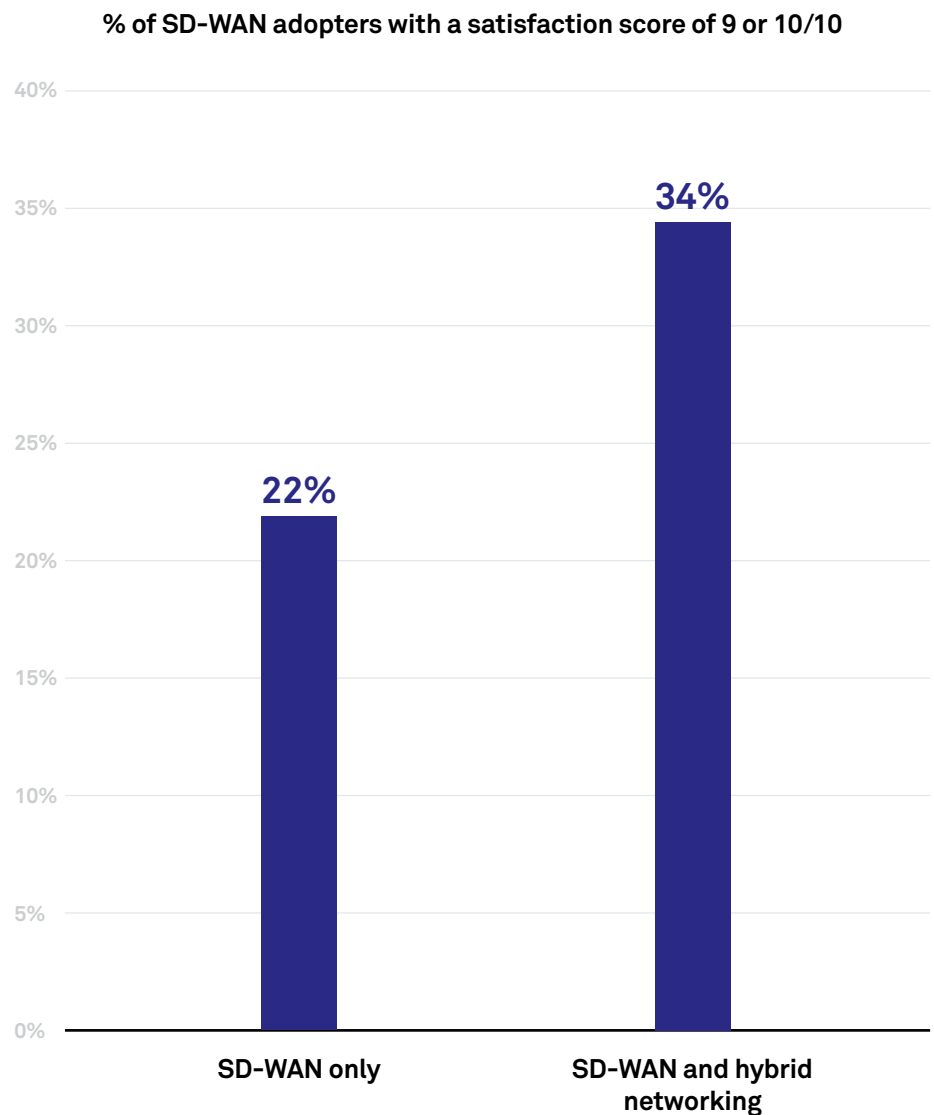
Enterprises that adopt SD-WAN recognise the added value and benefits from the new functionality. When enterprises adopt both hybrid networks and SD-WAN, they report a tailwind that generates more value and satisfaction from their SD-WAN deployment. As **Figure 2** shows, 34% of enterprises that deployed both SD-WAN and hybrid networking gave a satisfaction score of 9 or 10. This is compared to 22% of enterprises that deployed only SD-WAN.

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Hybrid networking was too difficult to manage, and we had to pull the plug on the project. But we know the benefits of hybrid networking and will relook together with our SD-WAN deployment.

Enterprise based in Europe

Figure 2: Enterprises report higher satisfaction when they combine SD-WAN and hybrid networking

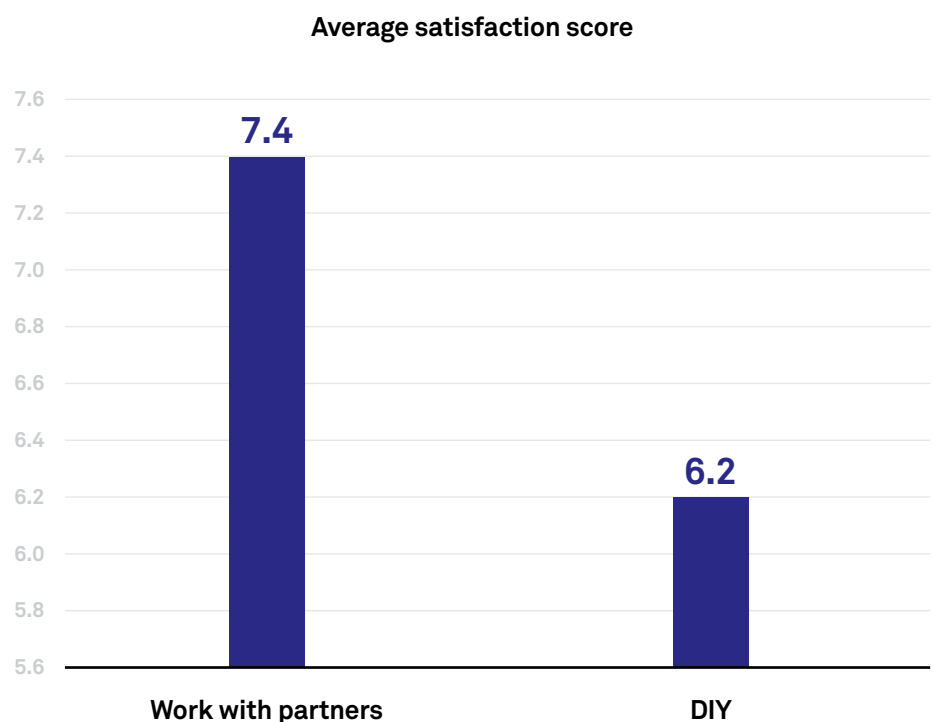


Notes: n=231
Source: Omdia

Enterprises that outsource SD-WAN tasks to partners are more satisfied

Enterprises recognise that once their new SD-WAN goes fully operational, it will quickly add value to their business. However, when SD-WAN is part of a sweeping network or IT transformation project, the deployment process is likelier to have teething issues. That is one reason why enterprises prefer to outsource tasks to managed services partners and have higher SD-WAN satisfaction levels when they do (Figure 3). Managed services tasks include the initial stages where consultants are brought in to assess, design, and install the SD-WAN solution; managed services that include operating, patching, and maintaining the controller; managed CPE (customer premise equipment); managed routing policies; and managed security.

Figure 3: Enterprises who DIY are less satisfied with their SD-WAN deployment



Notes: n=231
Source: Omdia

SD-WAN is not a perfect technology, and there will always be at least a few adopters (Omdia's surveys report about 7%) that are dissatisfied with their SD-WAN experiences to date. These adopters note that they should have performed more testing and troubleshooting, especially at the onset of the deployment. During the planning, design, and validation stages, there is still a chance to change course if a new architecture fails to deliver on reliability or performance.

Nonetheless, none of these dissatisfied adopters blame the technology—SD-WAN. Instead, dissatisfied adopters note other factors where mistakes need to be corrected: choosing the wrong platform provider, subscribing to the wrong services, selecting under-performing partners, or an improperly designed or misconfigured network architecture.

Key recommendations to help you succeed in SD-WAN

Network transformation is well-managed by experts with full-service offerings.

Full-service providers have the network assets and expertise to provide and manage a broad range of network services. This includes MPLS VPNs and internet, wireline and wireless, and a host of managed network, security, and professional services. Full-service network providers supply networks and support over wide geographical areas. They are well positioned to combine best-suited network underlay and SD-WAN overlay for each site and circumstance.

Unlock more value by combining SD-WAN deployment with hybrid networking.

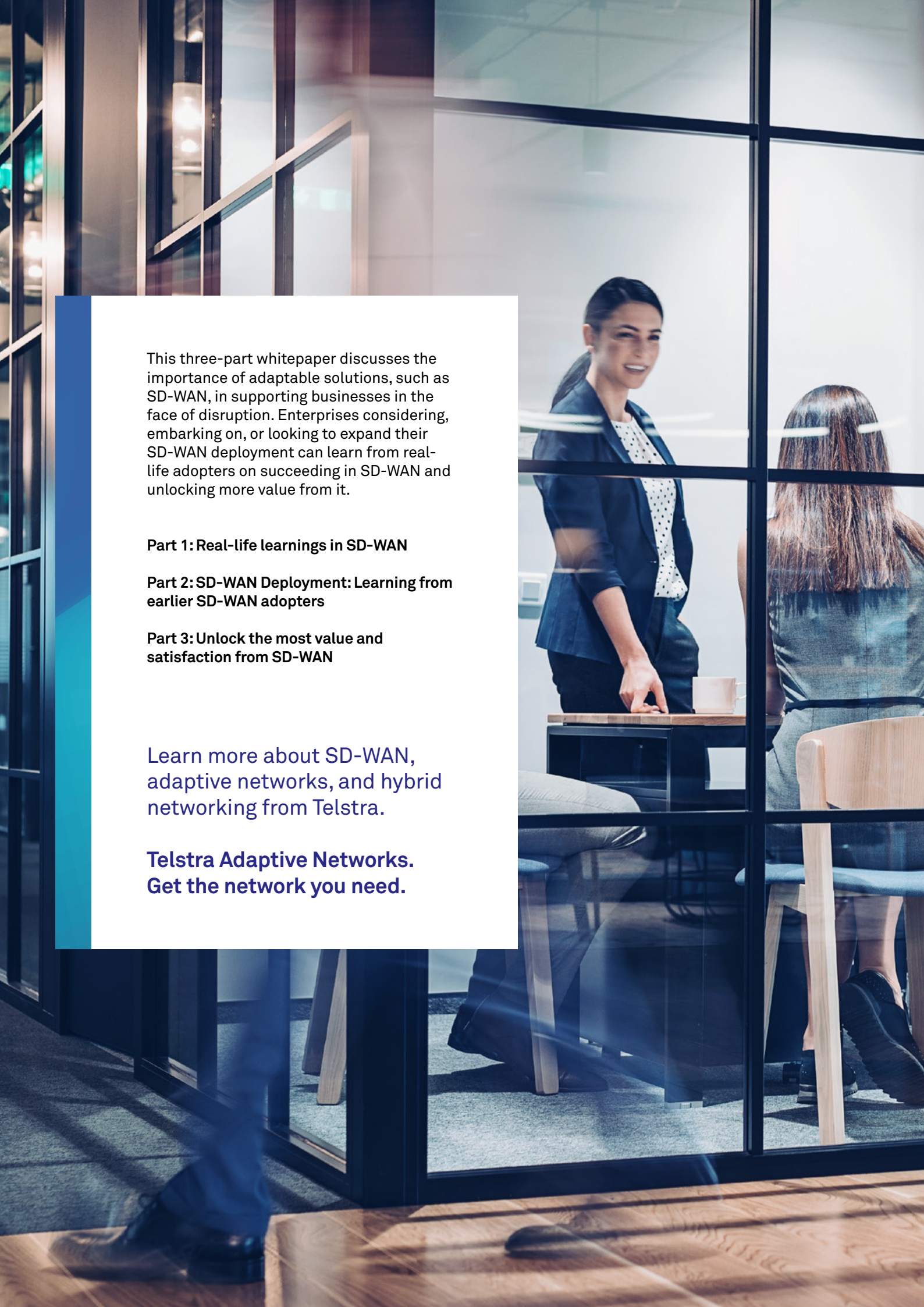
Enterprises that deploy both SD-WAN and hybrid networking are more satisfied and derive higher net benefits than those with only SD-WAN. Full-service providers are uniquely positioned to help enterprises balance these factors in network transformation. This includes recommending complementary network transformation options to enterprises that leverage both hybrid networking and SD-WAN.

For higher satisfaction, outsource more of the job to the experts.

Over 90% of SD-WAN adopters are satisfied with their deployment to date. Enterprises that outsource more tasks to partners are likelier to be highly satisfied compared to those that outsource fewer tasks.

Work with a service partner that offers flexibility.

Enterprise IT departments face fast-changing technology and market conditions. They need ways to respond quickly to unexpected change. Static, restrictive, long-term contracts do not meet the need for flexibility. Enterprises can choose partners that limit lock-in, allow changes to contracts, and offer more dynamic pricing options.



This three-part whitepaper discusses the importance of adaptable solutions, such as SD-WAN, in supporting businesses in the face of disruption. Enterprises considering, embarking on, or looking to expand their SD-WAN deployment can learn from real-life adopters on succeeding in SD-WAN and unlocking more value from it.

Part 1: Real-life learnings in SD-WAN

Part 2: SD-WAN Deployment: Learning from earlier SD-WAN adopters

Part 3: Unlock the most value and satisfaction from SD-WAN

Learn more about SD-WAN, adaptive networks, and hybrid networking from Telstra.

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Appendix

Methodology


The data used in this white paper is drawn from Omdia's Global Enterprise Network Services Insights 2021 survey. Omdia conducted this global survey in 2Q21 across nine markets. The survey reached 404 enterprise executives across a range of industries, polling about their experiences related to a range of network transformation practices. Surveyed companies ranged in size from 100+ employees to 10,000+ employees. Respondents had executive IT and network/WAN specialist roles and were involved in ICT purchase decisions for their companies.

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Omdia consulting

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We create business advantage for our customers by providing actionable insight to support business planning, product development, and go-to-market initiatives.

Our unique combination of authoritative data, market analysis, and vertical industry expertise is designed to empower decision-making, helping our clients profit from new technologies and capitalise on evolving business models.


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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Omdia's consulting team may be able to help your company identify future trends and opportunities.

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