

Top 5 Reasons

Juniper Is Your Best Choice
When Building a Managed
SD-WAN Service



BUILD MORE THAN A NETWORK.

Innovation across all industries is accelerating rapidly, forcing businesses to make decisions faster and more efficiently than ever.

These conditions are putting increasing pressure on the WAN. A new business-critical application that can be deployed in the cloud in a matter of minutes still requires updates to the network or existing security policies before it can be rolled out company wide. The modern WAN plays a critical role in this process; a self-care portal enables updated policies to be applied across all locations in minutes, resulting in a customer experience where network and application are aligned at the speed of business.

Enterprise WAN Requirements

- Workloads and applications are increasingly being moved to public and private clouds, and this trend shows no signs of slowing. For the WAN, this means a greater dependency on access to cloud services that offer rapid delivery, security, and intelligent application routing.
- Once a WAN is deployed, it must be managed with great dexterity to ensure applications are run over the most efficient routes, receive sufficient bandwidth on demand, and enjoy the best possible performance. Customers must have the ability to control these attributes at their fingertips.
- WAN delivery must also be consistent and error free. Enterprise users access the WAN from a number of widely dispersed locations, making simplified and repeatable deployments especially important.
- While demands on the WAN are increasing, enterprise budgets are shrinking. As a result, overall TCO for network services must be reduced.

To address these evolving challenges, one thing is clear: the WAN must be modernized as a hybrid that integrates both MPLS and software-defined WAN (SD-WAN). By aligning the WAN with the

cloud, enterprises can turn up new offices faster with Zero Touch Provisioning (ZTP), and they can customize their application policies through self-care portals that deliver a new level of network control enabled by software-defined platforms.

Many enterprises have already bought into this concept; IDC states that 65% of enterprises surveyed plan to migrate to a hybrid SD-WAN within the next 18 months¹.

Why the urgency? For most, it's the promise of immediate savings combined with better performance. The same IDC survey suggests that most enterprises can expect to reduce WAN costs by at least 20%; by consolidating network services with a holistic virtualization strategy, these savings could go even higher.

As customer requirements continue to grow and evolve, the demands on service providers building a managed SD-WAN service have never been greater. Juniper can help service providers ask the right questions to ensure they deploy the right SD-WAN solution to satisfy these diverse customer needs. The following top five reasons articulate the reasons Juniper is the best vendor to help with your digital transformation and evolve your managed WAN services.

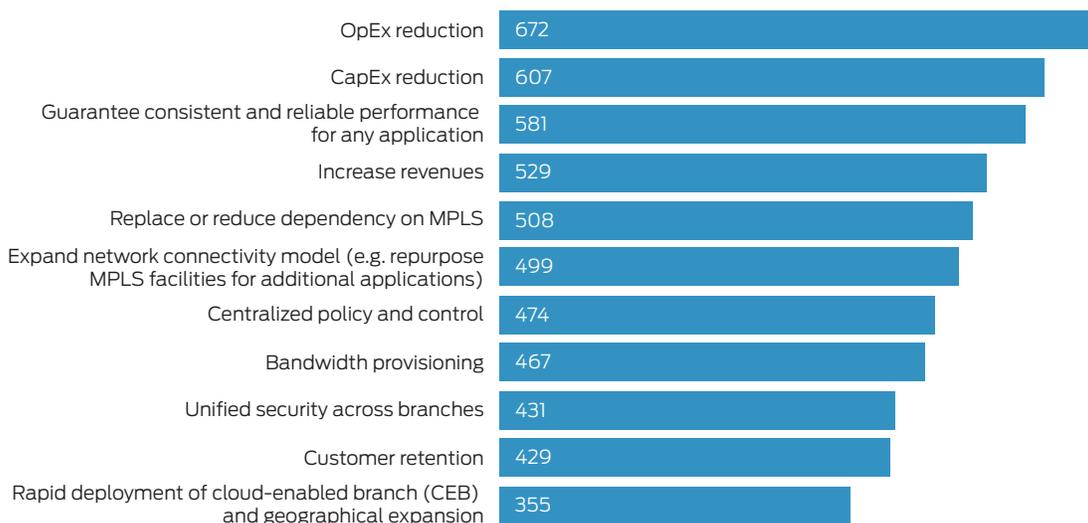


Figure 1: Top SD-WAN deployment drivers among global service providers (source: Heavy Reading survey)

¹IDC Worldwide SD-WAN Survey; Special Report 2016.

Top 5 Reasons Juniper Is Your Best Choice When Building a Managed SD-WAN Service

1. Juniper's SD-WAN solution uses an extensible platform to increase service provider profits.
2. Juniper delivers intent-based outcomes for enterprise customers at lower cost.
3. Juniper offers best-in-class scalability and programmability to maximize business agility.
4. Juniper is a leader in automation, which accelerates your ability to achieve optimal business outcomes.
5. Security is critical with SD-WAN, and Juniper delivers a comprehensive and secure solution.

Reason 1. Juniper's SD-WAN solution uses an extensible platform to increase service provider profits.

SD-WAN offers a unique opportunity for service providers to increase profitability by offering new managed services that uniquely address enterprise customers' specific WAN requirements. The key decision here is the platform—the enterprise needs a foundation that will not only support SD-WAN as a cloud delivered service, but also be extensible and scalable enough to support additional services. Don't limit yourself with a one-dimensional appliance that serves a single purpose. Juniper Networks® NFX250 Network Services Platform delivers an open, carrier-grade solution that can support your full range of needs.

Communication service providers (CSPs) that want to build and deliver SD-WAN as a managed service need look no further than Juniper's turnkey Cloud CPE solution, which makes delivering SD-WAN services simple and straightforward. Service providers can augment existing MPLS customers with SD-WAN, capture new customer segments, and penetrate new markets—all with the same platform. Since Juniper's SD-WAN is based on industry-standard IPsec, service providers can simplify deployments by integrating into existing solutions and reduce costs by eliminating the need for additional gateways. With Juniper's highly interoperable solution, CSPs can easily layer on additional network services using a unified platform and delivery approach.



Best Practice

- Enterprise needs extend beyond SD-WAN. With an extensible platform, you can satisfy multiple customer requirements with an integrated approach.
- For service providers, an interoperable platform increases your revenue potential and offers you ways to differentiate in the market.

Reason 2. Juniper delivers intent-based outcomes for enterprise customers at lower cost.

Most enterprises are highly distributed, with potentially numerous remote locations. That means enterprises need options for connecting sites to the cloud or the corporate WAN. Mandating a traditional MPLS connection for all traffic types at all locations negatively impacts enterprise productivity and drives up costs. A hybrid WAN that supports MPLS, Internet, and 4G/LTE options enables remote sites to be deployed rapidly. Branch and enterprise sites can offload noncritical application traffic across lower cost paths.

At the same time, customers can confidently integrate into existing enterprise environments by leveraging Juniper's industry-leading routing running the Juniper Networks® Junos® operating system. A common requirement among providers is to on-ramp traffic onto the corporate highway using IP-VPN. Leveraging Juniper's standards-based approach, customers can rapidly integrate SD-WAN with current IP-VPN implementations to eliminate additional costs and delays. Integration is critical to enabling rapid deployments in complex customer situations. With the Juniper solution, your managed SD-WAN service will shine.



Best Practice

- Integrating SD-WAN with existing IP-VPN services provides a smooth transition for your enterprise customers.

Reason 3. Leverage Juniper's best-in-class scalability and policy control to maximize business agility.

With Juniper's SD-WAN solution, service providers can help their enterprise customers achieve business agility with highly scalable connections to the cloud optimized with application-based routing. Enterprises can customize application policies using a simple and centralized self-managed portal; all locations will leverage these policies and enforce the rules in real time to ensure that routing aligns with the business metrics required by the enterprise. Meanwhile, service providers can leverage this carrier-grade, multitenant environment to horizontally scale while delivering a rich feature set.

Network conditions will evolve and change over time. Juniper understands this and has developed technology and built network solutions designed to handle real-world conditions. SD-WAN is no different; Juniper's solution will monitor application performance using robust telemetry data, analyzing and adapting to prevailing conditions. With a fully integrated portal, enterprise users are kept informed in real time so they can respond accordingly. For instance, when an application suffers a decline in performance, users can make on-demand, real-time bandwidth

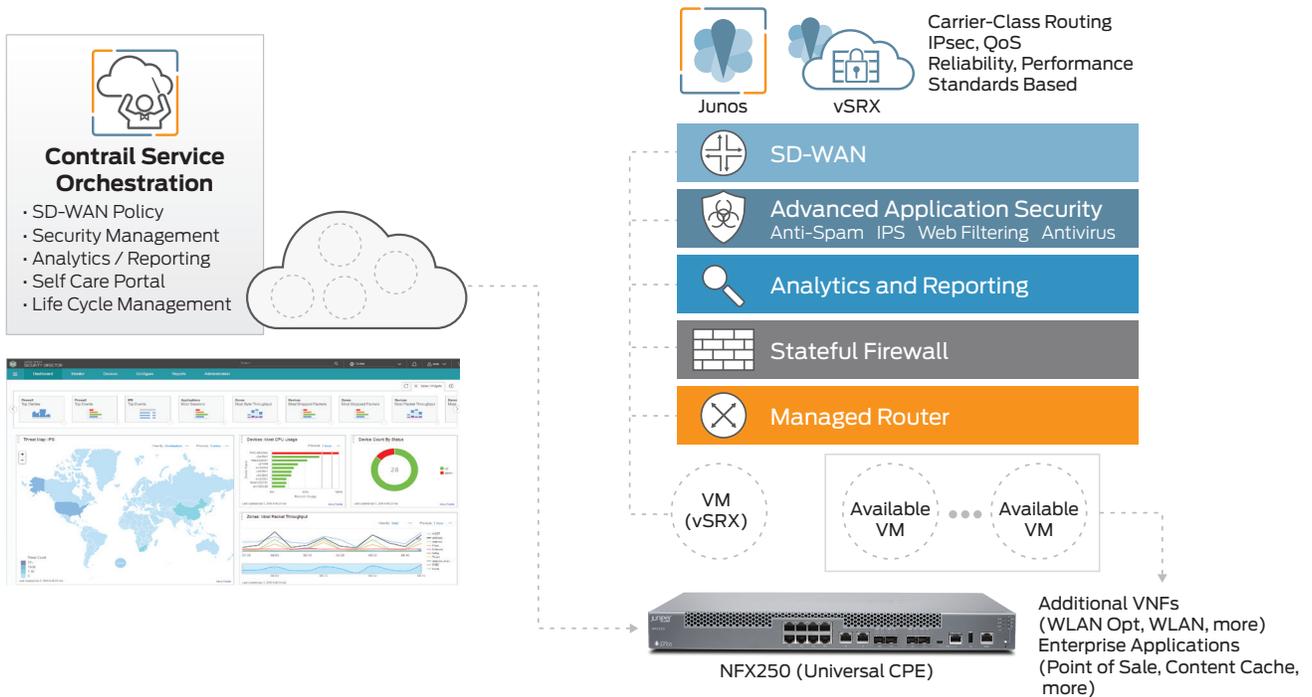


Figure 2: Juniper's SD-WAN solution

adjustments to alleviate potential choke points. Juniper offers choices that help branch offices and large enterprises alike scale to meet high-performance demands.

Best Practice

- Flexible, scalable options deliver the agility required to roll out, provision, and manage SD-WAN.

Reason 4.

Accelerate your ability to achieve desirable business outcomes thanks to Juniper's leadership in automation.

In today's dynamic business environment, survival depends on how fast you can execute. Juniper's SD-WAN solution focuses on helping you quickly deliver positive business outcomes. It starts with a simple yet powerful self-managed portal that empowers the enterprise administrator to manage all facets of the service life cycle with SD-WAN and other network services. Using open APIs, service providers can integrate these same management functions into their own portals.

At the core of this self-managed portal are automation capabilities designed to enable the rapid delivery of SD-WAN and other services. Customers will find that installing the NFX250 Network Services Platform is easy thanks to zero touch deployment. All software, configurations, and policies are automatically downloaded and installed, resulting in a fully functional and error-free site in minutes. All locations enjoy

the same experience and receive the same features. Ongoing management is performed centrally; when a new policy is required, it can be pushed to all locations from this unified portal. SD-WAN has never been easier, faster, or more feature rich!

Best Practice

- Automating operations allows for rapid delivery and simplifies the management of SD-WAN.

Reason 5.

Security is critical with SD-WAN, and Juniper delivers a comprehensive and secure solution.

Security is at the forefront of every IT decision since it impacts both revenue and reputation. With SD-WAN, the Internet factor makes the security risks even greater.

Customers don't have to sacrifice security to benefit from Juniper's SD-WAN solution. The best way to achieve a secure SD-WAN is to build security into the solution itself, and that's exactly what Juniper does with the vSRX Virtual Firewall. The vSRX is fully integrated with Juniper's SD-WAN solution along with routing, delivering the perfect approach with security always on. Options allow customers to customize their solution with extra security features such as next-generation firewall (NGFW), intrusion detection and prevention service (IDS/IPS), web filtering, unified threat management (UTM), and more.

To make it even easier, Juniper's secure SD-WAN solution includes fully integrated management. Through a single pane of glass, administrators and enterprises alike have control over SD-WAN application policies, site administration, and detailed firewall rules right at their fingertips. This level of customization helps customers reduce operational complexity and lower costs while delivering secure SD-WAN solutions across all locations.



Best Practice

- SD-WAN provides direct Internet connectivity to enterprise branches, resulting in increased security risks.
- Secure SD-WAN must have security built-in with comprehensive options.

The Choice Is Clear

Secure, hybrid SD-WAN is the future of wide-area communications. Service providers have much to gain by delivering a comprehensive SD-WAN solution with integrated network services that transform the branch and the modern WAN. Juniper Networks offers the industry's most comprehensive and feature-rich SD-WAN solution, with a secure platform that ensures long-term success.

For more information about the Juniper solution, please visit the [SD-WAN page](#) on www.juniper.net.

About Juniper Networks

Juniper Networks challenges the status quo with products, solutions and services that transform the economics of networking. Our team co-innovates with customers and partners to deliver automated, scalable and secure networks with agility, performance and value. Additional information can be found at [Juniper Networks](#) or connect with Juniper on [Twitter](#) and [Facebook](#).

Corporate and Sales Headquarters

Juniper Networks, Inc.
1133 Innovation Way
Sunnyvale, CA 94089 USA
Phone: 888.JUNIPER (888.586.4737)
or +1.408.745.2000
Fax: +1.408.745.2100
www.juniper.net

APAC and EMEA Headquarters

Juniper Networks International B.V.
Boeing Avenue 240
1119 PZ Schiphol-Rijk
Amsterdam, The Netherlands
Phone: +31.0.207.125.700
Fax: +31.0.207.125.701



Copyright 2017 Juniper Networks, Inc. All rights reserved. Juniper Networks, the Juniper Networks logo, and Junos are registered trademarks of Juniper Networks, Inc. in the United States and other countries. All other trademarks, service marks, registered marks, or registered service marks are the property of their respective owners. Juniper Networks assumes no responsibility for any inaccuracies in this document. Juniper Networks reserves the right to change, modify, transfer, or otherwise revise this publication without notice.

JUNIPER
NETWORKS