

26%

# Opportunity for Service Providers: SD-WAN + Services

## Reshape your network to keep pace with the cloud

In this digital economy, enterprises operate at lightning speed, empowered by the cloud. What's needed is a secure WAN solution that offers agility and control.

### INSIDE

Executive Overview

---

Your SD-WAN Checklist

---

Empower Your WAN  
for the Next Generation

---

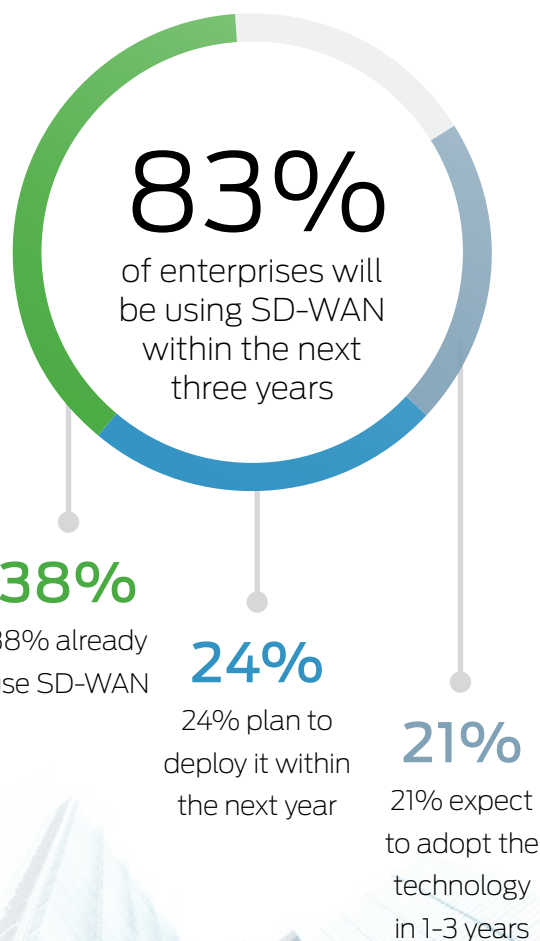


## Executive Overview

The digitization of everything, a growing mobile workforce, and the need for greater business agility have companies looking to the cloud for solutions.<sup>1</sup> As the adoption of cloud services increases, the WAN can be an obstacle that prevents users from enjoying the same application experiences as on premises. SD-WAN-enabled managed services are the perfect remedy to ensure a consistent application experience.

There are three key enterprise criteria for selecting an optimal sourcing model for SD-WAN: cost, control, and quality.<sup>2</sup> While some communication service providers (CSPs) see SD-WAN as a threat, an IDC SD-WAN survey actually shows the opposite to be true: enterprises would rather purchase an SD-WAN solution through incumbent CSPs as a managed service. Waiting is not an option, as the same IDC SD-WAN survey found that 38% of enterprise survey respondents already use SD-WAN, 24% plan to deploy it within the next year, and 21% expect to adopt the technology in 1-3 years.<sup>3</sup>

SD-WAN presents an opportunity to shape CSP strategy for years to come. This checklist ensures a secure SD-WAN strategy leveraging a platform approach that will continue to deliver well into the future.



1 McKinsey: <https://www.forbes.com/sites/louiscolombus/2016/09/17/mckinsey-predicts-enterprises-are-adopting-cloud-faster-as-it-shifts-from-build-to-buy/#121bd8ca150b>

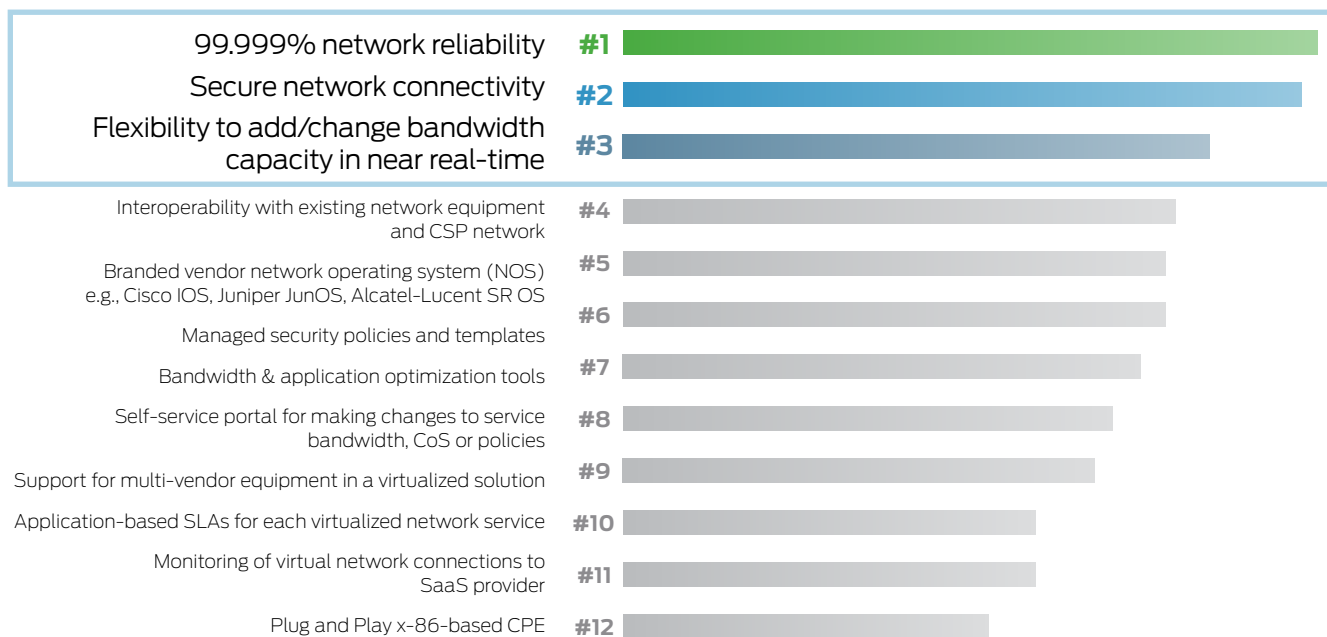
2 Gartner: DIY vs. MNS: Enterprises Must Reassess Their Network Sourcing Model to Prepare for SDWAN, Figure 1 (September 2017): <https://www.gartner.com/doc/3796585/diy-vs-mns-enterprises-reassess>

3 IDC 2017 U.S. SD-WAN Enterprise Survey: <https://www.idc.com/getdoc.jsp?containerId=US42580817>

### THREE KEY CONSIDERATIONS IN CHOOSING A SERVICE PROVIDER

Reliability, secure connectivity, and flexible bandwidth management are key considerations when choosing a service provider in order to reduce risk!<sup>4</sup>

In the IDC SD-WAN survey, participants were asked which of the following attributes of a virtualized network service or solution are the most important considerations when choosing a solution provider:

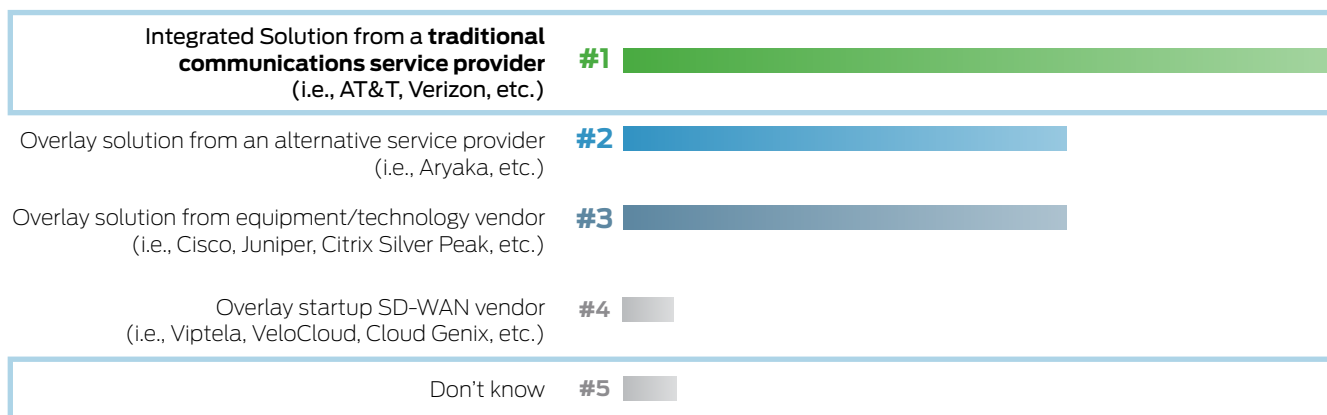


Source: IDC 2017 U.S. SD-WAN Enterprise Survey

### ENTERPRISES PREFER TRADITIONAL SERVICE PROVIDERS

According to the IDC SD-WAN survey, 43% of respondents favored an integrated solution from a traditional provider; only 3% preferred a startup vendor!<sup>5</sup>

Survey participants were asked how they plan to implement SD-WAN:



Source: IDC 2017 U.S. SD-WAN Enterprise Survey

<sup>4</sup> IDC 2017 U.S. SD-WAN Enterprise Survey: <https://www.idc.com/getdoc.jsp?containerId=US42580817>

<sup>5</sup> Ibid.

What's needed? An SD-WAN solution that can fully integrate with any existing MPLS, IP-VPN, or business Internet services at the same time, with dynamic application based routing. Security must also be built in, providing dynamic threat prevention for all traffic. All this and more allows your network to keep pace with the cloud.

On the following pages, we present four checklists to ensure a successful managed and secure SD-WAN solution.

**CUSTOMER FIRST:** What are your customer business drivers for SD-WAN?

**NEW OPPORTUNITIES:** How can you maximize your managed SD-WAN service?

**BEHIND THE CURTAIN:** What technology traits will differentiate your service?

**OPERATIONAL IMPERATIVES:** How can you increase your profits through operational excellence?



## CHECKLIST

## 1. Customer First

Customers are looking for solutions to solve their business challenges, not a landscape of technologies all cobbled together.

### What are your customer's business drivers for SD-WAN?

**SPEED** – Simple click-to-order performance; from download to operational in minutes—a typical marketplace experience.

**SIMPLE** – Simplified delivery and activation with zero-touch provisioning.

**SECURE** – Consistent and comprehensive protection.

**CHOICE** – Must support options for MPLS, Internet, and/or 4G/LTE.

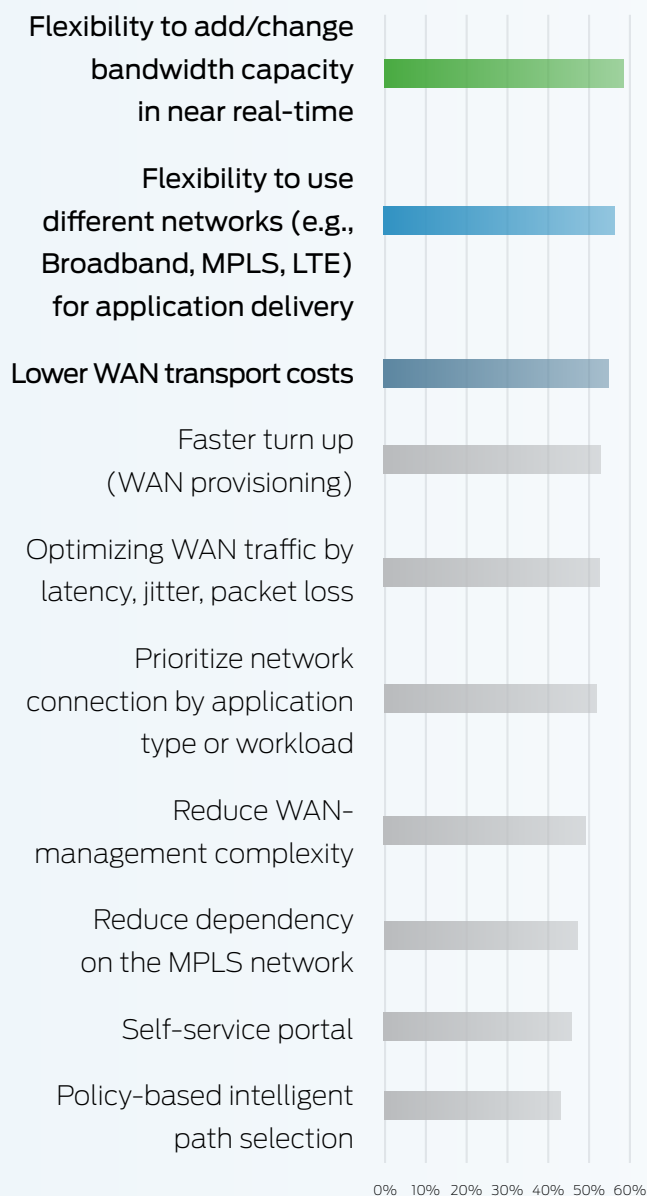
**SMART** – Must support dynamic and adaptive policies to dictate WAN routing.

**CONTROL** – An integrated, personalized portal for managing and monitoring the network.

**REDUCE** – Must lower total cost of ownership (TCO) and operational complexity.

### Top Customer Business Drivers for SD-WAN<sup>6</sup>

Service providers that can deliver on customer requirements will have enterprises coming back for more, with SECURITY at the top of the list. By a landslide, security is the additional WAN functionality considered with SD-WAN.



Source: IDC 2017 U.S. SD-WAN Enterprise Survey

6 IDC 2017 U.S. SD-WAN Enterprise Survey

## CHECKLIST

### 2. New Opportunities

#### How do you maximize your managed SD-WAN service?

Your solution provides a modernized customer experience.

Your managed SD-WAN service can differentiate itself from the many other “me too” approaches.

Your service can expand to achieve maximum market penetration.

Your strategy includes integrated services with SD-WAN to increase uplifts.

Starting with a customer-led approach consists of leveraging an integrated platform that supports SD-WAN as well as other virtualized managed services. This avoids having to deploy piecemeal point products. The opportunity is obvious, but the solution is not—those with the strongest platforms and the most robust partner ecosystem are best positioned for market success.<sup>7</sup>

The platform is the most critical element to deliver on the SD-WAN promise, one that continues to deliver as the market pivots.

---

<sup>7</sup> IDC: Cloud and Drive for WAN Efficiencies Power Move to SD-WAN

## CHECKLIST

## 3. Behind the Curtain

For the service provider, the considerations can be complex.

### What are the technology traits that will differentiate your service?

Integration with MPLS, IPsec VPN, Internet, and enterprise routing

Security is built in and extensible from basic firewall and encryption to a full security suite, including application security

All-in-one software for routing, security, and SD-WAN for greater efficiency in a virtualized network function

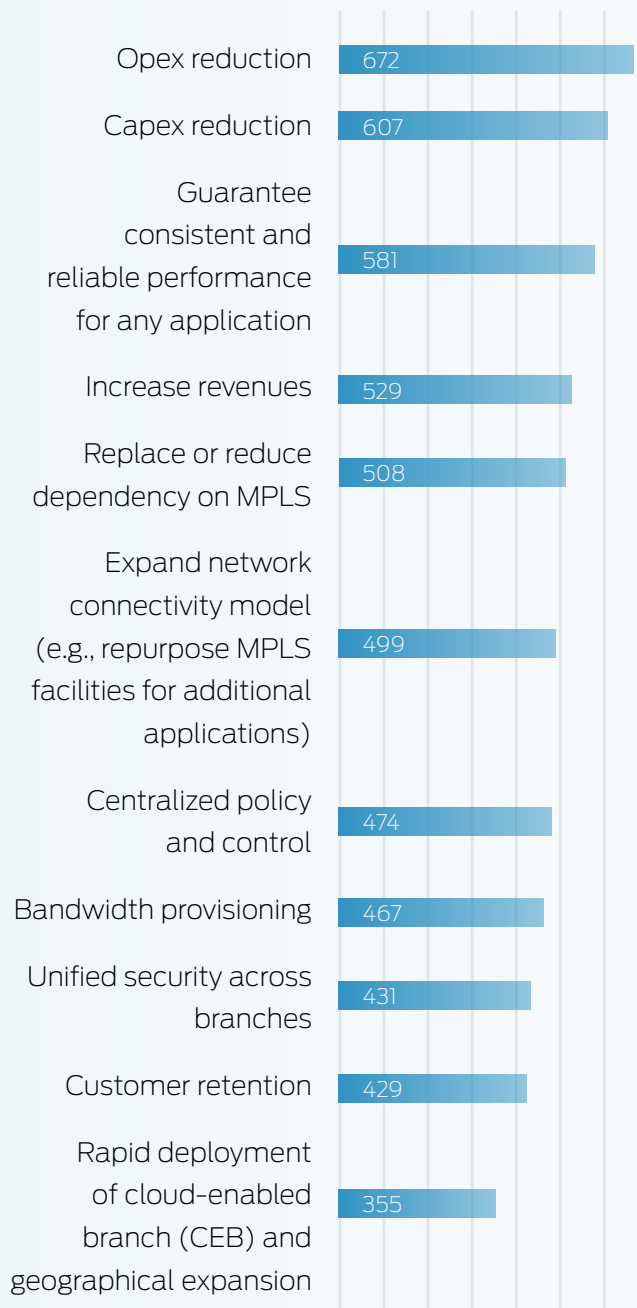
Interoperability with third-party VNFs

Flexible delivery options on premises and in the cloud

A scalable and highly available carrier-grade platform

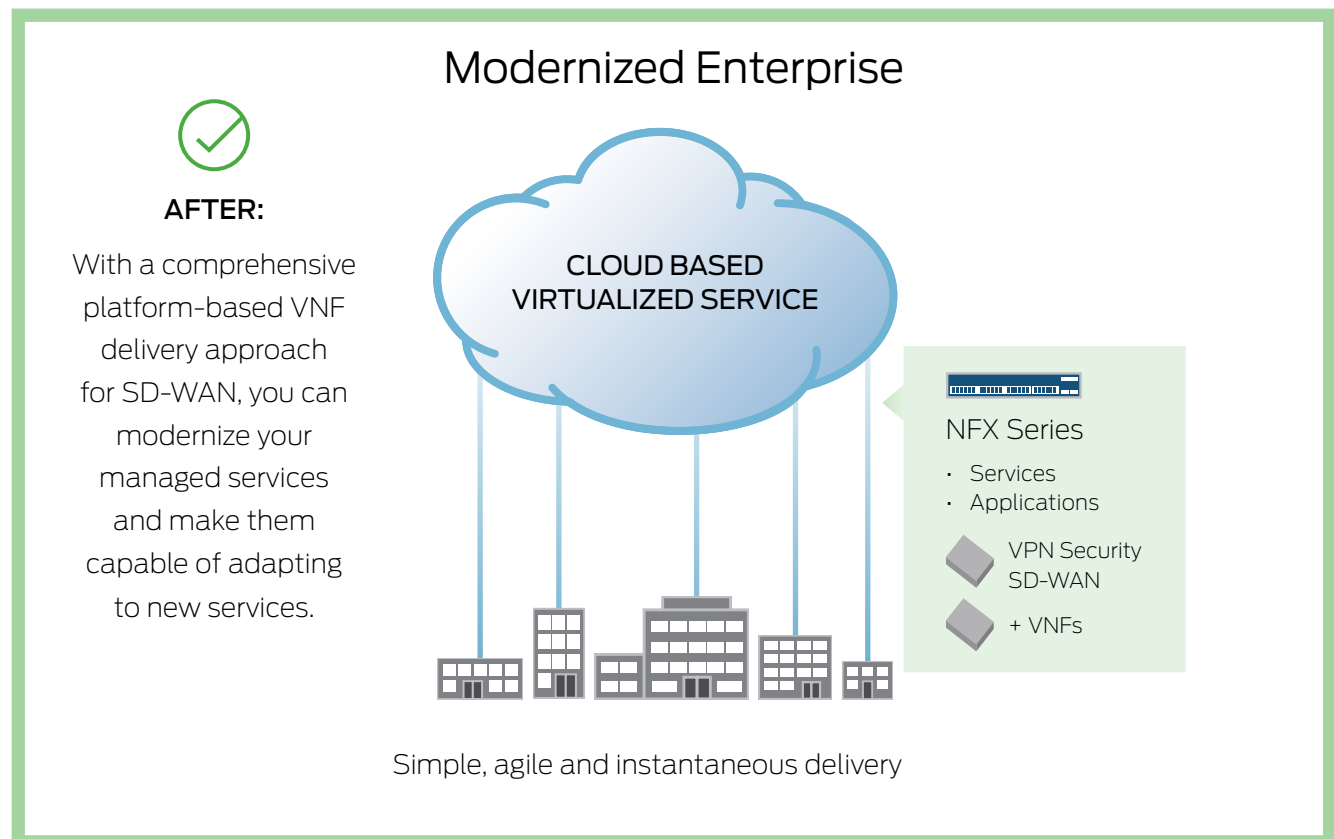
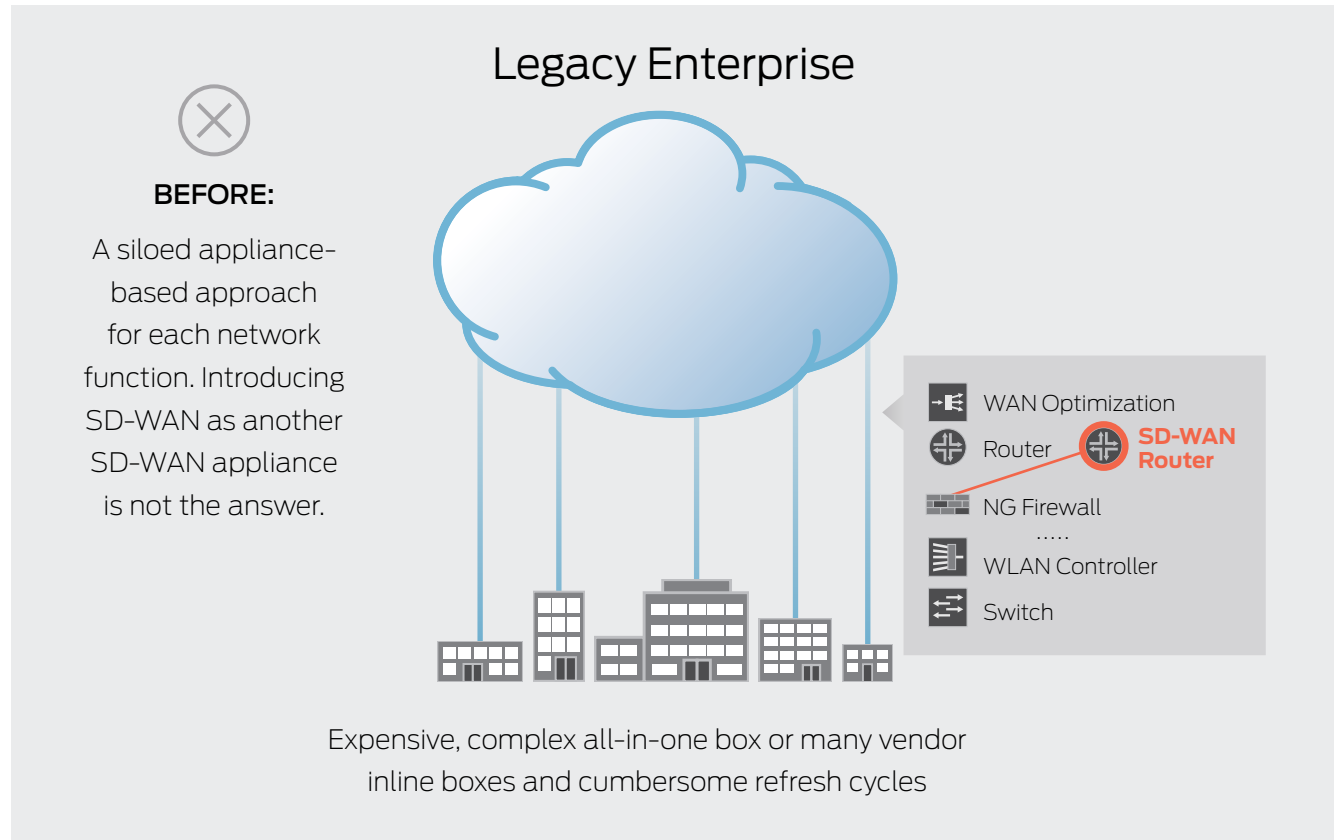
### What do service providers care about with their SD-WAN solution?<sup>8</sup>

The technology behind the platform ensures the success of the branch transformation.



<sup>8</sup> Heavy Reading: Traversing the NFV Implementation Maze (September 2016)

A platform-based secure SD-WAN solution enables service providers to automate the creation and delivery of a managed services portfolio that is well aligned with enterprise business requirements.





## CHECKLIST

### 4. Operational Imperatives

#### How do you increase your profits through operational excellence?

Enable a powerful, centralized self-care portal: simple, intuitive, and extensive to enable branch transformation

Facilitate intent-based automation throughout all customer locations for rapid delivery and streamlined operations

Unlock economies of scale with a multi-tenant platform for global market expansion

Deliver visibility-leveraging telemetry and analytics to ensure user intent is delivered

Offer built on carrier-grade principles for scale and reliability

Technology alone is never the entire story. Operational excellence is the key for longevity for any CSP-managed SD-WAN service.

In a digital business context, quality is defined to include provisioning, service assurance, and support for the end-to-end performance of the SD-WAN service. Thus, in addition to availability and reliability, the quality of the service delivery lifecycle must include the ability to support greater speed and agility for enabling the enterprise's digital business initiatives.<sup>9</sup>

Enterprises depend on the new WAN—a secure, hybrid SD-WAN. The reason enterprises prefer the traditional CSP is the reduction of risk; 99.999% network reliability and security still rank as the top two attributes of a virtualized solution from a service provider!<sup>10</sup>

<sup>9</sup> Gartner: DIY vs. MNS: Enterprises Must Reassess Their Network Sourcing Model to Prepare for SDWAN (September 2017)

<sup>10</sup> IDC 2017 U.S. SD-WAN Enterprise Survey



## Empower your WAN for the Next Generation

The one constant is change. An SD-WAN solution that adapts with your enterprise customers guarantees it will always be relevant. Evolve with a consistent platform strategy that transforms managed service delivery led by SD-WAN. And don't stop there; be the one-stop solution provider with integrated and differentiated services. Never again let the network hinder the innovations that lie ahead.

To learn more about building a secure SD-WAN that keeps pace with your customers, check out **[Juniper Networks' SD-WAN Solution](#)**.



## Quick Reference: Your SD-WAN Checklists

### Customer First: What are your customer's business drivers for SD-WAN?

**SPEED** – Simple click-to-order performance; from download to operational in minutes—a typical marketplace experience.

**SIMPLE** – Simplified delivery and activation with zero-touch provisioning.

**SECURE** – Consistent and comprehensive protection.

**CHOICE** – Must support options for MPLS, Internet, and/or 4G/LTE.

**SMART** – Must support dynamic and adaptive policies to dictate WAN routing.

**CONTROL** – An integrated, personalized portal for managing and monitoring the network.

**REDUCE** – Must lower total cost of ownership (TCO) and operational complexity.

---

### New Opportunities: How do you maximize your managed SD-WAN service?

Your solution provides a modernized customer experience.

Your managed SD-WAN service can differentiate itself from the many other “me too” approaches.

Your service can expand to achieve maximum market penetration.

Your strategy includes integrated services with SD-WAN to increase uplifts.

---

### Behind the Curtain: What are the technology traits that will differentiate your service?

Integration with MPLS, IPsec VPN, Internet, and enterprise routing

Security is built in and extensible from basic firewall and encryption to a full security suite, including application security

All-in-one software for routing, security, and SD-WAN for greater efficiency in a virtualized network function

Interoperability with third-party VNFs

Flexible delivery options for on premises and in the cloud

A scalable and highly available carrier-grade platform

---

### Operational Imperatives: How do you increase your profits through operational excellence?

Enable a powerful, centralized self-care portal: simple, intuitive, and extensive to enable branch transformation

Facilitate intent-based automation throughout all customer locations for rapid delivery and streamlined operations

Unlock economies of scale with a multi-tenant platform for global market expansion

Deliver visibility—leveraging telemetry and analytics to ensure user intent is delivered

Offer built on carrier-grade principles for scale and reliability

## 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](https://www.juniper.net) or connect with Juniper on [Twitter](https://twitter.com/juniper) and [Facebook](https://www.facebook.com/juniper).

### 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](http://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 2018 Juniper Networks, Inc. All rights reserved. Juniper Networks, the Juniper Networks logo, Juniper, 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