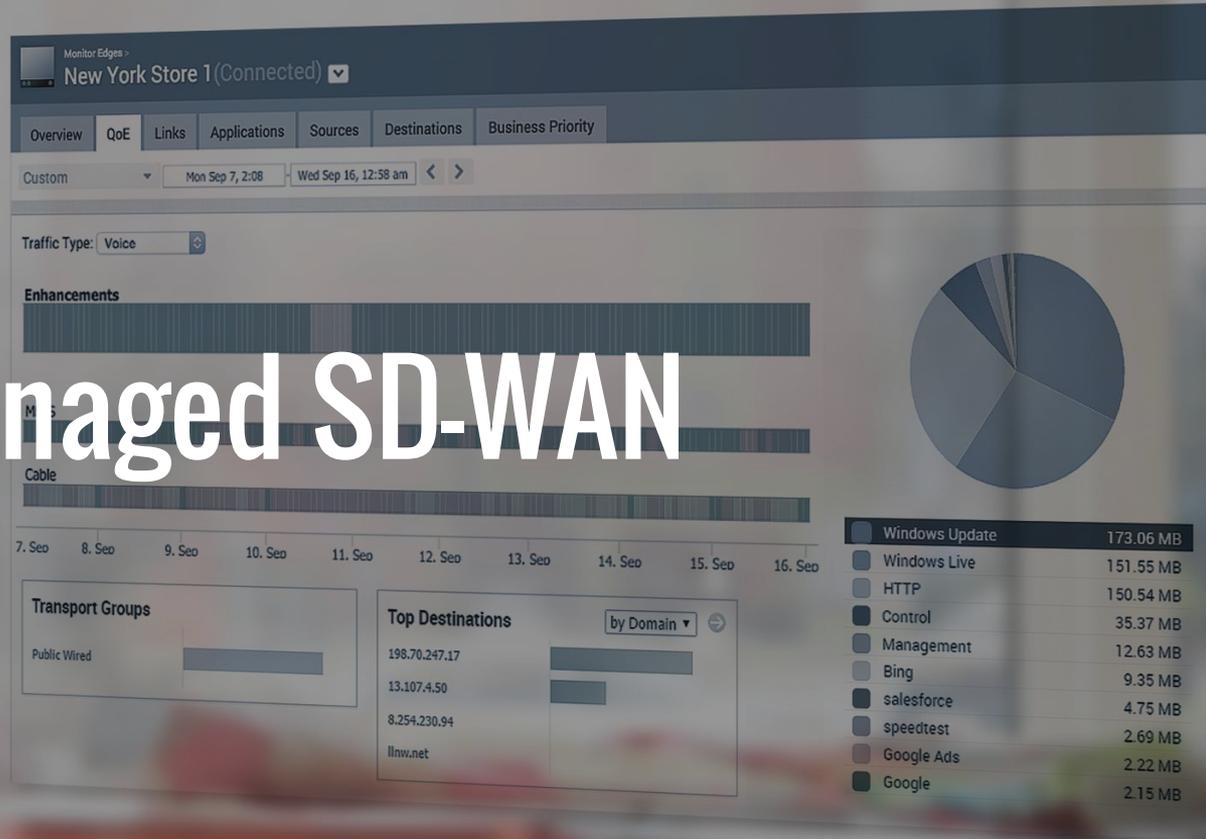# TPx Managed SDWAN Prospecting Guide

What you can find here

- Customer profiles
- Common buzzwords
- Key benefits
- Positioning
- Overcoming common objections
- Sample cost analysis and value props
- Available resources

TPX

Managed SD-WAN

Monitor Edges >
New York Store 1 (Connected)

Overview | QoE | Links | Applications | Sources | Destinations | Business Priority

Custom | Mon Sep 7, 2:08 | Wed Sep 16, 12:58 am | ‹ | ›

Traffic Type: Voice

Enhancements

Cable

7. Sep   8. Sep   9. Sep   10. Sep   11. Sep   12. Sep   13. Sep   14. Sep   15. Sep   16. Sep

Transport Groups

Public Wired

Top Destinations by Domain ▾

198.70.247.17
13.107.4.50
8.254.230.94
llnw.net

Windows Update	173.06 MB
Windows Live	151.55 MB
HTTP	150.54 MB
Control	35.37 MB
Management	12.63 MB
Bing	9.35 MB
salesforce	4.75 MB
speedtest	2.69 MB
Google Ads	2.22 MB
Google	2.15 MB

Managed SD-WAN: Customer Profile

The business has complained about network performance

▌ SD-WAN's nature allows for much better control and visibility into a network, which means adjustments on the fly and improved performance. Improvements come not only from apps, but also from the overall network as resource allocation is smarter and the process is done automatically. This is especially important for Voice. With any circuit + SD-WAN and UCx, there is a guaranteed quality of service.

Managed SD-WAN: Customer Profile

The business has several locations

▌ Businesses with branch offices are prime sales targets, because these businesses need a more economic and efficient way to connect. SD-WAN offers easy-to-use connections to remotely-located operations. Leveraging local Internet providers via HSIA or OTT offers less expensive alternatives. Retailers are a great example, along with banks, healthcare operations, insurance firms and more.

Managed SD-WAN: Customer Profile

Existing TPx MPLS network with locations without QoS

▌ Hybrid WAN with MPLS and SD-WAN for locations that do not have QoS provides customers with an easy path to leverage new technology without the hassle of replacing their existing infrastructure.

Managed SD-WAN: Customer Profile

No network continuity

▌ SD-WAN supports 2 or 3 circuits in active and/or passive mode for instantaneous continuity/failover. Calls and video don't drop during failover, which is important for call centers. In addition, it provides a high-performing experience since SD-WAN chooses the "best circuit" for each data session when in active-active mode.

Managed SD-WAN: Buzzwords & Definitions

Quality of service

▌ SD-WAN technology supports quality of service by having application level awareness, giving bandwidth priority to the most critical applications. This may include dynamic path selection, sending an application on a faster link, or even splitting an application between two paths to improve performance by delivering it faster.

Managed SD-WAN: Buzzwords & Definitions

Security

▐ Compared to MPLS, SD-WAN supports layered security tools for deception, authentication, monitoring, and encryption. SD-WAN communication is usually secured using IPsec, a staple of WAN security.

Managed SD-WAN: Buzzwords & Definitions

Application optimization

❙ SD-WANs can improve application delivery using [caching](#), storing recently accessed information in memory to speed future access.

Managed SD-WAN: Key Benefits

Offers comprehensive financial and operational benefits:

▌ Lowers WAN OpEx and CapEx costs and overall total cost of ownership, especially in terms of supporting multiple types of connectivity from local Internet providers (HSIA/OTT) to 4G LTE as well as TPx provided EoX.

▌ Provides greater business agility and responsiveness to keep pace with IT innovations

▌ Supports multiple, secure, high-performance connections

▌ Allows load sharing across connections and adjusts traffic flows based on network conditions to improve performance

Managed SD-WAN: Key Benefits

▌ Supports the automated provisioning of — and changes to — premium network services, such as VPNs, firewalls, security, WAN optimization, and application delivery control

▌ Supports zero-touch provisioning (ZTP) that allows for the quick and simple ability to configure and make changes to an entire network simultaneously.

▌ Improves network security by encrypting WAN traffic and segmenting the network to minimize damage if breaches occur

Managed SD-WAN: Qualifying Questions

Do you have an existing contract for your network? If yes:

Are these circuits proactively monitored so that you are notified when they go down?

▌ We can deploy our MSR on customer provided circuits, and notify you when those circuits become unavailable

Are you experiencing any performance or quality issues with your voice service?

▌ Our MSR applies forward error correction to improve latency, jitter, and packet loss on even single circuits for better voice calls and overall quality for data traffic

Managed SD-WAN: Qualifying Questions

Do you have a business continuity plan in place in case there is a circuit outage?

If **yes**…is the failover automated and seamless, or is there a 2-3 minute lapse for service return on the backup circuit?

If **yes**… are both circuits with the same provider? Have you considered provider redundancy?

If **yes**… can you leverage the bandwidth of both circuits or is one in standby mode? We can deploy a managed service on those circuits that allows you to leverage the aggregate bandwidth of both circuits, AND can failover to each other.

Managed SD-WAN: Qualifying Questions

Do you have a business continuity plan in place in case there is a circuit outage?

If **no**...have you experienced any outages? What happens to your business when that site loses connectivity?

Continuity play....we can leverage your current circuit, and provide a second one to give you the peace of mind that your business won't stop because of an outage. Plus, our managed service allows you to leverage the bandwidth of both circuits.

Managed SD-WAN: Qualifying Questions

Do you use any cloud services to enable applications for your user?

If **yes**…are you able to prioritize those applications over other web traffic so that they are not competing for bandwidth? We are able to offer you a managed service that will allow you to customize your profile on our MultiServices Router that will set those critical applications at a higher priority, reducing latency and poor end-user experience.

Managed SD-WAN: Qualifying Questions

Do you have remote locations that you are paying excessive back hauling charges for just to connect to your VPN?

If yes…we can deploy our MultiServices device so you to leverage your local ISP at a lower price while still offering access to your VPN securely using an encrypted tunnel.

If yes…we have 4G LTE options available to economically act as a failover option or as an active WAN connection (two active plans available) to leverage connectivity where there may be wireline availability or cost issues.

Managed SD-WAN: Qualifying Questions

Are cloud services a critical component of your business?

If yes…are you able to prioritize those applications over other web traffic so that they are not competing for bandwidth? We are able to offer you a managed service that will allow you to customize your profile on our MultiServices Router that will set those critical applications at a higher priority, reducing latency and poor end-user experience.

Managed SD-WAN: Qualifying Questions

How would you like to prioritize your traffic at the application level?

We have a managed service to customize your QoS at an application level. If in failover mode during a circuit outage, a secondary profile enables re-prioritizing apps based on the criticality to your business. Apps can also be limited to a percentage of bandwidth with thresholds for utilization.

The MSx WAN−Core Service level allows you to have control of these MSR profile settings to make changes as your network changes or evolves.

Managed SD-WAN: Qualifying Questions

Do you have visibility into how your applications are performing?

We can provide that in a simple, easy-to-use portal. An intuitive view down to the application and MACD address level that can be used to make day-to-day decisions about management of your business applications or strategic decisions for growth and budgetary requirements.

Managed SD-WAN: Qualifying Questions

Do you know how your bandwidth is being used?

We can give you visibility into exactly what applications and websites your employees are accessing. No more streaming video to watch the Final Four or World Cup to hog bandwidth. Or the World Series streaming video can be allowed, but limited to a specific percentage of bandwidth allocation.

Managed SD-WAN: Qualifying Questions

Do you have remote users dependent on remote access or does your business depend on customers being able to reach applications on your network?

Our Inbound Internet Failover feature allows you to provide the same sort of resiliency to incoming Internet traffic as your outgoing traffic, automatically and transparent to the end user.

Managed SD-WAN: Overcoming Objections

> *MPLS service is working fine and SD-WAN sounds like just another WAN option over broadband Internet.*

- MPLS and public Internet might support some basic digital services, but as things advance (e.g. needs for cloud-direct access), legacy networks could be ineffective, costly, unreliable, unscalable, and insecure
- MPLS connections are costly and don't offer the ability to leverage more economical connectivity options
- No need to rip and replace. SD-WAN supports Hybrid WAN, which supports existing MPLS infrastructure while leveraging the tech and economic benefits of SD-WAN

Managed SD-WAN: Overcoming Objections

"*We can see from your presentation/demo that SD-WAN is fantastic technology and cost-saving. But it might add complexity to our network management if we take on the MPLS and SD-WAN hybrid approach. Besides, our organizational structure and staff training are not ready yet for SD-WAN and we still face a learning curve.*

- SD-WAN simplifies everything and we do the management for you. This includes proactively monitoring and managing all circuits.

Managed SD-WAN: Overcoming Objections

> *SD-WAN is good but we'll wait and see because we're at a strategic juncture putting all the pieces together for the Digital Age...what to do with cloud, security, mobility, big data, IoT, AI, etc. We hesitate on SD-WAN at this time.*

- SD-WAN is the central glue of the next-gen IT ecosystem, which will enable the Digital Transformation (DX) for the enterprise. While nearly all the businesses today want to use all those features, it's SD-WAN that connects all these new utilities and apps together. Without SD-WAN, the digital transformation can't happen. So it's not a good strategy to postpone your engagement with SD-WAN.

Sample Cost Analysis & Value Props

Consider ROI for both hard/soft costs and negative impt. Bandwidth costs represent hard-cost savings. In addition, SD-WAN provides OpEx savings. While more difficult to quantify, they can be just as important, especially for orgs with limited IT resources. Soft-cost savings include protection against lost revenue and reduced productivity due to network downtime or slow connectivity. SD-WAN helps cut time responding to compliance requirements and frees IT personnel to work on strategic projects, training etc. In fact, IT teams can significantly reduce their time spent diagnosing and fixing WAN outage and performance issues.

Sample Cost Analysis & Value Props

Example: A company with 10 remote offices that connect to their corporate datacenter and cloud providers with 10 existing T1 MPLS links

Taking into account the current network expenses and the company's bandwidth needs for the next year, we can estimate 3 different solutions and additional costs vs. savings for each one. Switching to SD-WAN as part of a hybrid WAN solution or internet-only solution: both offer significant savings and increased bandwidth over traditional WAN solutions — over 50% savings.