

# The business case for SD-WAN

How adopting SD-WAN can give branch and remote workers a secure, high-performance experience—while saving up to 60% on your annual network spend



## Do you want to optimize your virtual, cloud, and SaaS apps for the best remote work experience?

As an IT leader, you need to provide branch and remote employees with high-performance, secure apps. And you must do this with limited resources and a tight budget. Here's how embracing networking solutions like SD-WAN can improve the remote work experience while saving your organization massive amounts of money.

### Dramatically reduce networking costs with SD-WAN

With the rise of the remote workforce, business leaders are looking for ways to give off-site employees secure access to corporate networks without compromising app performance.

If your wide area network (WAN) isn't "cloud-ready," you will have a hard time scaling your IT environment to support remote workers and contractors. An agile network is also vital when connecting new branches and making it easy for all of your global sites to do business.

Many enterprises are adopting SD-WAN to make their networks more efficient, give users a better experience, and save significant amounts of money. SD-WAN can replace Multiprotocol Label Switching (MPLS) or work alongside it—adding broadband and 4G/LTE access.

An independent analysis found that implementing SD-WAN can cut enterprise bandwidth costs by 75% or more, compared with MPLS.<sup>1</sup>

Better yet, SD-WAN increases your available bandwidth, optimizes application performance, offers enterprise-class security, and makes your network "cloud-ready." With these foundations in place, you can quickly migrate apps to the cloud, support digital transformation, and improve your business continuity.

This white paper will show you how implementing SD-WAN can help you achieve these benefits while dramatically reducing your networking costs. You'll also discover how choosing a modern SD-WAN solution can improve your security and IT efficiencies.

Want to know how? Keep reading...

### Challenges with legacy networking infrastructure

Does your enterprise use MPLS technologies? If so, your network technologies may be more than 20 years old.

These aging systems cost hundreds of thousands—or potentially, millions of dollars—annually to maintain. They require best-in-class network routers and ongoing support contracts, making it costly for you to deploy MPLS in new locations. You also must invest in T1 circuits, which are more expensive than internet connectivity while providing less bandwidth. Your bandwidth costs can quickly add up as your remote workforce grows, and employees use more cloud services.

MPLS systems can also take months to procure and implement in new locations—making it hard for you to scale your network as your workforce shifts and your organization grows.

**The SD-WAN tools and software market will hit \$4.6 billion by 2023. This acceleration is due to the demand for more agile, high-performance, and secure connections to cloud applications.<sup>2</sup>**

## Telecommunications is the largest IT expense. In 2021, global organizations will spend \$1.4 trillion on telecommunications, a 2.1% increase from 2020.<sup>3</sup>

Additionally, MPLS cannot meet today's requirements for cloud connectivity. MPLS technology is designed to connect branches to data centers (and its residing security stack), not directly to the internet. Backhauling traffic to a data center may cause latency, leading to poor application performance. These problems are incredibly frustrating when your remote teams rely on latency-sensitive applications such as VoIP, video conferencing, and virtualized applications and desktops.

Moving to a virtualized SD-WAN infrastructure can reduce your networking costs while improving your network's performance. However, you may have concerns that an SD-WAN project will eat up your limited IT budget.

But what if moving to SD-WAN would free up to 60% of your communications costs so that you can direct funds towards other high-value projects?

### The top 4 reasons to move to SD-WAN

SD-WAN provides high-quality application experiences by making your WAN faster and more reliable. It does this by bonding disparate links together and then intelligently routing traffic across your WAN to optimize bandwidth. Once implemented, SD-WAN can dramatically improve app performance while providing you with significant cost savings.

**When you move to the cloud with SD-WAN, you can:**

- **Improve your security.** With SD-WAN, you can consolidate your network edge infrastructure and manage everything from a single location. Centralizing your security policies removes the human error that comes with configuring edge connections manually. Meanwhile, built-in security, such as next-generation firewalls, protects your data and enterprise at the network edge.

- **Make your IT team more efficient by simplifying your network administration.** SD-WAN centralizes your network management, making it easy for you to monitor users and optimize application performance. Meanwhile, zero-touch deployment allows your IT team to quickly turn up a new location or update on the WAN.
- **Reduce your networking expenses.** Leverage low-cost and flexible internet and leased line, broadband or LTE network connections in place of or in addition to MPLS links. With SD-WAN, you can also:
  - Minimize the costs of and dependency on private network services.
  - Consolidate your infrastructure, including your routers and firewalls.
  - Optimize your bandwidth to maximize utilization.
- **Deliver a better user experience for your SaaS, cloud, and virtual apps.** SD-WAN prioritizes business-critical applications and intelligently routes traffic on the fastest available path between any two points. This improves end-user productivity by reducing downtime.

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**According to a survey of enterprise end-users, the top four SD-WAN benefits include:<sup>4</sup>**

- 1. Improved security**
  - 2. Better management/agility**
  - 3. Bandwidth optimization/cost savings**
  - 4. Faster cloud application performance**
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## SD-WAN can save you 40%-60% on your annual network infrastructure and communications spend. The typical payback period is 6-12 months.<sup>5</sup>

### Give remote workers a secure, always-on network with Citrix SD-WAN

Citrix SD-WAN is a next-generation WAN Edge solution. It provides a high-performance experience for both on-site and remote users, ensuring business continuity in times of rapid change.

Here are five ways Citrix SD-WAN improves app performance while providing fast payback:

#### 1. Give employees secure access—no matter where they are working.

Citrix SD-WAN protects your data, whether employees access your network at a branch, from home, or from their mobile devices.

Integrated edge security, delivered on-premises or in the cloud, provides IDS/IPS, web filtering, malware protection, and SSL inspection in a single solution. The platform also includes next-generation firewalls that safeguard against zero-day threats and malware, while preventing end-users from accessing harmful content and applications.

With Citrix SD-WAN, your IT team can deliver consistent security policies from a central, cloud-hosted management tool—eliminating the complexities of deploying, configuring, and managing multiple products.

Do you already have a security provider? Citrix gives you the flexibility to use our platform or integrate with our security partners, including Check Point, iboss, Palo Alto Networks, Zscaler, and Symantec.

#### 2. Improve IT efficiencies.

Citrix SD-WAN allows you to manage your network from a single platform. Log in at any time to monitor users, sites, permissions, applications, and WAN links. Analytics will show you how employees are using apps and how this traffic impacts your performance. You can monitor your overall network performance or drill down to analyze specific sites, users, and sessions.

You can also get new sites and remote workers up and running quickly with zero-touch deployment. ZTD automatically discovers new appliances in your SD-WAN and makes it easy to roll out new branch appliances without needing to be on-site.





### 3. Improve app performance and the end-user experience.

Ensure a high-quality app experience for every employee, whether they work on-site or remotely. Citrix SD-WAN detects and optimizes more than 4,300 applications in real-time, using packet racing over two links and bi-directional Quality of Service (QoS).

Citrix SD-WAN also mitigates link outages and brownouts with sub-second failover for demanding applications. If a server is busy, Citrix SD-WAN will automatically reroute traffic to back-up links to provide the best application experience.

### 4. Choose the deployment option that best meets your needs.

Citrix SD-WAN offers you a choice in deployment so that you can improve the application experience for users—no matter what your current IT environment looks like and how it may change in the future.

You can deploy Citrix SD-WAN in a public, private, or hybrid cloud. Choose from our public cloud partners, including Microsoft Azure, Amazon Web Services, and Google Cloud Platform.

Not ready to move to the cloud? Our on-premises deployments allow you to leverage low-cost broadband alongside or instead of MPLS. If you want to move to the cloud later, you can do so easily with Citrix and won't have the high costs of changing vendors.

### 5. Eliminate the heavy lifting.

Don't have time to install and manage your SD-WAN in-house? We've got you covered. With a Citrix SD-WAN Managed Service Provider (MSP), you can get up and running quickly without taking time away from your other IT initiatives. Our MSPs have extensive experience with enterprise cloud migrations and can help you implement and manage your SD-WAN.

**“The fact that all connections are encrypted means the training centers now enjoy a level of security that simply didn't exist before. That helps me enormously from an IT governance and management perspective, but it also ensures we meet the levels of security required to receive funding from government bodies.”**

– Gerry Philpott, Head of Information and Communications Technology, [Rehab Group](#)

## Act now and save 40%-60% on your current network spend.

A Citrix networking expert can show you how SD-WAN will improve your performance while lowering your operational costs. With Citrix SD-WAN, you can achieve substantial cost savings through optimized bandwidth and consolidated infrastructure.

You can apply these savings to the digital transformation projects you may have on hold due to a lack of funding. Ultimately, modernizing your network with SD-WAN drives value across your entire organization.

## Schedule your free consultation and demo now.

### Sources:

1. TeleGeography: [WAN Pricing Mythbusters: Can SD-WAN Cut Your Network Spend in Half?](#) May 14, 2020
2. Futurium, [2020 SD-WAN Growth Report: Market Poised to Accelerate](#), June 2020
3. Gartner: [Gartner Says Global IT Spending to Reach \\$3.9 Trillion in 2020](#), January 15, 2020
4. Futurium, [2020 SD-WAN Growth Report: Market Poised to Accelerate](#), June 2020
5. Citrix webinar, [Better Connectivity at a Lower Cost: The Business Case for SD-WAN](#), September 15, 2020.

Stats provided by recent experiences of Complete Communications customers.



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