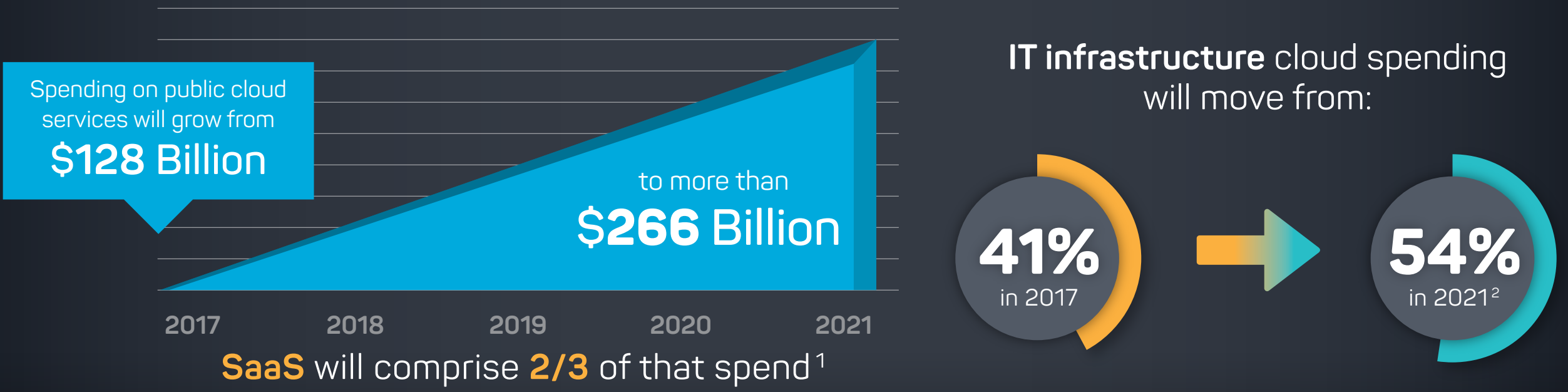# SD-WAN PERFORMS FOR THE DIGITAL AGE

As application traffic moves to the cloud, demands for cost-effective, high-capacity network connectivity intensify.
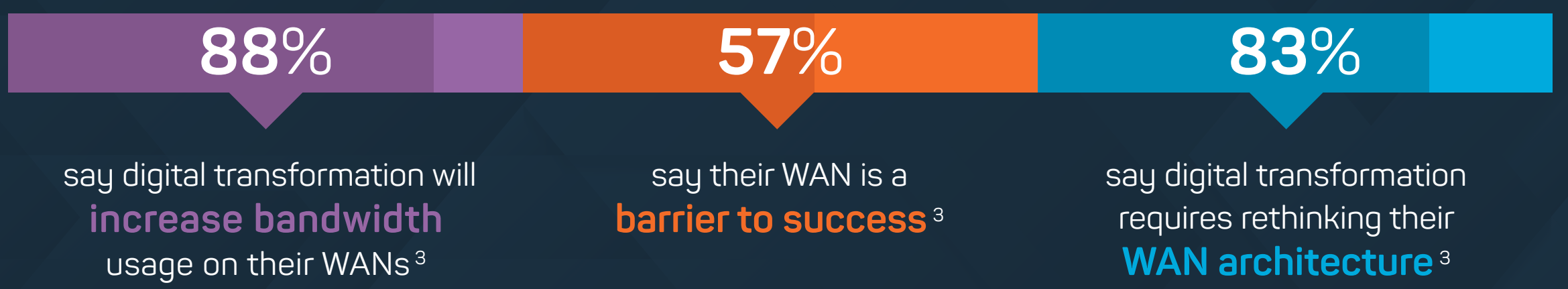
APPS MOVING TO THE CLOUD

Companies are leveraging more SaaS and cloud-based apps across more locations.

Spending on public cloud services will grow from **$128 Billion** to more than **$266 Billion**

2017 2018 2019 2020 2021

SaaS will comprise **2/3** of that spend [1]

IT infrastructure cloud spending will move from:

41% in 2017 → **54%** in 2021 [2]

TRADITIONAL CONNECTIONS FALL SHORT

These cloud workloads take a toll on existing networks and require more bandwidth.

88% say digital transformation will **increase bandwidth** usage on their WANs [3]

57% say their WAN is a **barrier to success** [3]

83% say digital transformation requires rethinking their **WAN architecture** [3]

Top WAN pain points

- Service level consistency
- Cost of growth
- Speed of provisioning
- Application performance [3]

SAVING AND PERFORMING WITH SD-WAN

SD-WAN lets companies use modern, high-speed broadband connections to supplement or replace MPLS connections and optimize performance for cloud workloads.

Gigabit internet connections will grow from **10 million** in 2017 — **50-100 million** in 2020 [4]

Broadband connections cost up to **10x less** than MPLS [5]

SD-WAN reduces troubleshooting **90%** [5]

SD-WAN over broadband delivers faster connections for lower overall cost [5]

What to look for in an SD-WAN solution

- ✓ Ease of use (intuitive digital experience)
- ✓ Intelligent, application-specific traffic routing
- ✓ Centralized policy creation, customization and management
- ✓ Application performance and traffic analysis and ongoing optimization
- ✓ Built-in security
- ✓ Carrier-grade capabilities

To learn more about Comcast Business, visit
business.comcast.com/sdn

Sources

[1] IDC, "Worldwide Semiannual Public Cloud Services Spending Guide," 2017
[2]] IDC, "Worldwide Quarterly Cloud IT Infrastructure Tracker," Q1 2017
[3] IDC, "SD-WAN: Enabling the Enterprise to Overcome Barriers to Digital Transformation," 2017
[4] Deloitte, "The dawn of the Gigabit Internet age, every bit counts," 2016
[5] Nemertes Research, "Faster, Better, and Cheaper? Building the SD-WAN Business Case," 2016

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