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# REASONS TO ADOPT SD-WAN

(HINT: IT'S MORE THAN REDUNDANCY)



# MORE THAN REDUNDANCY

Telecom and IT pros will tell you that they've never seen a networking product's adoption skyrocket at the rate of software-defined wide area networking (SD-WAN), and it's not hard to see why. This "virtual WAN" architecture not only pulls off that rarest of feats by dramatically increasing quality while reducing costs, it delivers unprecedented flexibility to firms large and small.

There are many reasons to adopt SD-WAN, and many creative use cases have been developed from its adoption — so much so that entire conferences have emerged that are devoted to just this single service. But beneath all the hype surrounding SD-WAN innovation lay five straightforward benefits that all businesses should take seriously.



**READ ON** to Learn 5 Reasons to Adopt SD-WAN



REASON

1

# REDUNDANCY AND OPTIMIZATION

We often hear that SD-WAN is much more than a redundancy solution. That's true, but what a powerful redundancy solution it is.

- › With SD-WAN, you can manage multiple data connections from a single interface and optimize them for peak performance, reducing your dependence on any single provider and leveraging lower-cost connections to deliver higher-quality service.
- › The ability for SD-WAN solutions to automatically crank up low-cost backup connections when primary service outages occur is a key element in evolving business backup and recovery plans toward business continuity plans. After all, it's better to avoid downtime altogether.



REASON

2

# UNIVERSAL TRANSLATION

In telecom terms, SD-WAN is like Google's translator on steroids. It floats on top of your entire infrastructure and can manage any transport protocol— 4G (3G for that matter!), 5G, LTE, MPLS, Ethernet, Wi-Fi, Serial—you name it.

This incredible flexibility ensures that SD-WAN is instantly accretive to your network and solutions no matter what you've already deployed.



REASON

3

# BUILT FOR THE CLOUD

Traditional WAN architectures did the best job possible when networks and applications were universally hosted on your premises. But in today's cloud-driven world, traditional backhaul requirements and susceptibility to device failures are an impediment. We all know people who rave about how much better (and faster!) their apps run from home or when they're traveling—that's due to the built-in latency that comes when businesses force-fit yesterday's networking technology for today's networking needs.

SD-WAN emerged as cloud adoption was on the rise and is more directly connected to the Internet and cloud applications, delivering truly fast and reliable, redundant connections. Don't take our word for it — just look at how aggressive provider service level agreements (SLAs) become when they're paired with SD-WAN connectivity. It's a game-changer.



REASON

4

# SECURITY

Nothing keeps business managers, entrepreneurs and IT executives up at night more than security concerns. Ransomware attacks, data breaches and cybertheft are rampant and affect businesses of all sizes.

SD-WAN is more secure than traditional WANs right out the gate, most solutions come with extra security built in, and the best solutions integrate and interoperate with leading cloud and enterprise security platforms.

We can help you find the right SD-WAN solution for your security platform. (And if you don't have a security platform, we can find you an affordable solution that will help you rest easier at night!)



REASON

5

# COMPETITIVE ADVANTAGE

As a product, SD-WAN has “crossed the chasm” into mainstream business adoption. This means that all of the benefits above, among many others, are becoming known to your competitors.

There’s still time to gain an edge by deploying more cost-effective solutions with redundancy that also could keep your business humming while a network outage, natural or manmade disaster takes down your competitors.

But given the incredible uptick in SD-WAN use, the larger risk at this point is falling behind your competitors by unnecessarily shouldering higher cost structures, lower QoS and higher risk of catastrophic failure.



# ADOPTION IS EASY

The good news is that SD-WAN is easy to implement, delivers instant benefits to your company and lets you sleep better at night knowing that you've got a proven solution powering your business. And you don't even have to shop for the right SD-WAN provider.

We can help you source the right solution for your business, capitalize on the cost benefits across your telecom and networking sourcing, and deliver turnkey provisioning and ongoing support.

 **PUT SD-WAN TO WORK FOR YOUR COMPANY.  
THERE'S NO REASON NOT TO.**

Avega Inc

[www.avega.ca](http://www.avega.ca)

[1-\(905\)-828-7886](tel:1-905-828-7886)

