

Telstra SD-WAN

Today's organisations need to adapt to disruptive forces driven by new technologies. Around the world, enterprises have to deliver new and better experiences for their customers, reach new markets, and become more agile

The challenge for business

Digital transformation is at the heart of many business' strategies, with technologies including cloud services and the Internet of Things emerging as vital enablers.

Yet new innovations are placing large demands on corporate networks. And these demands continue to grow with no signs of slowing down.

Each organisation - large and small, in different countries, and in different industries - is dealing with these challenges in different ways.

Whatever the type of business, simple and rapid delivery of applications, services, and data over your WAN is critical to business performance.

60% of enterprises will have implemented SD-WAN by 2023, up from less than 20% in 2019 [Gartner¹].

Nearly two-thirds of businesses today are re-assessing their current WAN strategy²

Introducing SD-WAN

Software Defined Wide Area Networking (SD-WAN) is a new way for organisations to more efficiently utilise bandwidth and improve application performance on their WAN.

It combines a range of networking technologies, such as the Internet, IPVPN and LTE, and uses software defined networking (SDN) to intelligently route traffic along the best available path.

SD-WAN is an important and evolving part of the enterprise software-defined network solutions toolkit.

With our holistic approach to SDN, we will work with you to, evaluate, choose, design, and implement the right SD-WAN technology solution for your business, enabling you to optimise your operations for better agility and application performance for users and customers.

¹ Gartner. 2020. Forecast Analysis: Enterprise Networking Connectivity Growth Trends, Worldwide. [online] Available at: <<https://www.gartner.com/en/documents/3969496/forecast-analysis-enterprise-networking-connectivity-gro>> [Accessed 21 July 2020].

² Telstra/GlobalData April, 2020 'COVID-19: Impact on IT Budget, Strategy and Priorities.' APAC, European and US respondents, n=121.

Making SD-WAN work for you

Improving network performance is a key technology priority, and recent developments have seen SD-WAN emerge with the promise of optimising and automating infrastructure.

However, SD-WAN is not a one-size-fits-all solution and getting the most business value is not as simple as incorporating your current WAN provider's SD-capabilities into your network. Your network is unique, and the sheer range of possible solutions, combinations of services, and the number of vendor technologies on the market, require a detailed architecture strategy to deliver the promised benefits.

The two sides of the Covid-19 crisis

The Covid-19 pandemic created a crisis for many businesses. For some, the absence of physical foot traffic meant the need to scale back operations. Many have put large-scale digital transformations on hold as they tackle the immediate challenges of connecting distributed teams and keeping operations going.

For others, their customers and users went online, offering the opportunity to create new direct channels, if they have the technology to support them.

“The queues are invisible but they're crashing servers and online fulfilment processes around the country. Many ecommerce channels cannot meet the current demand – meaning lost sales.”

– KPMG, Australia, April 2020³ .

Our SD-WAN capabilities

Telstra is your trusted partner to help you get the most out of your SD-WAN implementation.

We partner with you to understand your requirements and recommend best-of-breed solutions that will best help you achieve your business goals across segments and geographies.

Our SD-WAN capabilities start with our advisory and professional services team. We work with customers from consultation through implementation to management, where you can choose between self-managing the solution or taking it as a service managed by us.

This end-to-end support helps ensure you get the most benefit from your network solutions.

We also take a complete view of how SD-WAN can affect your security environment. Since SD-WAN solutions have varying levels of built-in security capabilities, we can help you make sure your organisation has the right levels of protection throughout your SD-enabled network.

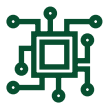
³Jane Cohen, M., 2020. COVID-19: Retail'S Survival And Revival. [online] KPMG. Available at: <<https://home.kpmg/au/en/home/insights/2020/04/coronavirus-covid-19-retail-survival-and-revival.html>> [Accessed 22 July 2020].



Strategy and planning

We assess the feasibility of your organisation adopting SD-WAN, review your current WAN environment against wider network, security and application performance objectives.

We compare, evaluate, and advise on technology from SD-WAN vendors including Cisco, Cisco Meraki, and VMware to make sure you get the right solution for your needs.



Build, deploy and transition

We'll help you integrate legacy network assets with new technologies, highlight issues, and demonstrate the best approach with mitigate risk



Design and develop

We develop a proof of concept or target state architecture by defining architecture principles, application portfolio and roadmap, services framework, vision, and service level needs.

We can help you integrate new network technologies and simplify large, complex multi-site environments.



Operate and manage, review and optimise

Our Program and Project Management team offer end-to-end project delivery in line with industry-standard methodologies to support the successful implementation and integration of solutions in your environment.

We are evolving our SD-WAN capabilities as the technology and vendor landscape changes.

Our approach is founded on three strategic pillars:

1. An SD-WAN implementation should be the result of a business-led conversation, and not a technology-led conversation.
2. SD-WAN should be considered as part of the broader technology mix, including IPVPN, Wi-Fi, cloud, data centre, local area network (LAN) and other networking solutions if it is to deliver on its promise. It is an opportunity for customers to review and optimise their networks from end to end.
3. SD-WAN is an enabler of SD-everything. By maximising capacity on the network, it opens up possibilities to extend the benefits of SDN and the virtualised network functions to help your business to transform digitally.

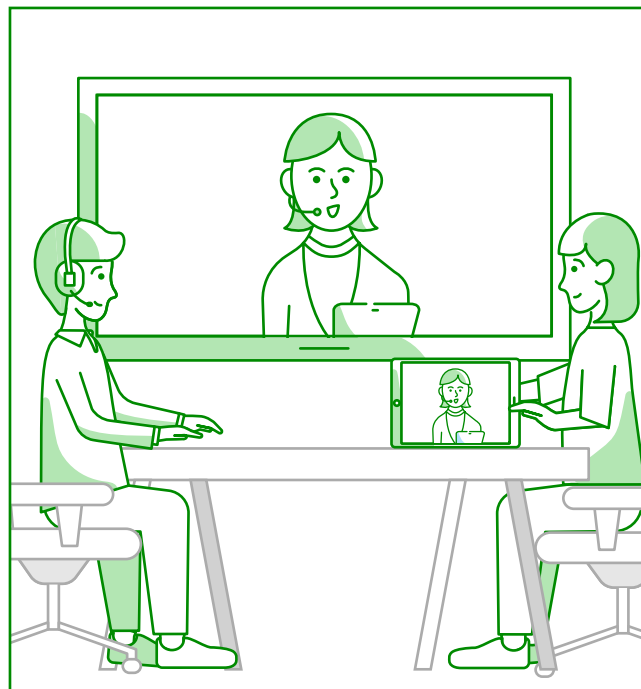


SD-WAN as part of Telstra Programmable Network

Telstra Programmable Network is a new kind of network that will adapt with you in real time, offering a new level of control and flexibility and evolving to suit your business. Software-defined networking and network function virtualisation (NFV) technologies are at the heart of Telstra Programmable Network, including SD-WAN capability.

How do you benefit?

We'll help you get the most out of your IT infrastructure and align your network strategy, design, architecture, and management with your business goals. Telstra SD-WAN can make your network simpler, better optimised, and more efficient.



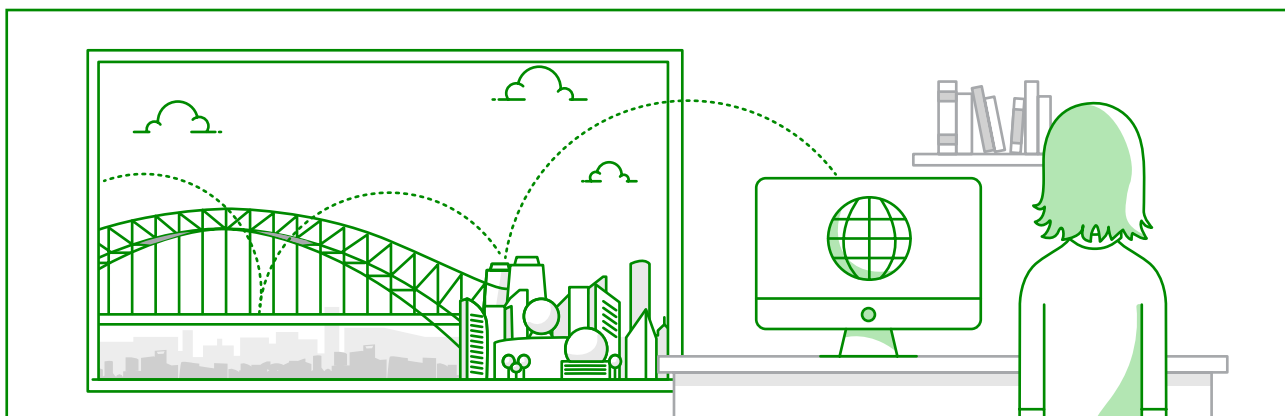
Improve application performance across your enterprise network, and deliver better user experience.

Use existing bandwidth more efficiently, saving the need to provision more links or extra capacity, and reducing costs.

Gain **greater visibility** into your application performance and control over your network routing options.

Simplify and streamline network management by offering access to, and control over, network technologies as a matter of policy rather than requiring manual configuration.

Reduce downtime to your network as data traffic is routed to the next best performing path in the event of an outage.



Why Telstra for SD-WAN

A best of breed approach

With so many options to choose from when it comes to SD-WAN technology, we work with you to understand your business goals, designing solutions that use the best technology for your requirements and enable you to drive innovation and digital transformation.

We work closely with SD-WAN vendors to understand their roadmaps and how their technology developments can help you to achieve your business goals, now and into the future.

Expertise

We have the expertise and capabilities to meet your SDN requirements, from the data centre to your LAN, and enhance application performance across your network. We help you to integrate and 'fine tune' your SD-WAN so it fits your business, especially when deploying atop of or transitioning from 'traditional' WAN. As a leading carriage provider with one of the most extensive IPVPN networks in Asia Pacific, you can draw upon our expertise across the globe. No matter where you are, our experts can help.

Simplicity

You get one supplier for all your network needs, making it easier for you to optimise performance, reduce complexity and deploy new technologies that empower your organisation to thrive into the future.

We can also help you drive greater value with by integrating services, including Hybrid WAN designs which better leverage your existing infrastructure, in one complete solution.

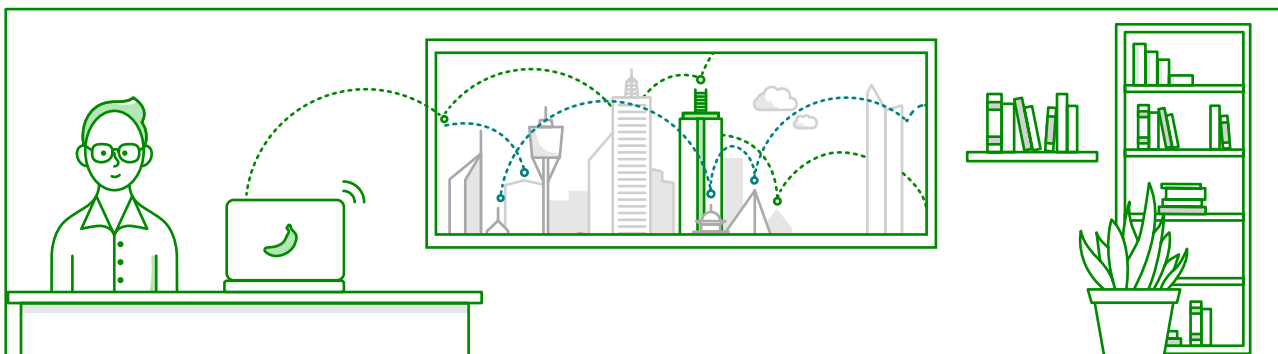
Our network access extends to over **400,000km** of cable length, with access to more than **2,000 PoPs** in more than **200 countries and territories** globally.

We are named a **Leader in IDC MarketScope: Asia/Pacific Next-Generation Telcos: Telecom Services 2020 Vendor Assessment**.

Our expert consultants possess an impressive list of **internationally recognised certifications** and accreditations.

We have Australia's fastest and largest mobile network. We can provide a business-grade link to Australia's largest internet backbone, with more access points than any other provider.

With **end-to-end visibility** and expertise in managing cyber risk across the largest and most complex network in the Asia Pacific region, we can help you to build your security capabilities through your SDN solutions.



About Telstra

Telstra is a leading telecommunications and technology company with a proudly Australian heritage and a longstanding, growing international business. Today, we operate in over 20 countries outside of Australia, providing data and IP networks and network application services to thousands of business, government, carrier and OTT customers.

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