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Executive Checklist for SD-WAN

A 5 Point Checklist for Evaluating SD-WAN Adoption in Your Organization

How do you evaluate SD-WAN platforms? Generally, this depends on your operations model, use-cases, business objectives and the technical capabilities of your Information Technology and Operations teams. This checklist is designed to elicit responses that are pertinent to your organization. Responses in each point will vary according to whether your organization is a managed services provider (MSP), a professional services provider (PSP), a value added reseller (VAR) or an end customer.

Business Model and Go-to-Market Strategy

Land and expand: Your business model is to sell a SD-WAN solution to customers and to gradually increase your share of the customer wallet by upselling additional products and services, deepening your relationship with the customer.

Point solutions: As a technology vendor, your model is likely transactional or volume-based. Your ideal approach is to sell a white-labeled multi-tenant SD-WAN solution that is managed on your behalf by a vendor partner so you can concentrate on selling your value-added products and services.

Product resale: This is a pure transactional, low margin-based resale of a third party SD-WAN solution. The customer relationship is ultimately owned by the SD-WAN vendor.

Migrate, extend or augment: As an organization with multiple sites, branches or even fleet vehicles, you are seeking a way to support your staff better by giving them secure access to corporate applications. SD-WAN can connect off-net sites simply and affordably while using wireless to add vehicles to the network and integrate with existing WAN sites easily.

A partner branded do-it-yourself (DIY) SD-WAN solution lends itself well to "land and expand" strategies as you build your brand and trust with customers. However, if you don't have the expertise in-house to deliver a SD-WAN solution, a managed service solution still provides you with the opportunity to sell a partner branded offering around which you can sell value added services which are core to your business.

A DIY solution may also work for end customers seeking hands-on control of the WAN, and who are interested in evaluating how SD-WAN can help them cap or reduce spend on existing solutions while simplifying and automating operations.

Operations Model

Remote sites: Retail outlets, sales offices, field operations

Broad range of geographically distinct operations: Local, regional, national, and/or international operations potentially spanning multiple carriers

Multiple carriers: Primary/backup network connectivity

Interest in adding wireless/LTE/4G/5G: Additional backup for persistent site access

Centralized data center: Internal or external

Public cloud access: Integrating public cloud services for short-term projects and/or long-term storage and compute

Single-vendor black box lock-in acceptance: Continued use of traditional, single-vendor integrated hardware/software licensing and support procurement

Preferred vendor and anti lock-in strategy: Deploying white-box platforms with preferred vendor software workloads

There are any number of solutions that can fulfill these operations models. Today's top service providers prefer to select the components that are integrated into their solution and require a SD-WAN product that is flexible enough to accommodate that choice without imposing additional constraints on the final solution.

Targeted Infrastructure and Technology(ies)

Hardware agnostic

Carrier agnostic

Virtualized platform / Network Functions Virtualization (NFV)

Containerized platform / Cloud-native Network Functions (CNF)

Flexible IP addressing and routing

High availability / network failover that you control

End-to-end visibility and control over IP addressing, network performance (no black box)

Automated, built-in failover capabilities

The traditional networking paradigm has shifted to that of simplicity and flexibility in its approach to network design and management. Over the past 10 years, the infrastructure has evolved from cloud-first to cloud-native and containerization in its delivery models. A gap between advancements in network infrastructure deployment and management and your customers' internal IT teams' capabilities has opened up that is too wide to bridge. Customers need help to deploy and manage network infrastructure to keep pace with their market. Automating network deployment and simplifying changes reduces errors, time to deploy and supports flexibility.

Security and Performance

Encrypted data flows

Per-packet routing

Flexibility to work with multiple preferred security vendors

As a vendor agnostic solution, SD-WAN has the hooks necessary to integrate into NFV and CNF service function chains. SD-WAN solutions are open to partner vendor preferences.

Management

Single pane of glass

Custom Quality of Service (QoS)

API for integration to existing NMS/OSS/BSS

Any SD-WAN solution should be flexible enough to offer at least one of the features listed in this section. Flexibility is a core tenet of software-defined solutions but is not always built-in from the outset and can not be engineered-in once deployed. This flexibility must be designed into the SD-WAN product and be, at its core, part of its identity.

The Solution

Depending on the items you checked off in the list above, you may prefer a white-labeled, partner branded SD-WAN solution that is owned and managed by your team and that promotes the value of your brand, not the SD-WAN vendors' brand. Building on that value with customers will be critical to continued success in that account and gaining an increased share of their IT spending.

Or, your business model might benefit from selling a managed SD-WAN service that is owned and managed on your behalf by your SD-WAN partner vendor. This approach allows you to sell a value-added service on which you can upsell other value-added products and services - such as security products, for example - and continue to build sales momentum in existing accounts.

Lastly, your company may simply want to resell a SD-WAN partner vendor's product because your model is based more on variety and selling products and services into markets or customer segments in which you have a strong presence.

Whichever model fits your company, Turnium Technology Group Inc. is here to help. Our Turnium SD-WAN product is a white-label solution that we can help you set up and support you when issues arise. You brand it, you own it. If you prefer a managed service, our Turnium product is the one for you. You sell it, we'll manage it for you.

About Turnium Technology Group, Inc.

Turnium Technology Group, Inc. delivers its Turnium SD-WAN as a cloud-native managed service and as a white label, containerized, disaggregated software platform that channel partners brand, host, manage, and price. Turnium SD-WAN is available through a channel partner program designed for Telecommunications Service Providers, Internet and Managed Service Providers, System Integrators, and Value-Added Resellers. For more information, visit us at www.turnium.com, follow us on Twitter @turnium, or contact sales@ttgi.io.