

# SD-WAN 101:

## What it is, what it does, why you need to know now

Putting the story in perspective...

### 1 The cloud is changing everything

Cloud-based apps and services continue to change how businesses of all sizes work and share information.



The benefits of the cloud are numerous and undeniable...



Fuels mobility and access to applications anytime, anywhere, on any device



Helps us work together and collaborate efficiently



It's cost effective and easy to manage

But there's a problem...

### 2 Today's networks were not made for the cloud, so they can't keep up with demand

Traditional private networks most businesses use to connect their offices and people are safe and reliable. But they can't keep up in a cloud-based world.



They slow down cloud-based apps



The more cloud apps you use, the worse it gets



You can buy more private bandwidth, but it's expensive and inflexible



They're complex and time consuming to manage

### 3 Slow applications = Lost customers, lost revenue, lost opportunity



It's a proven fact. **Slow applications create poor experiences for customers who can quickly go elsewhere.** The same thing can happen to your valuable tech savvy employees.

The solution...

### 4 SD-WAN to the rescue. Seriously.

Software-Defined Wide Area Networks (SD-WAN) let you augment your current network with cost effective, readily available broadband Internet connectivity. While Hybrid WANs have been used before, SD-WAN adds powerful software that turns the combination into something totally new.



SD-WAN enables you to...



See every app on your network and the bandwidth they use



Prioritize and control applications for optimization



Eliminate outages, providing 100% uptime

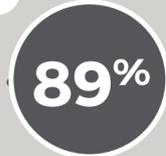


Add bandwidth/locations quickly and cost effectively

### 5 SD-WAN matters because customer experience matters

Always-on technology creates new possibilities for everyone, especially the customer, for whom another option is always just a click away. SD-WAN empowers you to deliver the application experience those customers – and your own increasingly tech savvy employees – demand.

SD-WAN offers...



improvement in customer experience<sup>1</sup>



increase in application performance<sup>2</sup>



the bandwidth at a fraction of the cost<sup>3</sup>

### How can SD-WAN work for you?

**Request a Free Trial** to experience how EarthLink SD-WAN can give you and your network the power to deliver the experience your customers and users demand. **Call or click to get started today.**



1 Metzler, J and Taylor S. 2015 State-of-the-WAN Report. Webtorials  
2 Ecessa Report 60-day measurement of network performance improvements driven by WAN Virtualization  
3 EarthLink analysis

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About EarthLink

EarthLink is a leading network services provider dedicated to delivering great customer experiences in a cloud connected world. We help thousands of specialty retailers, restaurants, financial institutions, healthcare providers, professional service firms, local governments, and consumers securely establish critical connections in the cloud. More at [www.earthlink.com](http://www.earthlink.com), [@earthlink](https://twitter.com/earthlink), on [LinkedIn](https://www.linkedin.com/company/earthlink) and [Google+](https://www.google.com/+earthlink).

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