


SOLUTION BRIEF

# SD-WAN

## A Business Enabler for Successful MSPs



In today's competitive business environment of bigger/better/faster, business leaders must avoid as many obstacles as possible that impede success. Digital transformation of business operations helps the business improve customer experiences, reduce operating costs, and increase revenue. With these transformations leveraging cloud platforms like Google, Azure, and Amazon Web Services, Managed Service Providers (MSPs) are in the right place to power the success of businesses that rely on cloud-based applications. Companies need the proper connectivity at the right price to meet their operational and financial targets, and they are willing to explore options when their current Internet Service Providers are not up to the challenge.

A software-defined wide area network (SD-WAN) is the new gold standard in networking for digital transformation. It allows an MSP to respond to the diverse connectivity demands of digital businesses. SD-WAN delivers the flexibility and reliability that companies demand at a much lower cost and complexity than legacy implementations. Gartner points to the continued growth of SD-WAN, forecasting that 60% of businesses will be using SD-WAN in their networks by 2024 (compared to 20% in 2019) to enhance agility and support cloud applications.<sup>1</sup> MSPs will play a growing role in delivering managed SD-WAN services, especially with organizations that have a regional footprint of small or medium-size sites or those with lean IT staff.

SD-WAN adoption  
will grow by **3X** in  
the next **4-5** years

Here are three reasons why MSPs must use SD-WAN in their solution portfolio.



## 1



## SD-WAN Delivers the Foundation for the MSPs' Broad Solution Set

Today's SD-WAN solutions are an integral part of any MSP's service offering. SD-WAN delivers secure, scalable bandwidth that provides efficient access to real-time cloud-hosted digital applications and security services. A cloud-managed network-as-a-service (NaaS) offering fueled by SD-WAN is easier to deploy and faster to troubleshoot, enabling MSPs to solve challenges quickly and remotely for their clients.

MSPs need to sell a variety of solutions and services, which makes the agility of SD-WAN connectivity a natural fit. It provides the flexibility to help a customer adapt to changing business needs, such as work-from-home and contactless digital operations, without lengthy delays or changes to legacy infrastructure. Cloud-managed SD-WAN also ensures high reliability and low latency to provide unbreakable connectivity with superior quality for voice, video, and collaborative unified communication services.

Properly integrated SD-WAN makes every digital business transformation attribute better. With managed SD-WAN service in their toolkit, MSPs can increase customer satisfaction by unifying the network requirements and enhancing the user experience.

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## 2



## SD-WAN Increases the Total Lifetime Customer Value

SD-WAN is a powerful solution for MSPs, as it reduces operational costs of truck rolls through remote support. It allows the MSP to manage service activation and make dynamic adjustments from the cloud to tailor service to the client's business while maintaining end-to-end visibility. While operational savings have a direct impact on the profitability margins, the cloud-managed SD-WAN provides the scalable connectivity fabric to enable value-added services and generate more recurring revenue. Also, by offering secure SD-WAN over the public internet, MSPs can expand their geographic footprint and deliver more bandwidth to more locations for less cost.

### 5 Must-have Features to Drive Frictionless SD-WAN Adoption



MUST *enable* smooth integration with existing business networks and *optimize* available bandwidth usage



MUST *simplify* on-demand operation and management



MUST *deliver* excellent voice and video quality for unified communications



MUST *ensure* optimum connected experience for business-critical cloud-hosted applications



MUST *eliminate* network downtime and hidden costs

## 3



## SD-WAN Fights Customer Churn

Being able to differentiate and empower clients is crucial for MSPs. With the flexibility, speed, and reliability of cloud-managed SD-WAN, MSPs with the right solutions are in the best position to help their customers succeed. SD-WAN is an excellent match for managed services – it delivers higher value and lower costs for the customer and the MSP. By enabling ease of new service integration, providing top-performing application experience, reducing business costs, and eliminating downtime, managed SD-WAN service helps the MSP become a trusted long-term partner in an enterprise digital transformation strategy.



## Create Business Success with Adaptiv Networks SD-WAN Portfolio

Adaptiv Networks' frictionless cloud-managed SD-WAN portfolio allows MSPs to build, maintain, and grow their customer base. With features like automatic failover, multi-tenant support, and patented QoS technology. MSPs powered by Adaptiv Networks have the advantage: they are using an agile foundation that expedites connecting to any cloud system, which increases sales, eases deployments, and optimizes the complex networking solutions required in today's digitally transformed business world.

**MSPs are transitioning their valuable customers to reliable, flexible,  
and lower-cost SD-WAN – are you?**

## About Adaptiv Networks

[Adaptiv Networks](#) is the creator of powerful, software-defined wide-area networks (SD-WANs) for the most challenging locations requiring high availability for business-critical application traffic. Businesses rely on Adaptiv Networks' Cloud-Managed SD-WAN to provide secure, high-performance, and highly reliable networking for their voice, data, and video communications needs. Adaptiv Networks serves more than 500 customers, with more than 8,000 sites deployed through an ecosystem of more than 100 Partners globally.

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