

# WAN requirements are changing: grow your revenue streams

Research by Ovum  
predicts that Western  
European MPLS  
revenues will fall

**12%**  
by 2020<sup>1</sup>

Ovum research also  
states that US  
MPLS revenues are  
predicted to fall

**5%**  
by 2020<sup>1</sup>

IDC predicts SD-WAN  
revenues to grow to

**\$6BN** by 2020<sup>2</sup>

READ JUNIPER'S ROADMAP

Disruptive technologies, such as SD-WAN, will continue to shape the market.

SD-WAN > MPLS

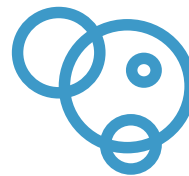
ENTERPRISES WANT



COST  
SAVINGS



PUBLIC CLOUD  
BASED SERVICES



BUSINESS  
AGILITY



AUTOMATION

SD-WAN ON AN OPEN PLATFORM CAN UNLOCK A HOST OF BENEFITS AND REVENUE OPPORTUNITIES:

Efficient  
policy-based  
routing across  
multiple WAN  
connections

Simplified  
configuration  
of WANs and  
automation  
of network  
management

Cross-sell of  
complementary  
services like  
security, wireless  
LAN and WAN  
acceleration

By 2020, more than **50%** of WAN edge infrastructure refresh initiatives will be based on SD-WAN versus traditional routers<sup>3</sup>

Gartner 2016

## USE CASES



Support for high bandwidth applications



Simplifying traffic management and backup links



Accelerating branch deployment

## ENTERPRISE ADOPTION, ADDITIONAL REQUIREMENTS

Over

**65%**

of enterprises surveyed for IDC survey in July 2016 planned to migrate to a hybrid SD-WAN



...within the next 18 months<sup>4</sup>

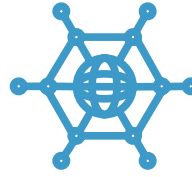
# THE DRIVERS



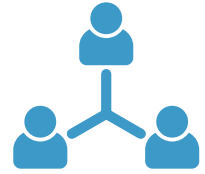
COST  
REDUCTION



TECHNOLOGY  
INNOVATION



GEOGRAPHICAL  
COVERAGE



EASE OF  
DEPLOYMENT AND  
MANAGEMENT

## COST SAVINGS ANTICIPATED

**CALCULATING TCO IS DEPENDENT ON SPECIFIC NEEDS  
AND REQUIREMENTS OF EACH ENTERPRISE, BUT...**

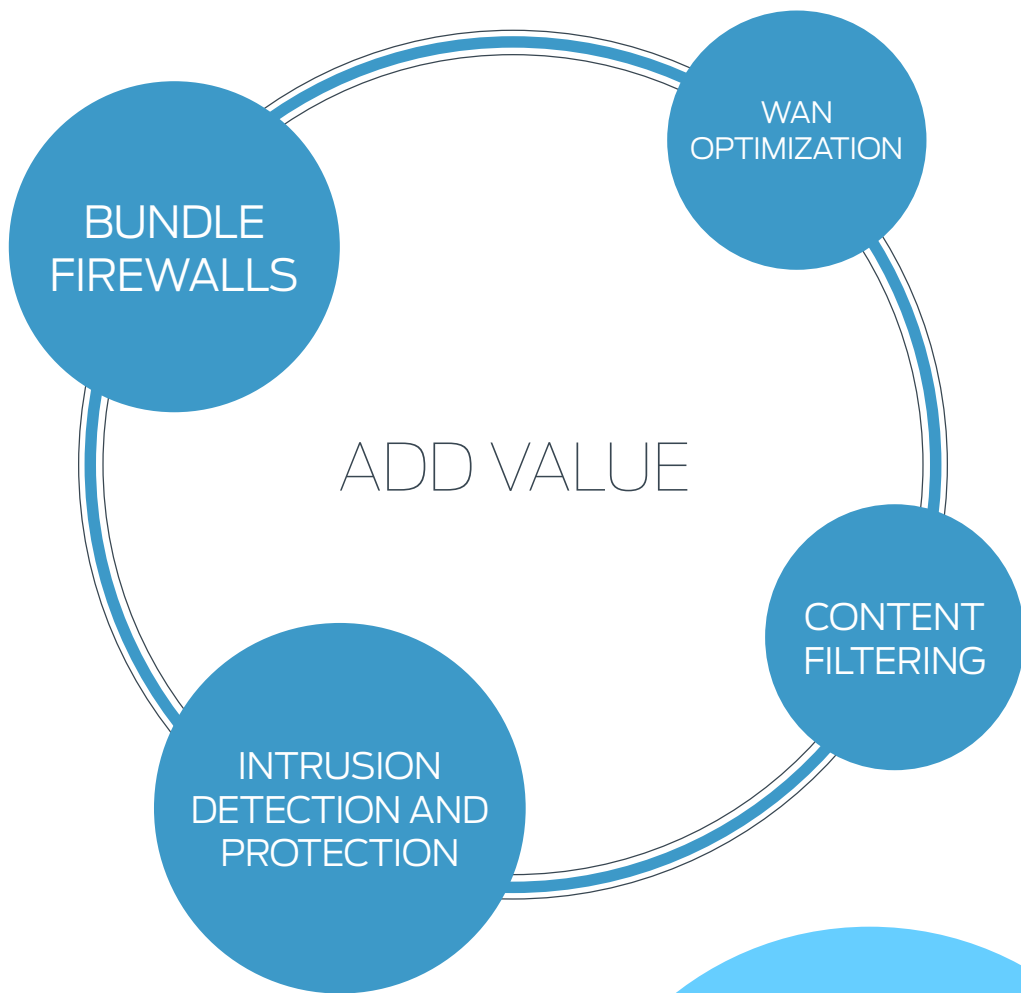
COMPARED TO  
TRADITIONAL WANS,  
WE ANTICIPATE SD-WANS  
CAN SAVE AT LEAST

**40%**<sup>5</sup>

IDC SUGGESTS MOST  
ENTERPRISES SHOULD  
ANTICIPATE A COST  
SAVING OF AROUND

**20%**<sup>4</sup>

ENTERPRISES WANT SD-WAN  
WITH SECURITY!



GAIN ADDITIONAL  
REVENUE STREAMS  
BY OFFERING SD-WAN  
MANAGED SERVICES

SD-WAN  
REVENUES  
EXPECTED  
TO GROW TO  
**\$6BN**  
BY 2020<sup>2</sup>

YOUR OPTIONS

01

**DO NOTHING:** DO NOT ADOPT SD-WAN

02

**RE-SELL** 3RD PARTY SD-WAN

03

**DEPLOY SD-WAN** TO ENABLE GROWTH  
INTO NEW ENTERPRISE SEGMENTS

04

**DEVELOP A HYBRID WAN STRATEGY**  
(INTEGRATE MPLS IP VPN, BROADBAND  
AND LTE)

SD-WAN WILL TRANSFORM EXISTING  
WAN BUSINESS MODELS

**THE MARKET IS MOVING FAST**



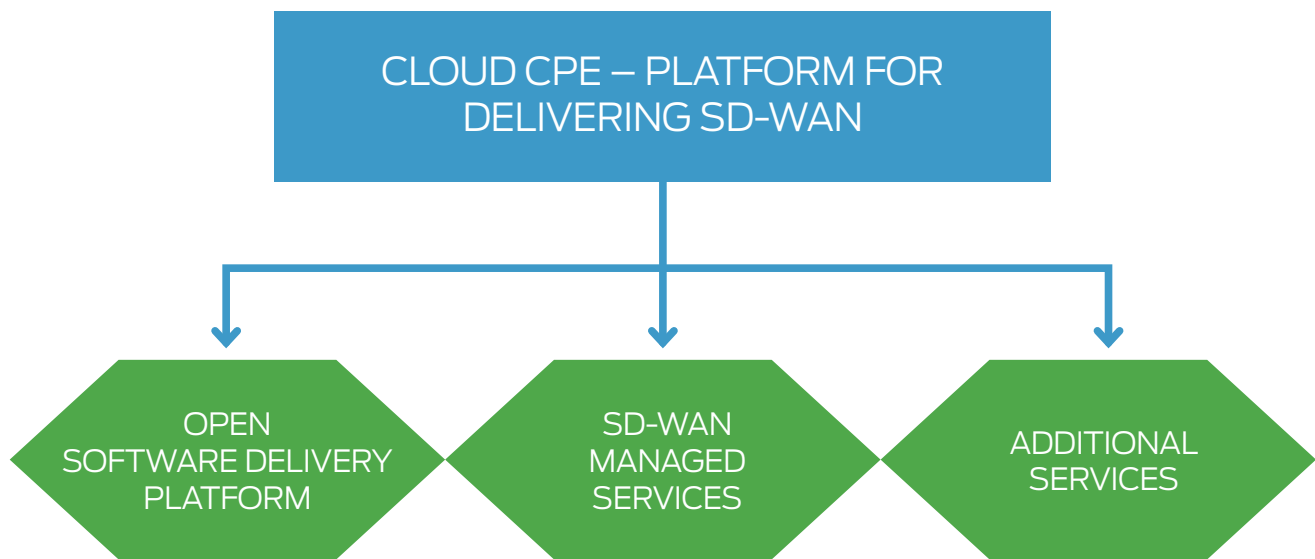
**ENTERPRISES WILL ADOPT A  
SOLUTION WITHIN 18 MONTHS**



**SEIZE THE OPPORTUNITY NOW**







## SD-WAN: THE CATALYST FOR NEW REVENUE STREAMS

FOR MORE INFORMATION ON THE SD-WAN  
OPPORTUNITIES FOR SERVICE PROVIDERS

GET YOUR E-GUIDE:  
SD-WAN DEPLOYMENT ROADMAP

<sup>1</sup>Ovum IP VPN Services Market Forecast 2015 – 2020. <sup>2</sup>IDC: "Cloud and Drive for WAN Efficiencies Power Move to SD-WAN," IDC, March 2016. <sup>3</sup>Gartner Webinar, High-Tech Tuesday Webinar: SD-WAN Forecast and Opportunity – How SD-WAN Will Disrupt the Router Market, Joe Skorupa, December 2016. <sup>4</sup>IDC Worldwide SD-WAN Survey; Special Report 2016. <sup>5</sup>Gartner Technology Overview for SD-WAN, Andrew Lerner and Neil Rickard, 21 December 2016.

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