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**UNLOCK THE WONDERS  
OF SD-WAN:**  
5 HIGH-VALUE USE CASES  
FOR CIOs

# UNLOCK THE WONDERS OF SD-WAN: 5 HIGH-VALUE USE CASES FOR CIOs

Technology has revolutionized how businesses function, and Chief Information Officers (CIOs) are leveraging software-defined wide-area networks (SD-WAN) to optimize network performance. As a secure, scalable, and cost-effective networking solution, SD-WAN holds immense potential to revolutionize business operations. The whitepaper aims to outline the benefits of SD-WAN and enumerate the five primary use cases that CIOs can leverage to optimize their networks

## Introduction to SD-WAN

SD-WAN is a transformative technology that simplifies network management, provides improved security, enhances performance, and helps with scaling operations. It utilizes software-defined networking principles to assist businesses in creating, managing, and optimizing virtual networks for specific use cases. CIOs can efficiently create a virtualized network optimized for a specific application scenario and quickly scale it when required. SD-WAN offers several benefits, including enhanced agility, reliability, scalability, and cost-effectiveness, making it the preferred technology for boosting network performance.

## How does SD-WAN work?

SD-WAN technology integrates hardware and software to establish a virtualized network that enterprises can customize and optimize for meeting specific business requirements. The hardware components consist of routers and switches, whereas the software component controls traffic routing. This software-defined approach facilitates efficient virtualized network management and traffic flow optimization. Furthermore, SD-WAN bolsters network security by utilizing encryption and other security measures to safeguard data against cyber threats.

## Benefits of SD-WAN

SD-WAN presents several advantages for businesses. One of the principal benefits is enhanced agility, enabling businesses to efficiently create and manage virtual networks. This facilitates the scaling of networks as required, resulting in superior security and performance. Additionally, SD-WAN delivers improved reliability, ensuring that networks remain accessible and dependable, which is crucial for businesses reliant on them for critical operations. Finally, SD-WAN can reduce overhead costs by eliminating the necessity for expensive hardware, resulting in significant cost savings for businesses.

A report by Grand View Research estimates that the global SD-WAN market size will reach **\$30.4 billion** by **2030**



## 5 Amazing Use Cases for the CIOs

### 1. Visibility with actionable insights:

SD-WAN can benefit CIOs in various ways, particularly by enhancing visibility and offering actionable insights. It provides a centralized view of the entire network, encompassing branch offices, facilitating more effective management and troubleshooting, resulting in improved performance and reduced downtime.

Furthermore, SD-WAN can efficiently harness multiple WAN connections, including broadband, 4G LTE, and prioritize critical applications, resulting in cost savings. This, in turn, boosts productivity and customer satisfaction.

According to a study by IDC, organizations implementing SD-WAN improved its bandwidth by more than three times at a cost reduction of more than **50%**

### 2. Business agility through smarter branching:

SD-WAN empowers businesses to enhance agility and scalability via intelligent branching capabilities. By leveraging software instead of traditional hardware-based solutions, CIOs can manage and optimize network traffic more efficiently. Enhanced branch connectivity is a significant benefit of SD-WAN, which can improve employee productivity and collaboration.

Forrester Study Shows **300%** ROI for Secure SD-WAN Enterprise Deployments with **65%** Reduction in Network Disruption

Additionally, SD-WAN delivers increased flexibility, which is, particularly advantageous for growing businesses. CIOs can promptly add or remove branch locations and adjust network capacity to meet their requirements, making SD-WAN a valuable tool for business expansion.

## Industry Surveys

**Finance:** In a survey by IHS Markit, **62%** of respondents from the financial industry indicated that they are using or plan to use SD-WAN technology in their network infrastructure:

**Healthcare:** A survey by HIMSS Analytics found that **22%** of healthcare organizations have already implemented SD-WAN and another **28%** are planning to do so in the next two years:

**Retail:** According to a survey by Aryaka, **69%** of retailers are either using or planning to use SD-WAN to improve their network performance:

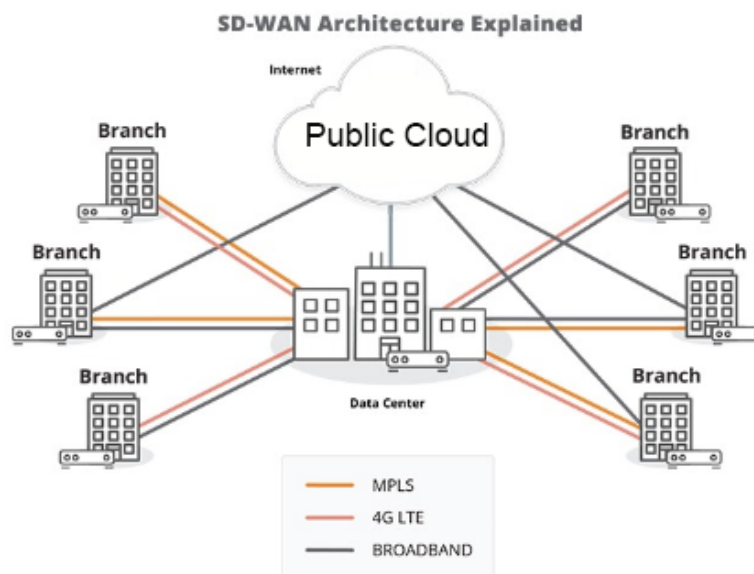
**Manufacturing:** In a survey by IDC, **31%** of manufacturing companies reported using SD-WAN and another **20%** were planning to deploy it in the near future:

**Government:** According to a survey by MeriTalk, **82%** of government IT managers believe that SD-WAN could help their agencies better manage their network traffic

## 3. Enabling branch office connectivity

Software-Defined Wide Area Network enables efficient and cost-effective management of WAN connections for branch offices. By employing SD-WAN, CIOs can witness a significant improvement in branch office connectivity, which includes:

SD-WAN can help improve Issue resolution by **50%** with **75%** reduction in deployment time



- Increased performance of cloud-based applications and services
- Reduced costs.
- Improved network visibility and control.
- Increased flexibility.
- Business Continuity

SD-WAN can provide granular visibility and control over specific network segments, such as retail locations, allowing for targeted optimization and troubleshooting.

#### 4. Operational efficiency for the IT team and the business:

SD-WAN enables IT teams to manage and optimize the performance of their wide area networks (WANs) using software rather than hardware. This approach offers several benefits for IT teams and the business as a whole.

Gartner predicts that by **2026**, **70%** of enterprises will have implemented software-defined wide-area networks (SD-WANs)

From an operational efficiency standpoint, SD-WAN can help IT teams:

- Reduce the time and effort required to provision and manage WAN connections
- Improved network visibility and troubleshooting capabilities
- Easily configure and manage network policies
- Automate network changes in response to changing business needs

In terms of business benefits, SD-WAN can help organizations:

- Improve application performance and user experience
- Reduce WAN costs by leveraging broadband and other low-cost connections
- Increase business agility by enabling rapid deployment of new branch offices and remote workers
- Enhance security by encrypting all WAN traffic and providing granular policy enforcement

## 5. Improved Flexibility:

SD-WAN empowers organizations to efficiently manage and optimize their network connections dynamically. This agility enables CIOs to swiftly adapt to changing business requirements and respond to new opportunities, resulting in an improved user experience and increased productivity.

CIO of a leading bank mentioned that implementing SD-WAN solution saves their bank **30%** a year on network infrastructure spending and has reduced their bandwidth costs by **50%**.

SD-WAN provides the capability to add or remove network connections, change priorities, and segment traffic at the application level, allowing CIOs to prioritize mission-critical applications while minimizing costs by utilizing lower-cost internet-based connections for less critical traffic.

Moreover, SD-WAN offers comprehensive visibility and control over the entire network, including remote workers and branch offices. This can help CIOs ensure that their network is secure, compliant, and performs at its best.

## Why Sify SD-WAN

For over two decades, Sify Technologies has been a pioneering digital infrastructure partner enabling customers to achieve their digital ambitions. We manage India's largest MPLS network by offering a gamut of network services like network transformation, enterprise connectivity, cloud connect, SD-WAN, Edge connect, and cloud-enabled unified communication services.








Sify delivers a managed SD-WAN platform as a solution for businesses looking to enable network agility and improve the performance and reliability of their wide area networks. Sify's SD-WAN solutions are built on software-defined networking (SDN) principles, which allows greater flexibility and scalability in managing network resources.

A few prime reasons for choosing Sify SD-WAN include its ability to optimize network traffic based on application requirements, provide secure and direct connections to cloud services, and reduce costs associated with traditional WAN solutions.



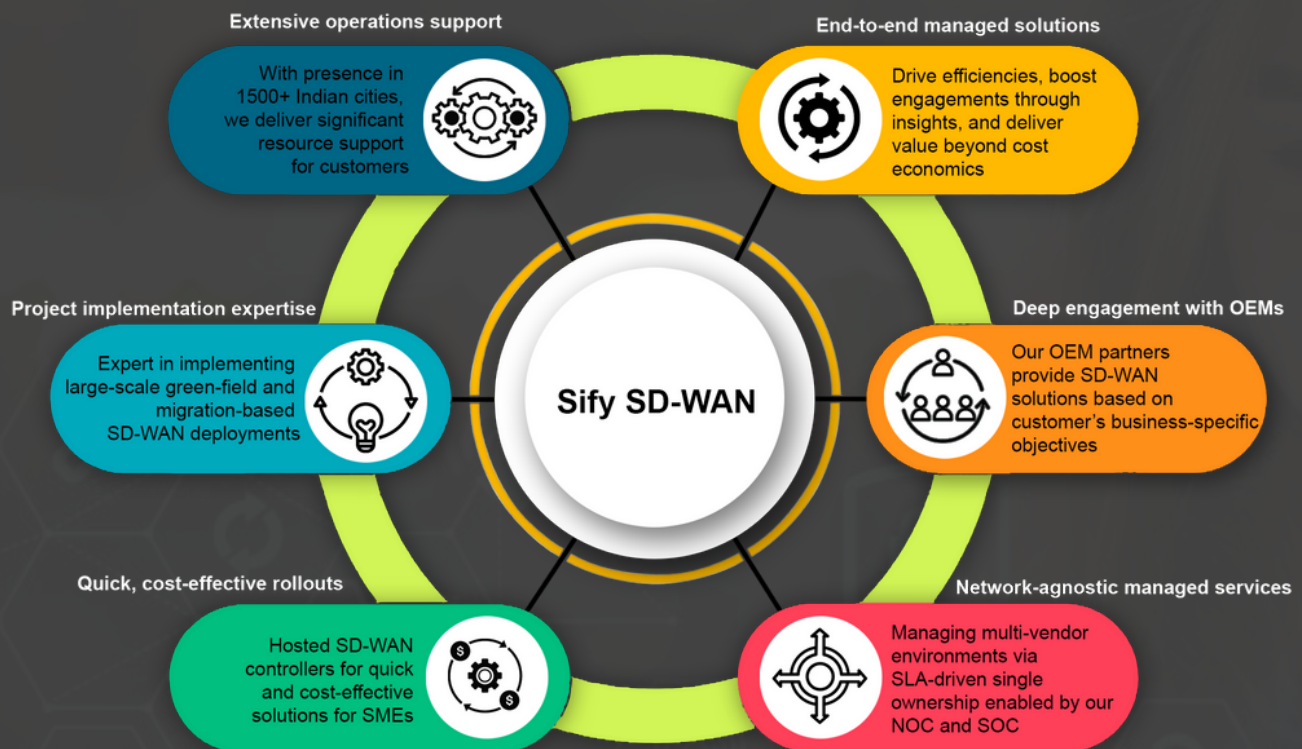
## Benefits of choosing Sify SD-WAN:



-  Secure and managed environments that enable the success of digital transformation strategies.
-  Low-operational costs
-  Supports connectivity over any transport.
-  Centralized control and automated provisioning.
-  It offers the ability to smoothly transition from their existing network to a secure SD WAN platform with minimal disruption.
-  Edge networks that support hybrid/cloud IT.
-  Supports multi-cloud environments.



## Our offerings that make customers choose Sify SD-WAN:



Sify Technologies' SD-WAN offers a flexible, highly secure, and reliable service that can be deployed across all types of connection. Sify offers top-of-the-range technology to help accelerate digital transformation services for Indian enterprises.

## Sources

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