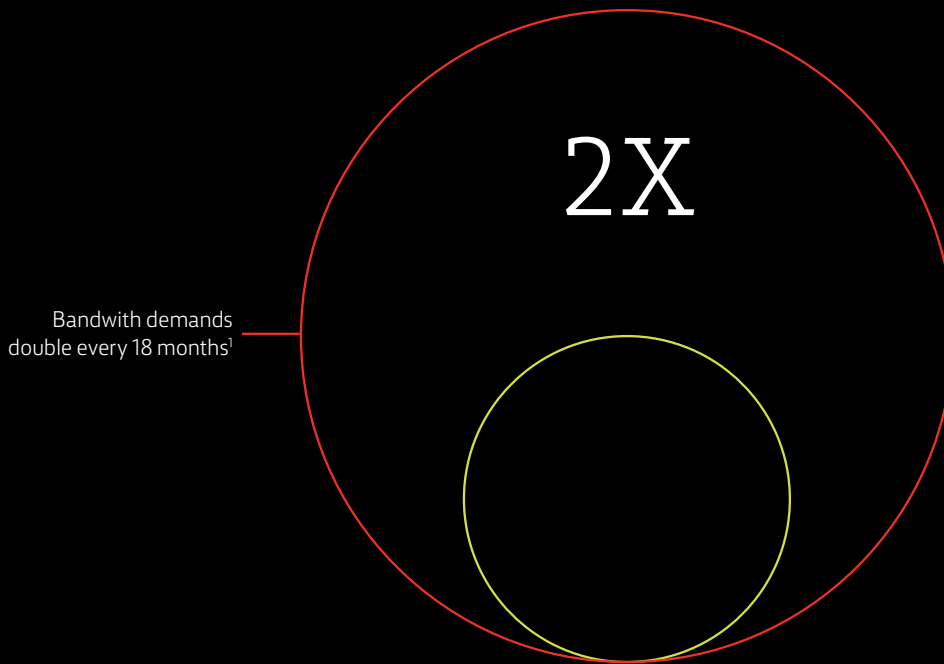# Transform your network and your customer experience

Introducing SD-WAN Concierge™

Optimize your application performance, lower your total cost of ownership and simplify your network management.

2X

Bandwith demands
double every 18 months[1]

Enterprise WANs are becoming increasingly complex to manage

Employee workflows and traffic patterns are changing. Many growth-oriented enterprises are struggling to deliver the personalized, secure, anytime, anywhere experience customers and employees expect.

Meanwhile, as the demand for bandwidth doubles every 18 months[1], IT departments are struggling to deliver improved cloud-based application performance—and budgets are limiting the amount of bandwidth companies can afford.

While advances in cloud and mobile applications have helped up to now, traditional networks can no longer keep up. What's more, they weren't designed to support cloud-based apps, as nearly half of Enterprise apps are accessed using the Internet[2].

Traditionally, companies have coped with this challenge by adding more MPLS bandwidth, or by combining MPLS with dedicated Internet access, DSL, cable and Ethernet. Which has made enterprise WANs complex, costly and time consuming to manage.

50%

of Enterprise apps are
accessed using the internet[2]
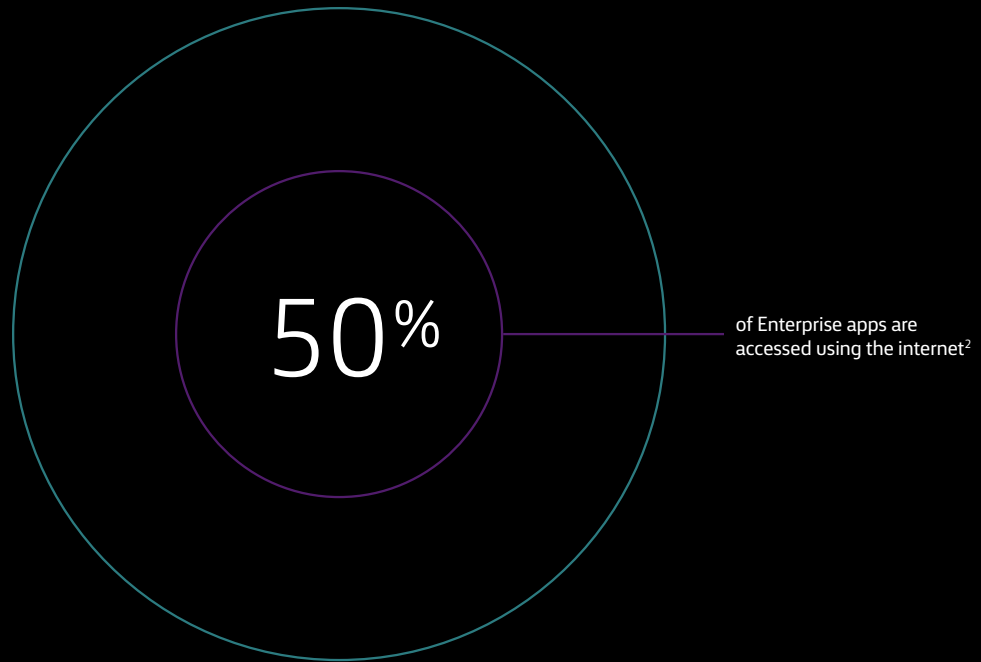
Meet the software defined network

SD-WAN technology provides unprecedented visibility and control over a company's network-based application performance. It acts as an overlay network that virtualizes and decouples the network management function from the physical hardware, using a centralized controller to set policies and prioritize network traffic.

It acts on those policies in real time to determine the best path for each application, across the network connections, to ensure that application performance meets the organization's service level agreements (SLAs).

This application visibility, coupled with granular and real-time control capabilities, provide the enterprise a foundation to develop and deliver a unique, best-in-class experience for their employees and customers alike.

Using SD-WAN, organizations can now build secure, higher-performing WANs using lower-cost IP broadband to supplement, or replace, more expensive private WAN connection technologies such as MPLS.

Should you consider SD-WAN for your business?

SD-WAN offers an ideal solution for a wide range of growth-oriented enterprises. Consider it when:

You have more than five locations

You need more cost-effective bandwidth to deliver applications

You plan to shift work loads to the cloud

You want to optimize application performance for cloud-based apps

You need 100% network up time to run your business and serve your customers

You rely on varying connection types and vendors to connect multiple locations

SD-WAN Concierge
Game-changing features

APPLICATION VISIBILITY AND CONTROL

Manages and deploys routing policies with a centralized management tool

APPLICATION OPTIMIZATION

Monitors and improves network paths for higher quality

DYNAMIC WAN SELECTION

Preserves application performance based on pre-set thresholds

DYNAMIC IPSEC DEPLOYMENT

Enables end-to-end encryption for secure data transmission over public networks

SECURITY AND STATEFUL FIREWALL

Deploys and manages security policies with an integrated firewall

FLEXIBLE CONNECTIVITY

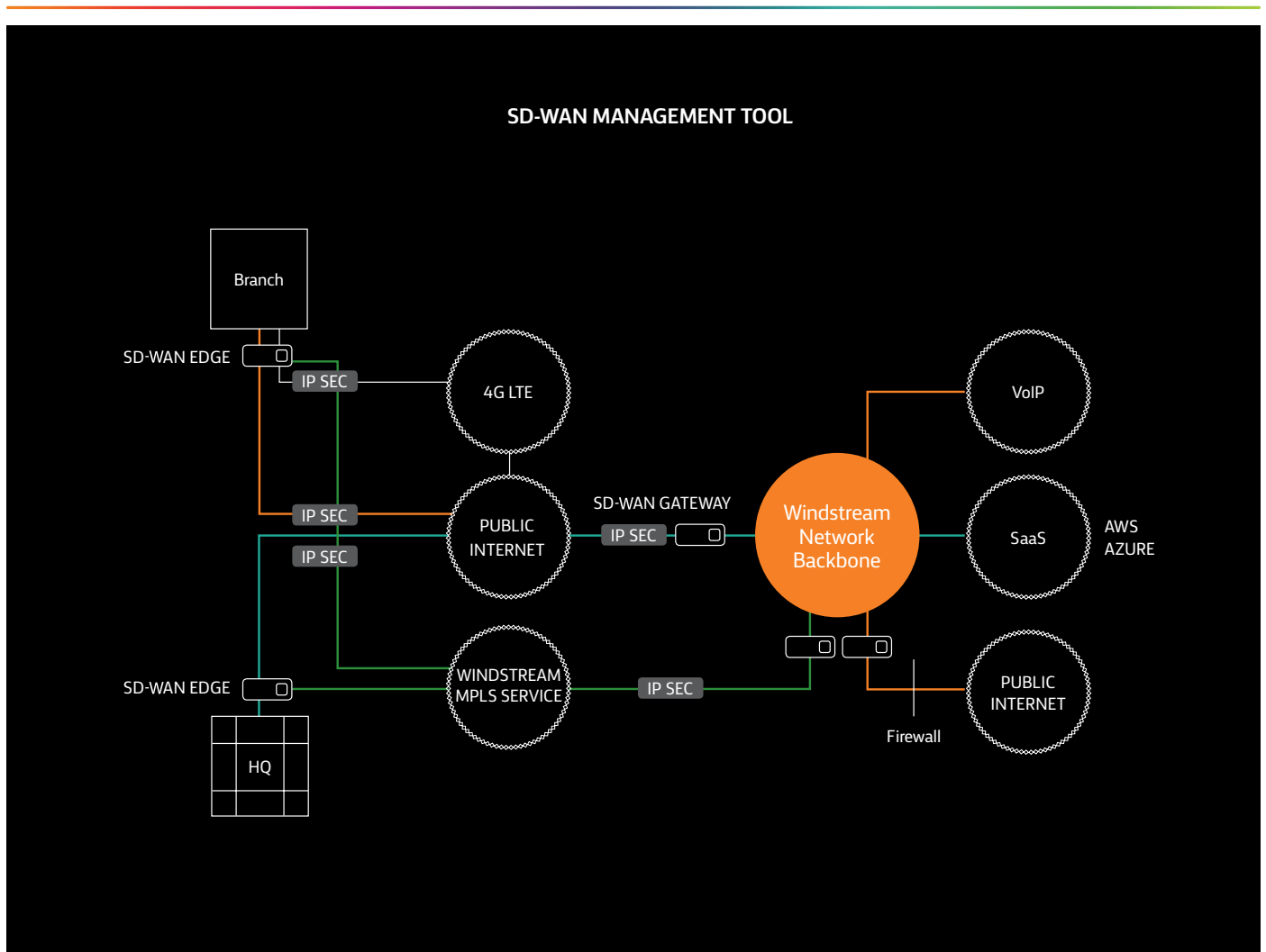Connects disparate locations with any access

MANAGED SERVICE

Offers continuous, proactive monitoring and optimization from a Windstream Enterprise technical service manager

DUAL ACTIVE LINKS

Increases resiliency with redundant and diverse connections at each site

Cloud-ready.
Secure.
Cost-effective.

SD-WAN Concierge™, from Windstream Enterprise, delivers networking to branch offices and remote sites via software intelligence regardless of the underlying connection type, or carrier. It's the evolution of hybrid WAN.

SD-WAN MANAGEMENT TOOL

Branch

SD-WAN EDGE

IP SEC

4G LTE

IP SEC

SD-WAN GATEWAY

IP SEC

Windstream Network Backbone

VoIP

IP SEC

PUBLIC INTERNET

IP SEC

SaaS

AWS AZURE

SD-WAN EDGE

WINDSTREAM MPLS SERVICE

IP SEC

HQ

PUBLIC INTERNET

Firewall

How does SD-WAN Concierge deliver on your needs?

Optimized Network Infrastructure

Just set the business policies– Windstream Enterprise will handle the rest. SD-WAN Concierge determines the most effective way to dynamically route applications to multiple locations.

Replaces "skinny" T1s with lower-cost, higher-bandwith broadband alternatives

Enables a roadmap for future applications

Augments MPLS connections with a second WAN using any provider and access type

Increased Productivity

With the rise of enterprise-wide, cloud-based applications, having a resilient and secure architecture to run them on is more critical than ever. SD-WAN Concierge supports your apps and your vision.

Delivers apps with high performance and virtually no downtime

Drives business productivity based on real-time performance analytics and insights

Supports applications that enhance the customer experience

Improved Security

Your employees need ubiquitous access to private and public paths. And you need to keep data safe and secure. With SD-WAN Concierge, you don't have to choose.

Creates a virtual private network on top of existing connections

Encrypts all traffic with IPsec so any access type becomes a secure connection

Firewalls and security policies can be easily modified for each location

64%

of U.S.-based companies are in the stages of planning to implement, or expanding implementation, from a traditional WAN to an SD-WAN solution in the next 12 months.[3]

Windstream Enterprise solutions that complement SD-WAN Concierge

Professional Services

UCaaS

MPLS IP VPN

Managed Network Security

Cloud Connect

Reduced TCO

IT budgets rarely grow at the same rate as network performance expectations. SD-WAN Concierge helps you signicantly reduce your per-Mbps cost by up to 90%.

Converges voice, data and video applications on the same IP Backbone

Uses a variety of cost-effective and readily available access methods

Shifts application monitoring from physical devices to software

Simplified Management

With no switches to manage or monitor, and a single SD-WAN Management Tool portal that brings everything together, it's never been easier to be in total control of your WAN.

Provides holistic views and real-time intelligence in a centralized console

Ability to instantly modify business and security policies on a location basis

Offers automatic updates and upgrades to minimize downtime or interruptions

Scalability

SD-WAN Concierge scales seamlessly with your ambitions and your evolving connectivity needs. And our team of experts will be with you every step of the way.

Supports increasing use of cloud-based applications

Enables rapid location deployment with low-touch provisioning

Meets ongoing business needs with rapidly activated circuits

Why Windstream Enterprise?

SD-WAN Concierge Service
Your network environment is continuously, proactively monitored and optimized for peak performance by Windstream Enterprise experts.

Business Aware Cloud Network™
Get improved cloud-based application performance with diverse, low latency connections to cloud providers—backed by our heritage as an Internet Service Provider.

SD-WAN Management Tool
Set business policies, prioritize applications, make real-time changes —based on real-time performance analytics—in a single, unique interface.

1. Boston Consulting Group Survey 2015
2. IDC Worldwide SD-WAN Survey special Report. May 2016
3. Forrester Business Technographics Network & Telecommunications Survey, 2016

About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today's most complex networking and communication challenges.

To learn more about SD-WAN Concierge, visit windstreamenterprise.com

WINDSTREAM
ENTERPRISE
CONNECT. TRANSFORM. ELEVATE.