



Fact or Fiction?

Addressing Perceptions of Adopting SDN

01

Centralized performance management, end-user experience, troubleshooting and resolving issues is as costly as it is complex.

FICTION

Utilizing software-defined networking not only makes it easy to scale environments, but also reduces the headcount and resources needed to manage networks and devices while improving the end-user experience by leveraging automation. On the operational side, working with a telco managed services partner means liberating your IT workforce from time-consuming support and maintenance to more mission-critical functions. Moreover, the cost savings of this model could be significant.

That said, in distributed environments, there are many factors with the potential to disrupt networks, such as routers, the client, the LAN, WAN appliance configuration and Internet links. SD-WAN solutions, for example, do provide valuable information and analytics about the traffic that flows through their interfaces.



While this insight is one of many factors that make SD-WAN appealing, proactive monitoring at the edge can be challenging.

In an SD-WAN network, active and distributed performance monitoring is needed to quickly detect and troubleshoot both connectivity performance degradation issues.

Because SD-WANs can extend network's reach beyond traditional branch offices to a diverse combination of circuits, managing that underlay requires proactive, diligent inventory, contract, and expense management capabilities. We solve this problem with [Advantage Command Center](#), a proprietary dashboard that delivers end-to-end business intelligence on all services procured through Advantage.

02

SASE is more of a nice-to-have rather than an immediate need.

FICTION

For network and security managers who have struggled with how to manage security for a disparate group of users and devices that are no longer anchored to a physical office and who are accessing business critical applications that could live on-prem, in the cloud, or both, adoption of Secure Access Service Edge (SASE) components allows them to take the necessary steps to better secure their environment.

For starters, access privileges are enforced by policies based on user identities that leverage a solution called Zero Trust Network Access or (ZTNA), which is a component of SASE. Instead of using a Virtual Private Network or (VPN), which typically gives users and machines access to entire networks, ZTNA takes a Zero Trust approach where users and devices are only allowed access to the specific devices or applications they require to do their job; all other resources are inaccessible. This functionality is critical as companies welcome a contingent of their employees back to the office while many remain working from home;

SASE components like ZTNA, CASB, SWG, and FWaaS enable IT departments responsible for maintaining the integrity of hybrid workforces and work-from-anywhere environments to enforce all security and compliance policies that protect data and users.

Of note is that while it is possible for users to consume SASE components from multiple vendors, the ability to procure these tools from a single partner simplifies management, increases cost savings, enhances support, and strengthens integrated security.

Why does this matter?

Organizations worldwide are executing digital transformations built on cloud-native applications and services. So as network perimeters expand with IoT deployments and work-from-anywhere environments, SASE's inherent cloud-based services provides flexibility and enhanced security - regardless of user location, application location, or device location.



03

SDN solutions add another level of complex billing and support challenges.

FICTION

People resistant to change believe that deploying solutions like SD-WAN add more complexity than benefits.

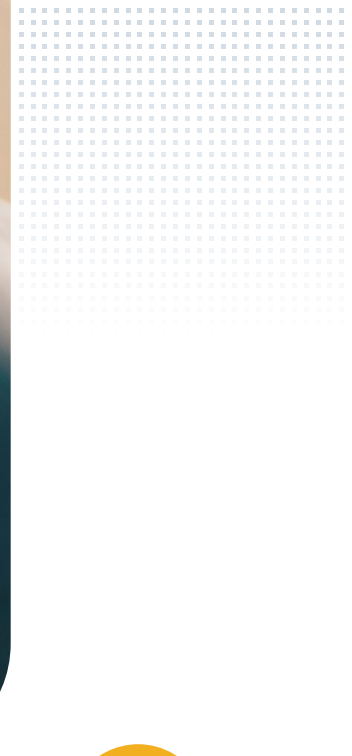
In fact, the opposite is true; setting-up and operating an SD-WAN deployment is generally simpler than using legacy networking technologies. The reason is that software-defined networks, such as SD-WAN, provide programmatically efficient configurations without requiring advanced network engineering skills.

Network connectivity and access via SD-WAN applications leverage a carrier agnostic environment, whereas legacy MPLS networks most often partner with a single carrier through which it acquires bandwidth. With SD-WAN, enterprises can choose

to establish direct relationships with (usually) regional service providers. Each operator has their own contract terms and pricing models.

Managing multiple contracts and invoices is a complex web that can quickly manifest into an administrative nightmare. However, Advantage's Command Center is a unique, proprietary dashboard that solves these issues by providing full visibility to expenses and reporting. In addition, Advantage empowers enterprises with the flexibility and control of a single partner through which to design, source, install, maintain, and validate the right combination of solutions that optimizes performance while lowering costs, eliminates downtime, and simplifies operations.





04

All SDN appliances and solutions are created equally.

FICTION

When procuring services for a multi-location network, there is a trade-off between cost, service experience, and management complexity.

Many – if not all – providers claim to be the “industry’s leading solutions provider.” In truth, features and functionality differ from providers and equipment as do an organization’s requirements. This fast-moving market requires a depth of expertise to make informed decisions that best serve a company’s roadmap.

Using a single provider (or an Internet aggregator) simplifies management activities and includes fewer contracts, invoices, processes, and support teams. However, that management simplicity comes at a higher price.

Others believe that utilizing multiple providers reduces costs while adding complexity to support and administration of the network through various invoicing formats, varied billing periods, multiple support processes, and multiple points of contact.

Partnering with [Advantage Communications Group](#) combines the best of all worlds: low cost and low complexity with a single partner. Our centralized model optimizes expenses and minimizes complexity. Throughout the entire lifecycle of your network and telecom infrastructure, Advantage employs expert practitioners to manage the design, sourcing, implementation, maintenance, and validation of your technology solutions in every location.

We identify the best providers at the right prices by properly sourcing vendors with the means to meet to meet your specific project success criteria. In addition to making recommendations, we also run vendor negotiations to deliver maximum value.

Simply put, our unique approach, global provider relationships, and centralized inventory management software adds a coordinated layer to your network and enables us to provide solution options that maximize savings and service experience, while simplifying management activities.



Learn more at [AdvantageCG.com](#)
Info@AdvantageCG.com | 212-872-1700

