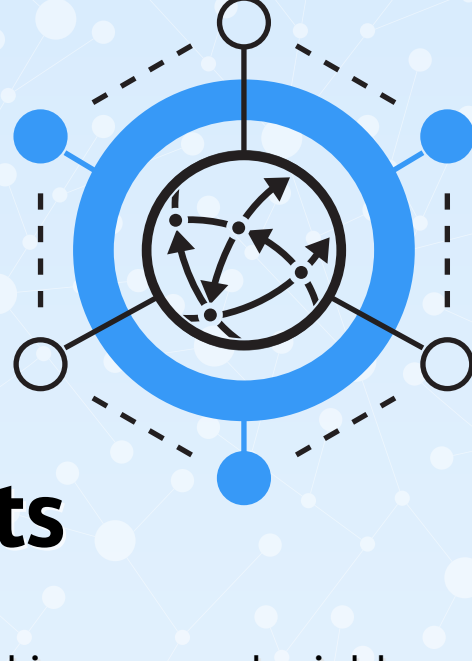
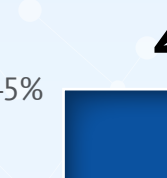


The Critical Role of HYBRID NETWORKS in SD-WAN Deployments



The benefits of SD-WAN to branch internetworking are undeniable. The ability to dynamically route traffic on the most optimized transport path (public and private), based on pre-defined policies and the performance of the WAN connections, is dramatically different from the previous static hybrid WAN deployments. The keyword here is "hybrid," as the market gets crowded with the hype about broadband-only SD-WAN deployments.

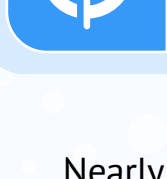
Frost & Sullivan believes most businesses will retain private WAN services such as Multi-Protocol Label Switching (MPLS) and Ethernet as part of their WAN strategy.



Top Three Reasons Businesses Adopt SD-WAN



Source: Frost & Sullivan SD-WAN End User Survey, N = 457.



Managed SD-WAN Beats the DIY Approach

Nearly

50%

of IT decision makers would buy SD-WAN from their MPLS VPN service provider if they can



PROCURE
DEPLOY and
MANAGE
the SD-WAN and hybrid access services.

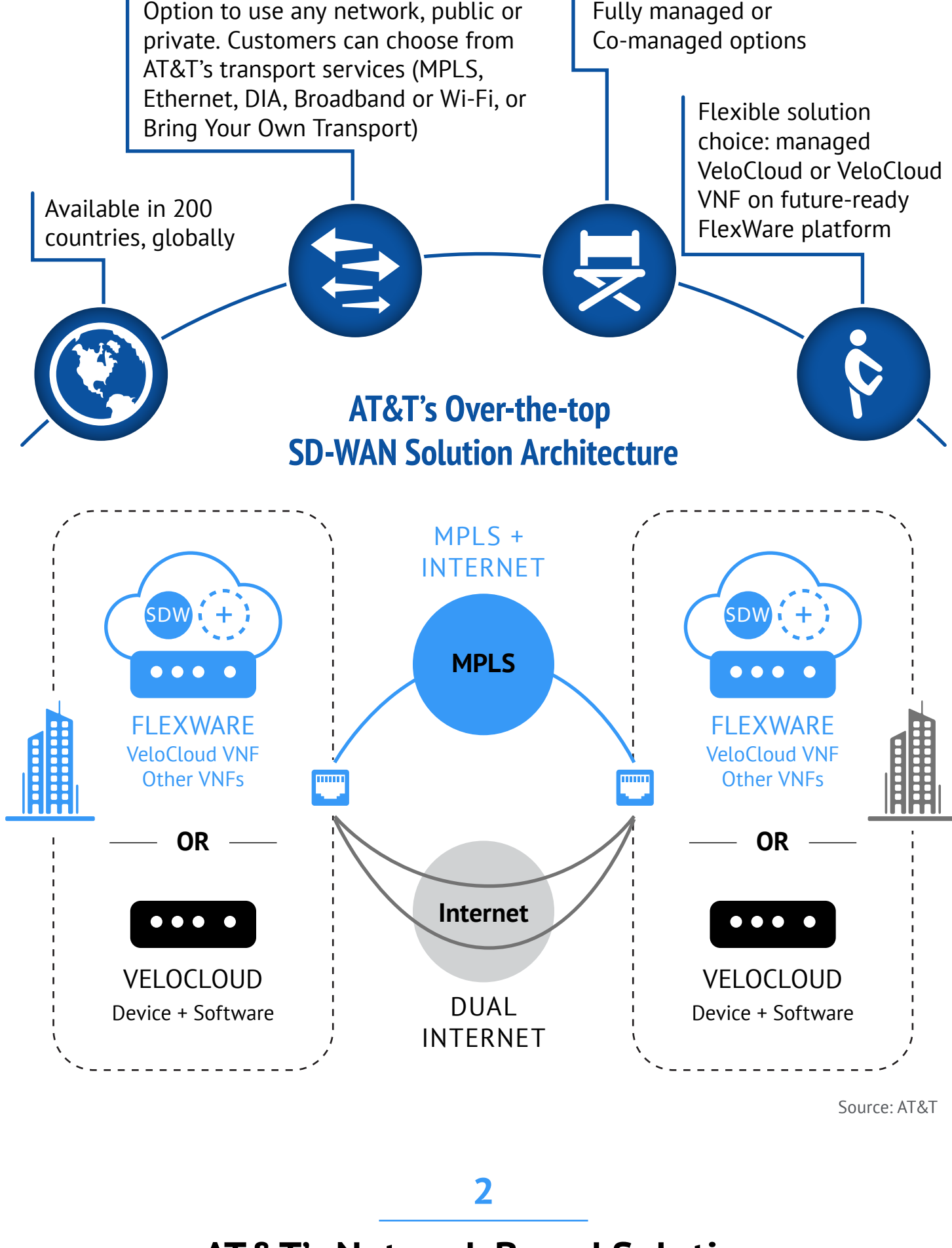
Source: Frost & Sullivan SD-WAN End User Survey.



AT&T has Two Managed Approaches

1

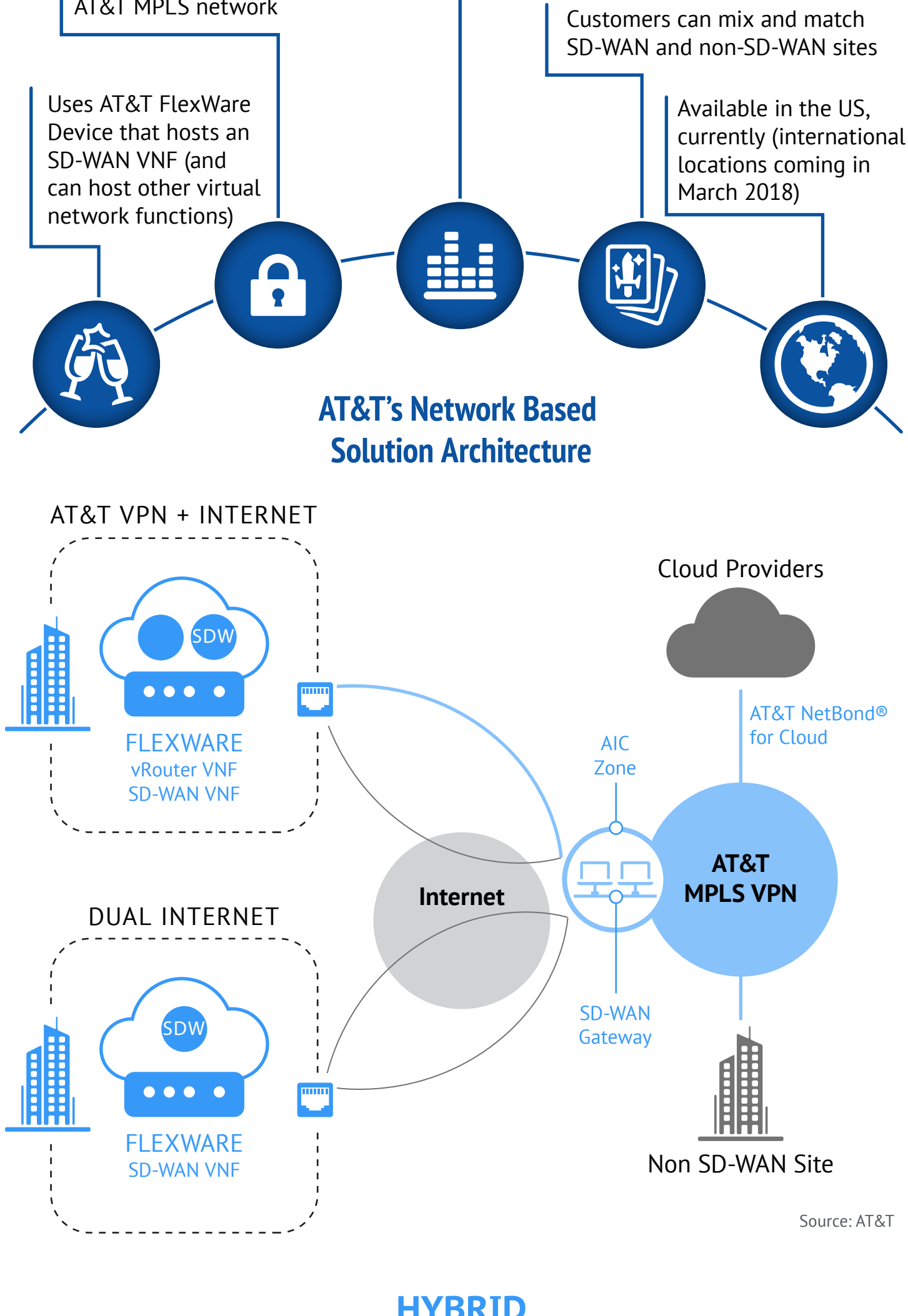
AT&T's Over-the-top (OTT) SD-WAN Solution



Source: AT&T

2

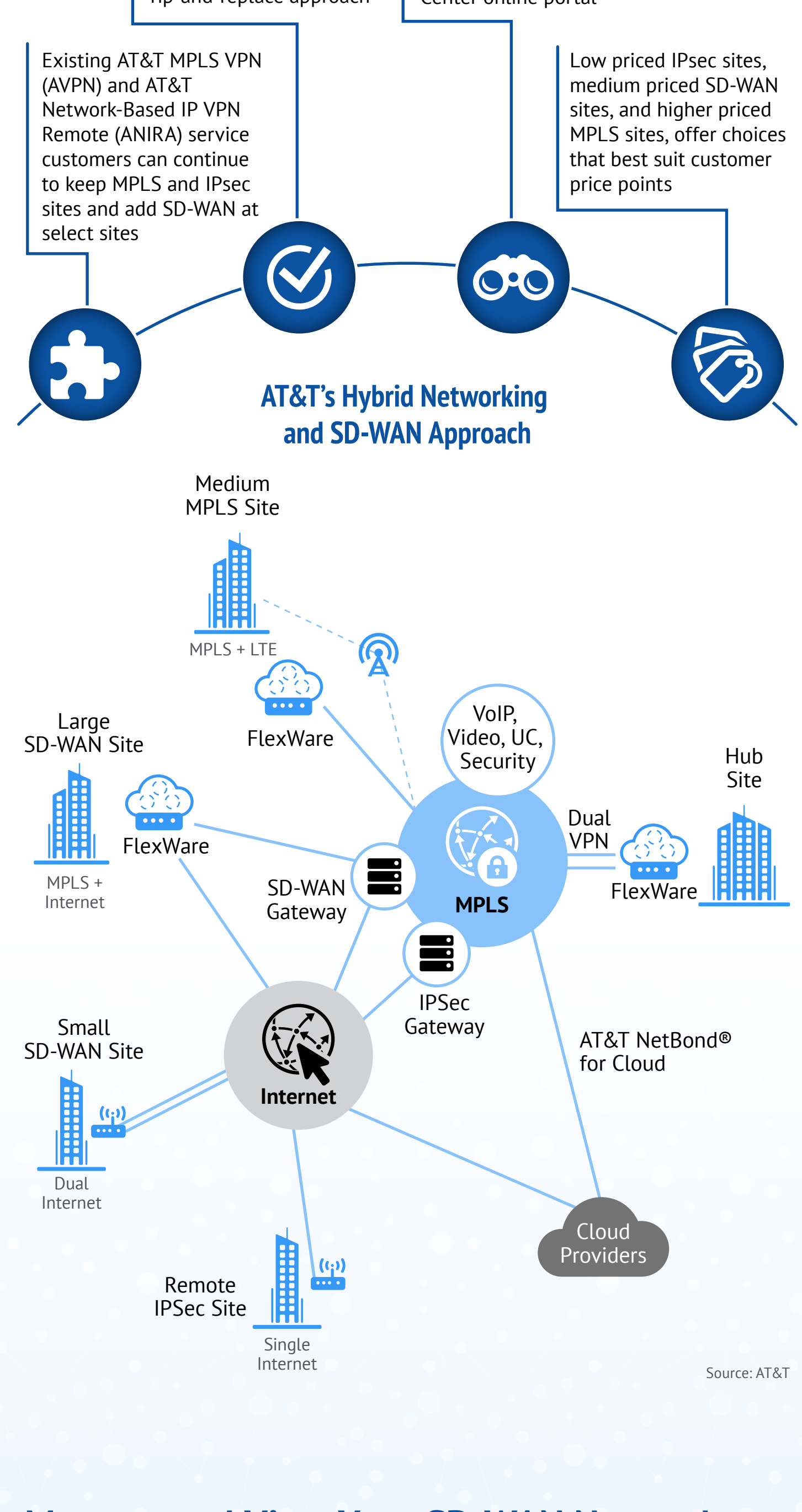
AT&T's Network Based Solution



Source: AT&T

HYBRID

AT&T Hybrid Networking and SD-WAN



Source: AT&T

Manage and View Your SD-WAN Network with AT&T

The hybrid approach, with pricing ranges from low priced IPsec sites, medium priced SD-WAN sites, and higher priced MPLS sites offers customers the choice to deploy services that best suit their price points and application requirements.



FOR MORE INFORMATION VISIT:

www.att.com/sdwan

NOTE

Commissioned by AT&T