

eBook

How your business can benefit from streamlined global networking

Version 1.0

DIGITAL TRANSFORMATION

Why every business faces its own unique challenges

Post-pandemic, almost 9 out of 10 businesses have adopted or are planning to adopt a “digital first” strategy. Where once simply having a digital transformation strategy in place was enough, now it’s considered a baseline for remaining competitive.

One of the biggest mistakes a business can make is assuming that digital transformation is a box that can be ticked using a ‘one size fits all’ approach. Most businesses have already begun their journey toward digital maturity, but it’s a long and winding path that requires careful navigation to truly reap the benefits and get ahead of the competition.

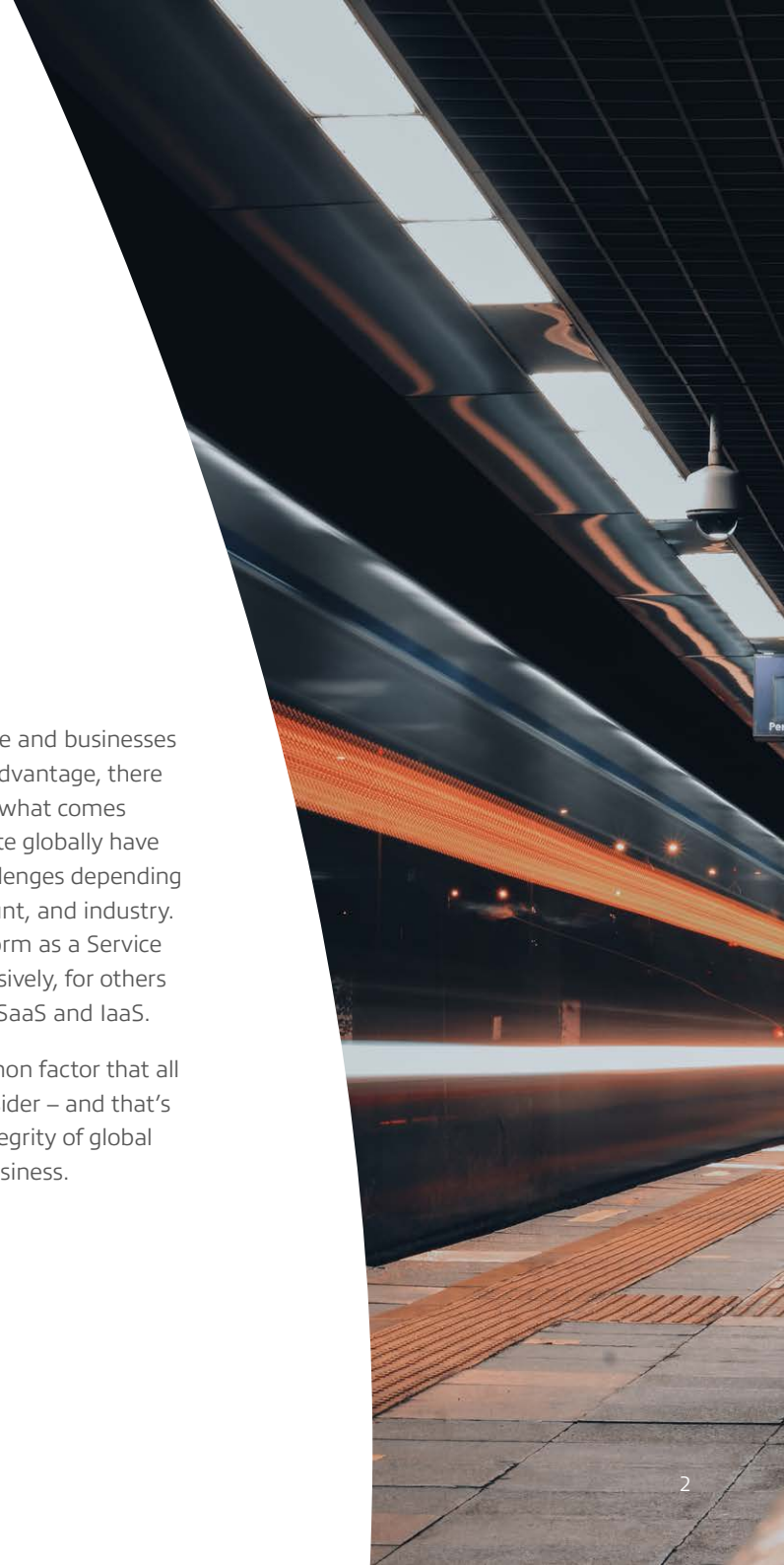
Each and every business is its own unique entity, with different requirements and goals for digitization. For some, collaboration and productivity will be key, ensuring the workforce has everything it needs to streamline its operations and communicate.

For others, digital transformation will be driven purely by customer experience, employing tools such as CRM suites to organize their customer data and better anticipate their needs.

This need for an agile, modern workplace has led to a surge in Cloud migration. Software as a Service (SaaS) kick-started this move, with an increasing number of businesses opting to use subscriptionbased software that lives in the Cloud without needing to be locally installed, patched, or maintained. Infrastructure as a Service (IaaS) has also solved the problem of resources for businesses, allowing them to tap into server space and computing power as and when they need it.

While the technology is there and businesses are clearly starting to take advantage, there is no ‘magical blueprint’ for what comes next. Businesses that operate globally have their own set of unique challenges depending on size, geography, headcount, and industry. For some this may be Platform as a Service (PaaS) or SaaS almost exclusively, for others it may be a combination of SaaS and IaaS.

However, there is one common factor that all businesses will need to consider – and that’s their dependency on the integrity of global networks to sustain their business.





**94% of all enterprises use
Cloud services in 2022, with
nearly half storing all of their
essential data off-premise.**

CLOUD WARDS

Dilmegani, C., 2022. 85+ Digital Transformation Stats from reputable sources [2022]. [online] AI Multiple. Available at: <<https://research.aimultiple.com/digital-transformation-stats/>> [Accessed 14 June 2022].

IaaS AND SaaS

Building the perfect Cloud solution

The path to the Cloud will be different for every business. From using Cloud-based applications to deploying entire infrastructures, there are many routes available, each with their own set of distinct advantages to end users. These routes are usually broken up into two key areas – Software as a Service (SaaS) and Infrastructure as a Service (IaaS).



SaaS

For some businesses, an 'off-theshelf' SaaS application might serve their purpose perfectly. Microsoft Office 365 is a great example. Other businesses may choose to build their own apps or migrate existing applications onto the Cloud to gain all the advantages that come with it.



IaaS

Infrastructure as a Service, such as Azure or Google Cloud, will allow businesses to not just use Cloud-based software, but utilize Cloud-based resources and infrastructure. This can be anything from dedicated server space to raw computing power.



Private Cloud

While IaaS and SaaS are no doubt valuable tools along the journey, many businesses will eventually utilize the likes of IBM, Oracle, or SAP to create their own private Cloud, which can be further customized and tailored to their needs. This is more challenging with more elements in play, but with the right expertise it can pay dividends.

Businesses will need to ask themselves

- How do I determine the right mix of DIA, broadband and SD-WAN for my network?
- Who will manage my connectivity underlay and software-defined overlay?
- What resources do I need and how much will it cost?



Welcome to the intelligent internet

IaaS AND SaaS

Joining the dots

Regardless of which path a business takes to the Cloud, the one thing connecting all routes is the need for reliable networking, efficient deployment, and real-time monitoring.

A business with a single centralized office might be fine using SaaS. However, with scale comes new challenges. If that same business decides to open up several new branches, it will need to start thinking about application deployment, speed, data sharing, and mobility.

That's where internet connectivity becomes a given, and focus instead turns to security, streamlining user experience, app performance, and the ability to manage a complex and evolving network system.

We'll call this **hyper-connectivity**.

Welcome to the intelligent internet

HYPER-CONNECTIVITY

Why being connected is only the first step

Traditionally, digital transformation has always been about connectivity. By moving data and operations onto the Cloud and using elements of SaaS and IaaS businesses have allowed themselves to become more agile, secure, and scalable.

Installing software locally and implementing on-premise infrastructure like servers is costly and requires constant maintenance, patches, and security updates. Businesses that go this route will usually find themselves in need of a full IT department, particularly as they scale up. This is when managing multiple branches in various cities and countries becomes a real headache.

However, even with a high level of investment, some businesses still experience inefficiencies in their on-premise network performance and security.

Throwing more money at physical hardware and infrastructure can only get you so far - the technology has limits.

Thankfully, those limits are now becoming a thing of the past. Most businesses have at least partly migrated their software and infrastructure to the Cloud. This has been the number one objective in the majority of digital transformation strategies for at least the past decade or more.

But this 'connectivity' is really only the first step. For an enterprise with multiple branches around the globe, being 'connected' is critical to the daily operation of the business. However, businesses want to do more than simply 'operate'. They want to succeed, grow, evolve and beat the competition.

In other words, being connected is only the first step.

Hyper-Connectivity

Hyper-connectivity is about more than being connected. It's about being securely and efficiently connected. It's about being able to utilize the Cloud with complete confidence and peace of mind - knowing that your software can be easily deployed, monitored, and used with total fluency, regardless of geography.

If utilizing SaaS and IaaS are 10% of the digital transformation journey, hyper-connectivity is the other 90% and beyond.

The share of IT budgets allocated to Cloud and managed services will grow year-on-year as workloads continue to shift away from on-premises data centers.

SWZD

ENHANCED INTERNET

The missing piece of the digital transformation puzzle

We know that SD-WAN can offer greater control over software, enhanced security, and more in-depth monitoring, but even then we're not utilizing the technology's full potential.

Even with the best applications in the world and the best monitoring suite on the market, a business would still struggle to maintain and even improve performance.

That's where Enhanced Internet comes in, and it's something businesses can easily overlook. Enhanced Internet offers control to the Internet underlay as well as in-depth application performance insight. In short, it maximizes the effectiveness of SD-WAN for business and unlocks its true potential.

An application is only as good as its end user experience. If an app is slow due to poor connectivity, productivity will be severely hampered.

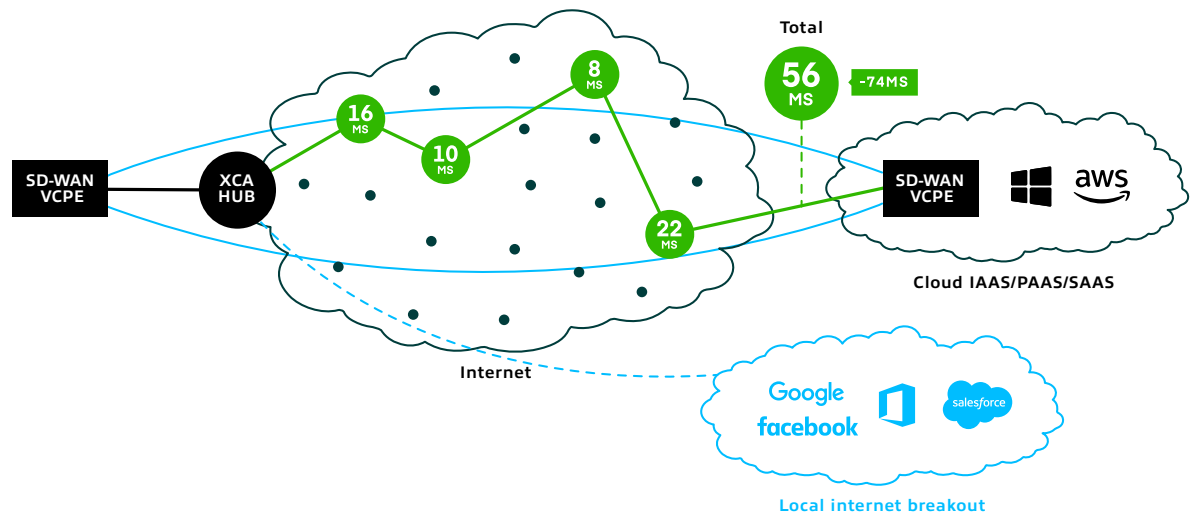
Smarter routing means smarter networking

The Internet may seem like one cohesive network, but it's actually made up of more than 790,000 individual networks, each with their own fluctuations and vulnerabilities under load.

Enhanced Internet utilizes something called 'smart routing' to run thousands of tests on these available network paths every second.

These tests analyze everything from packet loss and latency to historical reliability and peering capacity.

This allows for the optimal routing paths to be selected in real-time, meaning that users get a consistently smoother experience than they otherwise would.



Spiceworks Ziff Davis. 2022. The 2022 State of IT. [online]
Available at: <<https://swzd.com/resources/state-of-it/>> [Accessed 14 June 2022].

DEPLOYING SD-WAN

Complex transformation made simple

When it comes to scalability, usability, and performance, more and more enterprises are adopting SD-WAN as part of their digital transformation strategy.

SD-WAN can bridge the gap between connectivity and hyper-connectivity for enterprises of all sizes. It's a fully managed network solution that not only delivers connectivity between multiple branches, but ensures that connectivity is fast, flexible, secure, and scalable.

SD-WAN works as an intermediate layer between a business and the IaaS or SaaS services it chooses to adopt.

A correctly implemented SD-WAN solution will give you full control over your own Internet, offering unparalleled visibility across all of your applications and how they're performing.

Always connected

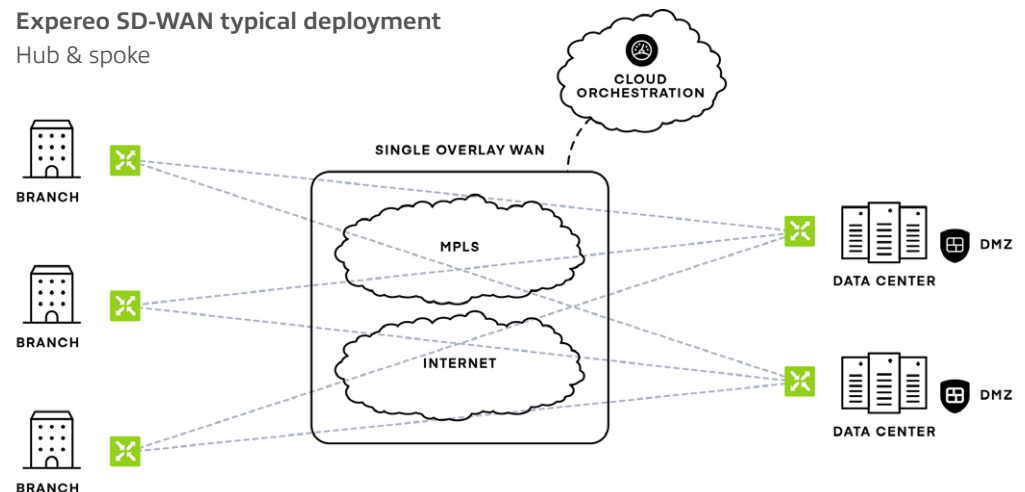
Even the best applications will fall short if the end user experience is no good or the connection is disrupted. SD-WAN negates this risk by constantly monitoring the integrity of your connection, and providing alternative paths where required.

Always in control

Without an SD-WAN platform in place, businesses are largely blind when it comes to SaaS or IaaS. While individual dashboards with different log-ins may be accessible, they won't provide the kind of integrated, 360 realtime view that SD-WAN can provide.

Expereo SD-WAN typical deployment

Hub & spoke

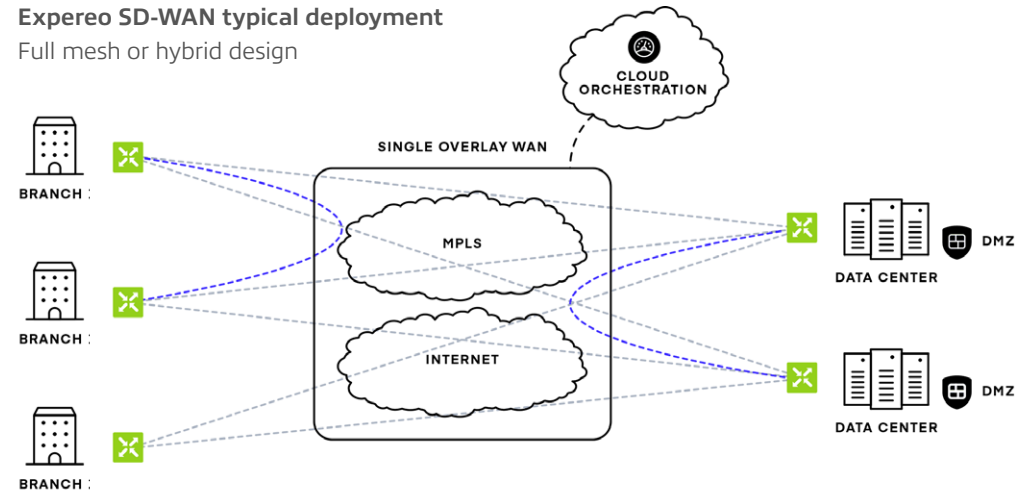


Welcome to the intelligent internet

DEPLOYING SD-WAN

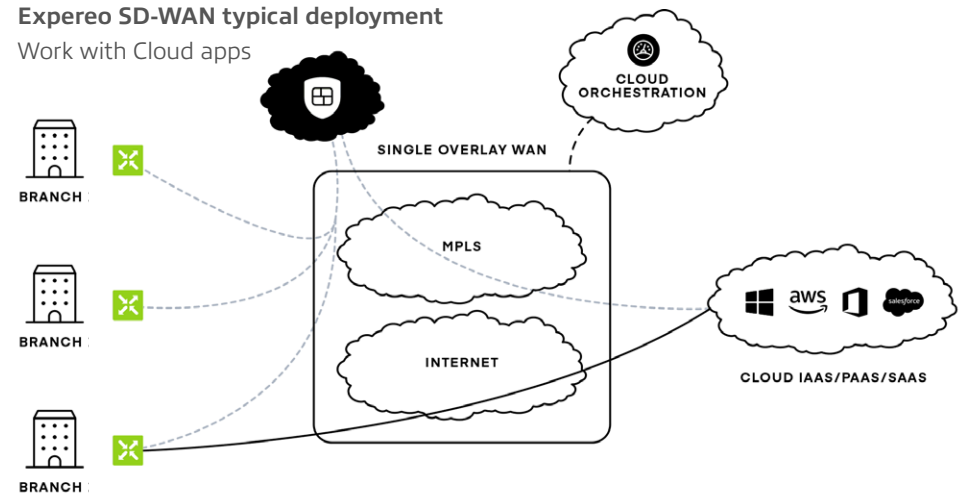
Expereo SD-WAN typical deployment

Full mesh or hybrid design



Expereo SD-WAN typical deployment

Work with Cloud apps



INTELLIGENT PLATFORMS

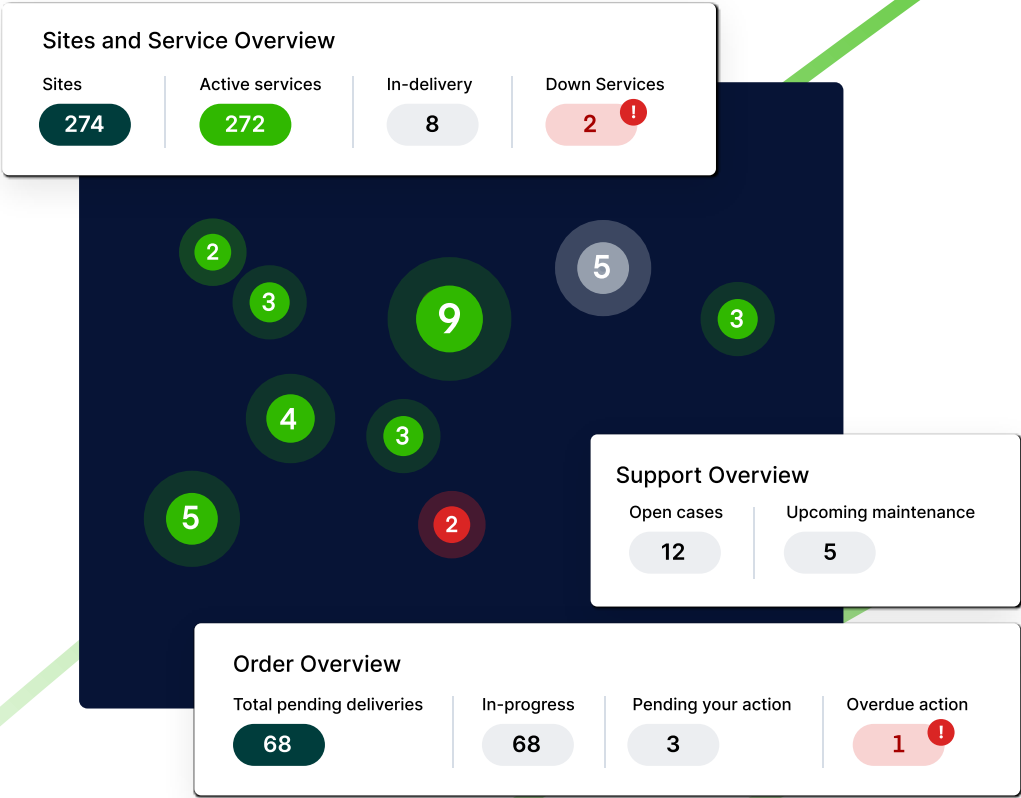
Intelligent platforms for network management and monitoring

It's one thing to have state of the art technology under the hood, but without a proper dashboard you'll never know how efficiently you're driving, or whether or not your car is reaching its true potential. The same is true of an SD-WAN solution, albeit with much deeper layers of complexity.

In order to truly capitalize on the benefits a 'hyper-connected' infrastructure can bring, businesses need to have full visibility and control over data traffic and application performance.

What if there existed a dashboard overlay that could track entire networks and application performance at a glance, all in real-time?

Digital platforms like expereoOne can display detailed overviews of an account's global presence, including a list of all locations and their node status. It can even flag issues before they're likely to arise, and provide invaluable insight for troubleshooting.



INTELLIGENT PLATFORMS

expereoOne

expereoOne is a complete solution for monitoring all Internet and network applications in a single place, second-by-second, with all the detail you could possibly need at a glance. Intelligent overlays like expereo.one are already setting a new standard for performance monitoring and growth, and the potential is huge.

That’s why, moving forward, you should select an MSP partner that doesn’t just offer these capabilities, but believes in constantly evolving and pushing the boundaries of technology to give your business the edge it needs.

Order Overview

Total pending deliveries

68

In-progress

68

Pending your action

3

Overdue action

1

Site name

Services

Status

Ready for service

ACME - Oklahoma

4 Services

In-progress

Service name	Reference	Status	Next step
Dedicated Global Internet		In-progress	
ADSL 4M/1M		Pending your action	
Broadband Global Internet		Overdue Action	
Broadband Global Internet		Delivered	

ACME - Manhattan

23 Services

In-progress

ACME - London

8 Services

Delivered

ACME - Amsterdam

108 Services

Delivered

Track Order

Order received 2 Jun 2023

Completed

Installation visit 13 Jun 2023

Overdue action

Please choose a date for installation visit

Add date

Hardware delivery 31 Jun 2023

Scheduled

Ready for service 1 Jul 2023

Scheduled

ACME - Manhattan

SIT-29385932023

Services

Reachability information for the last 24hrs

SD-WAN Service - Edge 2

Active

99.9%

Dedicated Global Internet 10M/10M (10M/10M)

99.9%

Broadband Global Internet 20M/1M (-/-)

99.9%

SD WAN paths

Other services

SD-WAN Management

Service ID: ORD-92830492

Customer Order Reference: ISR21122972346

Delivery Account: ACME

Overdue Action

CSE-00063622

Customer Order Reference: ISR21122972346

Type: Incident

Subject name: ACME Oklahoma

Service name: Dedicated Global Internet 50M/50M (50M/50M)

5 Messages

Created on

Yesterday 23h, 58m

Created on

Yesterday 23h, 58m

MANAGED SERVICE

Why outsource to a Managed Service Provider?

SaaS and IaaS themselves are a form of outsourcing; why should an SD-WAN solution be any different?

Utilizing SaaS and IaaS allows a business to reduce its overheads by virtually eliminating the need for internal on-premise support. An outsourced SD-WAN solution will take care of end-to-end design, deployment, and maintenance of the entire platform, all the while tailoring it to the specific needs of a business. This is where a dedicated and experienced Managed Service Provider (MSP) can really make all the difference.

A good MSP will be more than a mere provider of services. They'll be a technology partner, applying their knowledge and expertise to help businesses maximize their network efficiency. MSPs with an interest in hyper-connectivity should offer:

A consultative approach

Be a sounding board for new ideas, helping customers to reach and exceed their goals through the technologies that are available.

Dedicated field services

Customers investing in SD-WAN will be looking for reassurance and a physical presence where required to maximize efficiency and reduce downtime.

Tailored network design

No two businesses are the same. A quality MSP will be able to build a custom solution that fits each individual business perfectly in terms of geography, network traffic, and connectivity.

State of the art monitoring

In order to make the most of an SD-WAN solution, real-time monitoring and 360-degree visibility across the entire network are crucial.

A dedicated MSP should be able to design, implement, and monitor an all-encompassing network solution that powers all aspects of business communications and data transfer. While it may start with a network underlay, things like monitoring suites and intelligent platforms can add invaluable levels of insight and control.

**Realize your future faster with Expereo's
world-leading IP connectivity solutions**

**Expereo is the world's largest provider
of managed networks, SD-WAN, SASE,
and Cloud connectivity solutions.**