# Playbook

Managed SD-WAN As-A-Service



# Content

Chapter 1 <u>Industry Trends</u>

Chapter 2 <u>Aryaka Solution</u>

Chapter 3 Aryaka Positioning

Chapter 4 Aryaka Objection Handling

Chapter 5 Aryaka Customer Testimonials

Chapter 6 T-Systems & Aryaka Elevator Pitch & Positioning

# PARTNER PLAYBOOL

## Chapter 1 Industry Trends

We are living in times of rapid change and the drive towards digitization is forcing companies to adapt and evolve to serve their customers. Most global organizations have embraced this mindset and recognized that in order to stay relevant and to compete, they need to transform their network from a traditional WAN to SD-WAN to achieve **greater agility, higher performance and network expense optimization.** 

# Gartner's global forecast for managed SD-WAN services between 2018 and 2023 is 76.1% CAGR, growing to \$5.7B in 2023, significantly out pacing the growth of DIY solutions and traditional managed services.<sup>[1]</sup>

[1] Gartner - Forecast: Enterprise Networking Connectivity Growth Trends, Worldwide, 2018-2023, 2019 Update - Published: October 4, 2019

But there's a lot of noise and vendors in the SD-WAN market. From Do-it-Yourself (DIY) solutions to managed services by traditional operators/Service Providers, not all pathways to SD-WAN are equal.

IT organizations that choose to build their own SD-WAN are responsible for everything from evaluating vendors to implementing the solution, solving application performance issues and re-configuring the network every time the organization rolls out a new application or adding new sites either through expansion or mergers and acquisitions.

While Service Provider managed services require the stitching together of one or several technology vendors SD-WAN products and rely on regional service providers for delivering a global solution. This often means carrier must manage multiple touch points 'under the hood' that impact globally consistent SLAs and time to resolution from standing up new sites, provisioning new applications to troubleshooting network and application performance issues.

# VARTNER PLAYBOOK

#### SD-WAN Solution Approaches For Enterprises

Historically, organizations have turned to Multi-Protocol Label Switching (MPLS) networks to connect multiple sites and provide predictable application performance. Carriers everywhere have invested in MPLS infrastructure to deliver managed WAN services. For the past 20+years, MPLS was the prevalent model for the last two decades.

With the need for increased responsiveness and agility in today's on-demand cloud-first world coupled with the ubiquity of the internet, SD-WAN solutions have tried to offload a lot of the non-mission-critical traffic away from MPLS

networks. However, challenges have remained for enterprises to balance cost and reliability while at the same time gain agility and higher application performance.

With the growth of SD-WAN and its promise to address enterprises' needs, the following deployment models are available for enterprises to consider: As a traditional DIY overlay SD-WAN, as a traditional Service Provider managed SD-WAN, or, as Aryaka offers, a fully, global managed SD-WAN as-a-Service. A comparison between these three solutions is shown in the following table.

Traditional SD-WAN Vendors	Aryaka	Traditional MSPs
Fully Managed Service with 24x7 Support and Global NOCs	<b>⋄</b>	$\bigcirc$
Managed Last Mile connectivity including procurement and monitoring	<b>✓</b>	$\checkmark$
Multi-cloud ready with direct physical connections to public clouds, SaaS providers and partner clouds	✓	⊗
Guaranteed Application Performance with built-in WAN optimization	<b>⊘</b>	8
Global L2 Points-of-presence reaching 95% of the world's knowledge workers	<b>⊘</b>	<b>⊗</b>
Consistent global and regional SLAs with single point of contact (SPOC)	<b>⊘</b>	×
Secure converged edge with managed Firewall as-a-service	<b>⊘</b>	$\bigcirc$

A traditional Managed Service Provider (MSP) solution delivers on the promise of end-to end connectivity, but lacks a well-integrated technology stack and is constrained by a stitched together SLA resulting in a poor customer experience

A traditional DIY (Overlay SD-WAN) solution allows for speed of deployment and agility but it lacks the underlying network connectivity and visibility for troubleshooting and managed services

The approach Aryaka has taken to address cloudfirst enterprises needs is based on taking the best of both worlds to deliver a fully integrated managed SD-WAN solution delivered as-a-Service



### Chapter 2 Aryaka Solution

#### ARYAKA MANAGED SD-WAN AS-A-SERVICE FOR CLOUD-FIRST ENTERPRISES.

We do one thing and do it well. We think the best way to meet customers IT and Business requirements in a cloud-first world is to allow them to **consume their network** and we believe that an "and, not or" approach is better.

No products to buy. Choose a service and we take care of the rest.

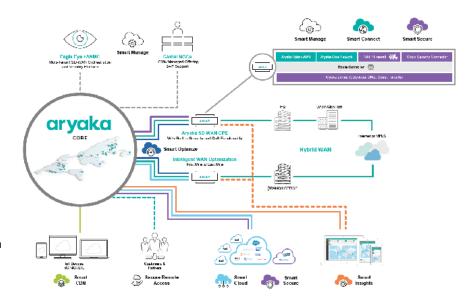
No inventory, deployment, patches and configurations to worry about.

We take care of it.

No lock-in. Upgrade when you want it.

#### The Aryaka SmartServices Platform

Aryaka brings a highly integrated platform approach to delivering its industry-leading managed services. With the industry's most integrated WAN technology built from the ground up over a scalable global network, the Aryaka SmartServices platform allows its customers and partners to embrace a "cloud-first" approach to delivering highly optimized applications, anywhere.



MANAGEMENT

**Aryaka Network Management Center (ANMC) with Automation and Orchestration** - Delivering scalable, multi-tenant automation and orchestration platform that helps to provision, configure and scale thousands of sites globally and drive end-to-end serviceability.

**Aryaka EagleEye** - Delivering powerful monitoring capabilities and having oversight of a dynamic, global network, Aryaka's EagleEye brings in predictive analytics and machine learning capabilities across hundreds of enterprise customers. This helps identify any issues before they impact performance.

**Global Network Operations Venters (NOCs)** - Aryaka's global NOCs deliver 24x7 operations ensuring the uptime of enterprise networks.



**MyAryaka Cloud Portal** - This easy to use-cloud portal is easily accessible through a variety of interfaces including desktop and mobile and allows CIOs and network administrators to easily get insights into the state of their WAN. The MyAryaka Cloud Portal also allows for self-service capabilities, dashboard and reporting, ticketing and a lot more.

#### CONNECTIVITY & AVAILABILITY

**Secure Global Network** – Aryaka's Global meshed L2 network with over 30 points-of-presence is the benchmark for global connectivity, performance and availability. With secure IPsec in the mid-mile, it offers "MPLS-like" network connectivity with up to 99.99 availability and Day-1 SLAs.

**Global Points-of-presence (POPs)** – Aryaka's points of presence are built in such a manner that they can service over 90% of the world's knowledge population. Strategically positioned and built to strict Aryaka specifications they help bring highly predictable application performance globally.

**Last Mile** – When required, Aryaka takes ownership of procuring, managing and monitoring the last mile circuits globally providing end-to-end visibility.

# DIRECT MULTI-CLOUD CONNECTIVITY

**Cloud Acceleration** - connectivity allows customers to connect to their SaaS applications over an SLA-driven connection from the nearest Aryaka PoP. This solution overcomes the latency and packet loss issues associated with the internet middle-mile and provides a cost-effective yet superior alternative for accelerating cloud application performance.

**Cloud Direct Connect** - is the gold standard for cloud connectivity. This feature provides an out-of-the-box on-ramp to popular laaS providers including Microsoft, AWS, Oracle, and Google. Regionally distributed high-speed links directly from Aryaka PoPs support ExpressRoute to Azure, Direct Connect to AWS and FastConnect to Oracle.

**Cloud Transport Gateway** - optimizes connectivity and manageability for large public cloud users.

Aryaka's first integration is with Microsoft Azure, where a customer's VNET becomes part of the enterprise WAN and resources deployed in the cloud become available over the Smart Connect service.

# OPTIMIZATION & ACCELERATION

WAN optimization and Application Acceleration Software – powering Aryaka SmartConnect and SmartOptimize services, Aryaka's patented multi-segment architecture and software, drive network and application acceleration globally delivering highly predictable application performance across voice, video and data.

#### INTEGRATED SECURITY

**Security Software** – Built into the Aryaka Network Access Point (ANAP) and powering SmartSecure managed services, Aryaka fortifies the network edge as well as cloud, both with its security capabilities and those developed in partnership with leaders like Palo Alto and Zscaler.

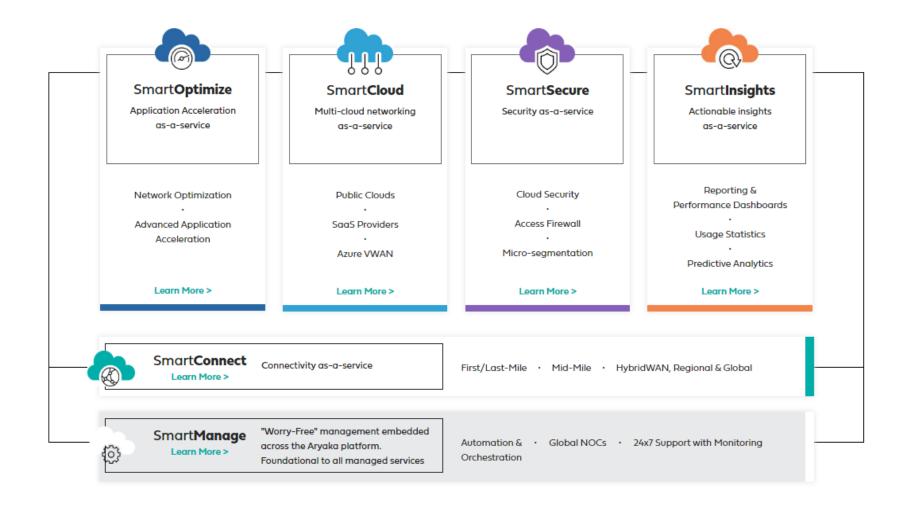
# ARYAKA NETWORK

**Aryaka Network Access Point (ANAP)** – Aryaka innovates in hardware with its ANAP portfolio that's included as a part of the subscription service. The ANAP serves as a secure converged edge bringing together hardware innovations, routing, WAN optimization and security capabilities in a compact form factor.

#### Aryaka SmartServices

Aryaka offers a rich set of managed services that are seamlessly integrated to deliver the highest possible user experience. These on-demand services are designed with "cloud-first" principles for easy consumption, operational simplicity and scale. Customers can choose, based on their SD-WAN needs, to deploy them either as global or regional managed services.

Depending on global or regional deployment, each smart managed service comes with a set of integrated features. Customers can choose to select optional offerings per SmartServices at any time.



### Aryaka SmartServices - Flexible global and regional deployment offers

Aryaka offers a rich set of managed services that are seamlessly integrated to deliver the highest possible user experience. These on-demand services are designed with "cloud-first" principles for easy consumption, operational simplicity and scale. Customers can choose, based on their SD-WAN needs,

to deploy them either as global or regional managed services. Depending on global or regional deployment, each smart managed service comes with a set of integrated features. Customers can choose to select optional offering per SmartServices at any time.

Global	Regional		
O OPTION	OPTION	Global Managed Service Cloud Orchestration Worldwide SLAs – 4-9s, Day-1 SLA Predictive Analytics ANAP – Secure Managed CPE Elastic Subscriptions	Smart <b>Manage</b>
WORLDWIDE  OPTION  OPTION  OPTION	REGIONAL-GEO OPTION OPTION OPTION OPTION	S2S InternetVPN (HybridWAN) Aryaka Core (PoPs) Inter-Region Usage Bursting High Availability (CPE/PoP) Last Mile Management / Last Mile Services	Smart <b>Connect</b>
0	OPTION	TurboNet - Network Acceleration TurboApp - Application Acceleration	Smart <b>Optimize</b>
OPTION OPTION OPTION	OPTION OPTION OPTION	Azure VWAN (HybridWAN) SaaS Acceleration IaaS Direct Connect (AWS, Azure, etc.)	Smart <b>Cloud</b>
OPTION	OPTION	Edge Essentials (Firewall, Micro-Segmentation) Cloud Security Connector Virtual Firewall Hosting Secure Remote Access	Smart <b>Secure</b>
0 0 0	0 0	Aryaka Cloud Portal, Dashboards Global Self-Service Application, Cloud, and Flow Visibility First, Middle, and Last-Mile Performance Management	Smart <b>Insights</b>



# XCCAXA IO ONINTO AC

#### How Aryaka Managed SD-WAN Helps Customers

CUSTOMERS WANT TO	BUT WITH CURRENT SOLUTION	WITH ARYAKA, CUSTOMERS
Accelerate digital transformation	Current network is a bottleneck	Become agile and flexible
Adopt cloud architectures	Legacy models holding back cloud adoption	Operate in a cloud-first world
Boost application performance	Organizational productivity is at risk	Improve app performance, anywhere
Drive operational simplicity	IT team is bogged down by complexity	Don't construct, but consume their network
Enjoy ease of doing business	IT Team is tired of complex contracts and having ownership of the technology stack	Use a single point of contct to address and resolve any issues, fast.

#### Aryaka SmartCDN - Dynamic IP application acceleration

Aryaka SmartCDN provides superior performance for dynamic IP applications for users worldwide. It leverages Aryaka's global private Layer 2 network to bypass the congested public internet across the middle-mile, delivering enterprise-grade application delivery to remote employees, partners, and mobile users. Aryaka SmartCDN core capabilities include:

Protocol Agnostic Optimization | TCP Optimization | Fully Managed Service | Remote Worker Productivity

For more information go to  $\underline{\mathsf{SmartCDN}}$ 

## Chapter 3 Aryaka Positioning

#### HOW TO BEST POSITION ARYAKA

#### Target enterprises/verticals

**Business Size:** Mid-size to Large enterprises with multiple sites (ideal profile: 10+), 500+ employees incl. remote & mobile employees.

**Geography/Locations:** Single country, region or multi-regions, including Mainland China, for a truly end-to-end network solution requiring a single, consistent SLA.

Industry/Vertical: Aryaka's Managed SD-WAN Services are suitable for any vertical. We have seen customer success especially with enterprises in Manufacturing, Financial services, Transportation & Logistics, Energy and Retail/E-commerce, while Government and Education are not our main focus.

**Applications:** Business-critical applications that are cloud based, SaaS applications or reside on-premises in data centers that require a consistent, guaranteed SLA.

**Growth/Scale:** Adding or relocating sites and locations regularly, and often with the need to turn them up quickly both for temporary or permanent business requirements.



[1] Aryaka has Points-of Presence (PoPs) in >30 locations around the world and dozens of public cloud on ramps in key metros



### Does customer have multiple sites (ideally 10 or more)? **BUSINESS SIZE/ GEOGRAPHY** Are locations worldwide or within a geo/region? Does the customer grow: i.e. Mergers & Acquisitions or organically, and where? How is the customer servicing the WAN today (MPLS, IPVPN, Point-to-Point, DMVPN)? **TRANSFORMATION** When is the customer expecting to re-fresh the LAN and Branch sites Edge **STATUS** equipment (Routers, Layer3 Switches, WAN Optimization Devices)? Does customer prefer a managed service solution vs Do-It-Yourself? Does customer use SaaS applications (and which ones)? Does customer observe any app performance issues (slow. unreliable)? **CLOUD / SAAS USAGE** Where is the customer in their Cloud journey (On-premises Data Centers, Hybrid and Multi-Cloud)? Is data security and compliance important/mandated? INTEGRATED SECURITY • What is the customer's Unified Threat Management (UTM) strategy? Does the customer's workforce include remote/mobile users? **SLA / USER EXPEREINCE** Is a predictable, guaranteed performance for business-critical applications

and all users important?

# Chapter 4 Objection Handling

We know customer have options to choose from as they embark on their transformation journey. Here are common objections, concerns and how to address them.

OBJECTION	CUSTOMERS EXPRESSES CONCERN	HOW TO ADDRESS THEM	GET MORE INFORMATION HERE
LACK OF CONTROL	Due to being a service offering and/or industry dependent applicable data regulations and compliance requirements with the sensitivity of data traversing the WAN, handing control over to Aryaka could be an issue.	Customers can choose to manage their networks with full control with configuration of users and network settings via the MyAryaka cloud portal or let Aryaka's team manage and configure on their behalf.	Book a demo with an Aryaka Technical expert
LACK OF FLEXIBILITY	With a DIY model, IT staffers can move quickly to respond to changing need, for example a branch office closing or opening a new one	Aryaka's global presence is backed by 24x7x365 multi-lingual support staff and can turn up sites within 48 hours.  Customers are up and running with full control and visibility of network and applications to meet changing business needs at business speed.  Aryaka owns and manages a private, secure L2 core network with over 30 Points of Presence (POP) that reach > 95% of the world's global knowledge workers within 30ms.	Share the Case Study of how Makino revolutionizes manufacturing and improves production time by 20x.

continued on next page



OBJECTION	CUSTOMERS EXPRESSES CONCERN	HOW TO ADDRESS THEM	GET MORE INFORMATION HERE
LACK OF SECURITY	Aryaka does not provide best in class security products or an embedded solution.	Aryaka provides a comprehensive and integrated approach to security as part of our platform.  Core: Aryaka private L2 core network delivers partitioned connectivity to all enterprises, encrypting the data and protecting against DDoS attack.  Branch: An access firewall within the ANAP, Aryaka's Secure Access Service Edge (SASE), offers 'north-south' control. Aryaka Zones extends this to the LAN with 'east-west' security, through site-segmentation with policy-based access for WAN and LAN traffic via Aryaka and Internet paths. In addition, NFV capable ANAPs offer option to add virtual security solutions.  Cloud: Aryaka partners with best of breed technology vendors solutions like ZScaler, Palo Alto Networks and Symantec for integrated cloud-based security-as-a-service for internet traffic.  Remote Access: remote users requiring access to the SD-WAN can easily connect via our partners Palo Alto's Prisma Cloud Security Suite for authentication and acceleration.	Share the collatteral of Aryaka and each Technology Partner Solution Briefs ZScaler Palo Alto Networks Symantec  Datasheet Palo Alto Networks Hosted VM Firewall Service
			continued on next page

continued on next page



OBJECTION	CUSTOMERS EXPRESSES CONCERN	HOW TO ADDRESS THEM	GET MORE INFORMATION HERE
FEAR OF LOCK-IN	Contracts are typically with a 3-year duration, so enterprises may be reluctant to commit to Aryaka as unsure if relationship works out.	Aryaka has been in operation since 2009 and has a "our customers come first" mindset.  Aryaka has achieved constantly high customer satisfaction that resulted in 98%+ customer retention and 65+ Net Promoter Score and has been recoognzed as 2020 Gartner Peer Insights Customers' Choice for WAN Edge Infrastructure.	Share the industry-leading NPS information.  Share the Gartner Peer Insights reviews
PRICE	That Aryaka service offering is only geared towards global deployments and with MPLS pricing becoming cheaper and Internet performance getting better, Aryaka's Managed Service is not price competitive.	Aryaka offers a managed service with deployment options for <b>global or regional</b> requirements with a set of managed services. Additional features per services can be added at any time based on customer requirements.  One single contract - no multiple contracts for MPLS, Internet connectivity and SD-WAN solutions with added security or managed services.  Aryaka is focused on providing the best application performance and user experience with its integrated approach set of managed services vs basics connectivity or WAN optimization features unlike standalone products	Engage your Aryaka Sales Rep to discuss the best deployment option based on your customer's needs.



## **Chapter 5 Customer Testimonials**

#### WHAT CUSTOMERS ARE SAYING ABOUT ARYAKA

Our vision and values are fueled by unbridled customer centricity and a passion to go above and beyond. With the rising popularity of multi-cloud solutions and the demands of predictable application performance globally, the Aryaka SmartServices platform and its portfolio of managed service offerings are

considered best-in-class and a gold standard across the industry, leading us to earn high net promoter scores. Not surprisingly, our technologies and services are now an important part of our customers digital transformation initiatives.

#### Accelerate Digital / WAN Transformation

Pilot Freight Services migrated 90 sites in less than 120 days and cut Digital Transformation project timeline in half from 3 years to 1.5 years:

"Without the building blocks of a solid networking solution, you're really limiting yourself on the vast technologies available to your organization – not only in how it can do business, but also how it integrates with customers, suppliers and other solutions."

Mark Baker, CTO, Pilot Freight Services

**DOWNLOAD CASE STUDY** 

#### **Adopt Cloud Architectures**

"With nearly 80% of our WAN traffic used for cloud and SaaS applications, it was apparent we needed to look at an SD-WAN solution as part of our digital transformation strategy," said Shin Sterneck, Head of Global Network and Telecommunication Services at TÜV Rheinland, "What's more is when we tried to open new locations in remote geographies across the Middle East, China and India, we began to experience poor customer service, longer lead times and higher costs from the MPLS providers in charge of servicing those sites."

**READ PRESS RELEASE** 



#### **Boost Application Performance**

5X Accelerated Global Application Performance and \$50K Euro Cost Savings

""We chose Aryaka because of the speed of deployment, the simplicity it brings, and the massive cost reduction compared to MPLS. Aryaka has been a great partner that adapts to our business needs and helps us continue to grow at an effective pace."

Bruno Stuart-Torrie, IT Application and Support Director, Amplexor

**DOWNLOAD CASE STUDY** 

#### **Drive Operational Simplicity**

"One of the things that we really like about our partnership with Aryaka is that they're flexible to help us when we need them. As our business requirements change and our infrastructure requirements change, Aryaka has been flexible to meet those requirements."

Stan Yarbrough, PH.D, Sr. Global IT Architect, Element Solutions

**DOWNLOAD CASE STUDY** 

#### **Ease of Doing Business**

"HMSHost International is constantly expanding, going to where our customers need us around the world. Not only has our business outgrown MPLS, WAN connectivity has become increasingly important due to cloud technology."

 $Dennis\ Hoogreef,\ Vice\ President\ IT\ \&\ Facilities\ International\ at\ HMSHost\ International.$ 

**READ PRESS RELEASE** 



# PARTNER PLAYBOOK

#### WHAT CUSTOMERS GET WITH ARYAKA'S MANAGED SD-WAN AS-A-SERVICE

CIOs and IT teams benefit from highly predictable application performance with guaranteed 99.99% network availability

#### **SPEED**



Activate new sites in days and new services in minutes. Enjoy fast response times.

#### **SIMPLICITY**



100% managed service with a consistent global SLA. No need to handle inventory, configs, updates & patches.

#### CHOICE



Connect to regional and global multi-cloud solutions over the Aryaka private core or HybridWAN.

#### **VISIBILITY**



Get insights into the state of your WAN and detailed reports on users & applications.

#### **ARYAKA RESOURCES**

- 1. Learn more about Aryaka SmartServices via our Webinars
- 2. Explore our **Solution Briefs** addressing the most common use cases
- 3. Get certified by taking the <u>Aryaka's Partner Certification Program</u>

#### NEED MORE HELP OR INFORMATION?

- 1. Check out the <u>Aryaka website</u>
- 2. Bookmark and log in to <u>Partner Portal</u> for latest updates
- 3. Get in touch with your channel team

US: channelpartners@aryaka.com International: globalpartners@aryaka.com

## Chapter 6 T-Systems & Aryaka Elevator Pitch -

#### JOINT ELEVATOR PITCH

T-Systems Smart SD-WAN, powered by Aryaka, brings an innovative architecture and a world-class team that deliversa best-in-class application experience as a managed service, enabling agility, simplicity, and an unparalleled level of user experience by consuming the WAN-as-a-service. Our optimized global network, based on Aryaka's Cloud-First SD-WAN and augmented by T-Systems MPLS network, offers connectivity, application acceleration, security, cloud networking, and insights for the best application performance that translates to tangible business outcomes.

#### **Agility**

Activate new sites in days and new services in minutes

#### Flexibility

Transport layer choice to connect seamlessly to sites and multi-cloud

#### **Simplicity**

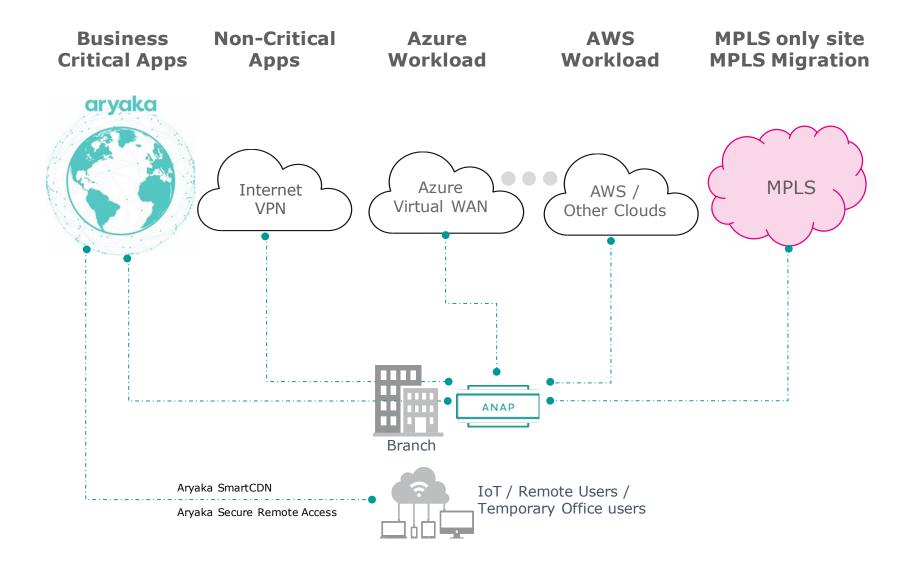
100% managed service with a consistent global SLA

#### Visibility

Insights into state of the WAN and applications

	What this means for the customer
One Managed Service	T-Systems SD-WAN, powered by Aryaka, provides a converged, secure, multi- cloud, integrated, fully managed SD-WAN service deployed on an optimized network with central orchestration for global and regional deployments
Operational Simplicity	Choice of connectivity for optimal path selection with a purpose-built Layer 2 Network, Internet, MPLS, and Hybrid WAN from a single vendor
Ease of Doing Business	Remove complexity of managing multiple contracts with different vendors
Great Customer Service	A single point of contact for all issues means you no longer need to deal with multiple vendors
World-Class Support	World-class 24x7x365 support from a leading, global service provider
Visibility and Insights	Central Management Portal for real-time visibility of the state of the WAN

#### Flexible and Best of Breed Path Diversity with T-Systems & Aryaka







#### **Remote & Mobile User Productivity**

Aryaka SmartCDN Dynamic IP App Acceleration for Global Enterprises for faster Remote VPN connectivity and RDP performance, and real-time, lag-free Voice and Video

Aryaka SmartSecure Secure Remote Access Remote worker connectivity and acceleration by consolidating global VPN concentrators - no new hardware or software required- to access consistently fast data, voice and video from anywhere in the world.

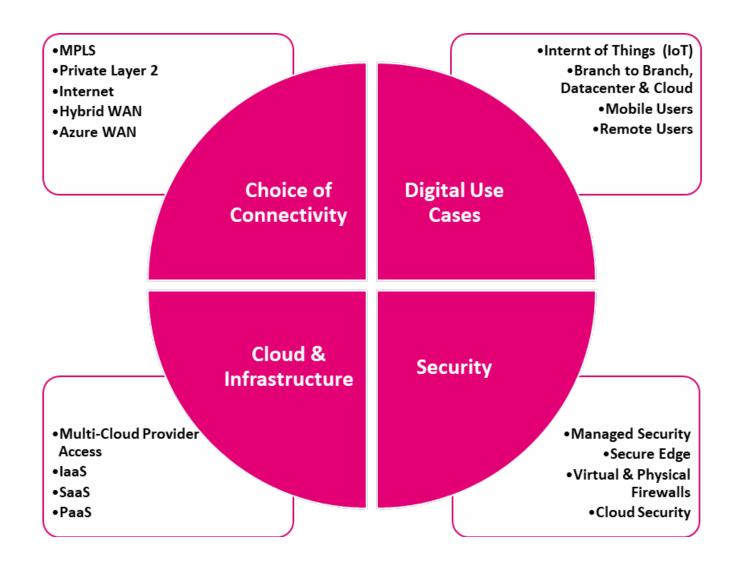
#### Why Customers Choose T-Systems SD-WAN, powered by Aryaka

- · Fully Managed Service: Simplified WAN management and orchestration with a single point of contact and a 99.99% reliable SLA
- · Risk-Free Migration: Fully managed migration from existing WAN infrastructure to T-Systems solution
- Integrated Security: Protect Users, Devices, Edge, Core, and Cloud
- · Application Performance: Improve any application on any device, anywhere: on-premises, private, public or hybrid cloud
- · Flexibility: Optimal connectivity path selection based on application performance, security and cost-efficiency
- Remote & Mobile Access: Extend secure and fast access for best application performance and improved user experience across the workforce, no matter where located
- · Enabling Digital Transformation: Simplifying the WAN with a cloud-first approach



#### T-Systems Smart SD-WAN

#### **Building Blocks of Success**



# T.. aryaka