

# Citrix SD-WAN

Empowering your Hybrid Workforce

## Citrix Defines SD-WAN for the cloud

As cloud adoption increases, a shift from traditional WAN architectures is needed to simplify cloud connectivity and address network demands. Citrix SD-WAN modernizes networks to deliver an always-on workspace, through reliable connectivity for virtual and SaaS apps, network resiliency and centralized management and visibility

### Key Differentiators

#### Application Experience, Security with SASE

- Recognized by Gartner #1 for Application Experience Optimization
- Meets all Gartner 'Core' & 'Recommended' SASE capabilities
- Cloud-housed unified management for both networking and security
- Reliable, resilient connectivity over any type of connectivity to cloud, SaaS and virtual apps
- Remove disruptions from the remote work experience for executives, heavy-data users, call center reps at home and in the branch office

### Competition

#### Cisco SD-WAN

- No integrated solution with WAN Optimization and SD-WAN services
- Lacks dual-ended QoS and traffic shaping
- No fail to wire capability
- Flow-based delivery technology cannot do packet-based traffic steering or selective packet replication for voice
- No automated service/connection provisioning
- No next-gen firewall as VNF
- No enterprise-grade private network (middle mile) for SaaS/Cloud gateway (must stitch together MPLS and Internet)

#### HPE/Silver Peak

- Pricing increasing
- Limited carrier agreements
- Lacks large-scale enterprise deployments
- Limited native security/SASE
- Lack of cloud gateways
- Overlapping SD-WAN solutions
- Lack of work from home use

#### VMware VeloCloud

- Expensive with higher-end license tier
- Not seen as a security vendor
- Limited/no WAN Optimization
- No fail to wire capability
- No automated service/connection provisioning
- No enterprise-grade private network (middle mile) for SaaS/Cloud gateway (must stitch together MPLS and Internet)



## Target Verticals

All verticals can have distributed offices, but the top six verticals adopting SD-WAN were:



### Discovery Questions

- Are you adopting more cloud apps/services (SaaS, IaaS, PaaS)?
- How are you routing this traffic (backhauling through the data center or local internet breakout)?
- If backhauling, are you seeing network congestion or latency issues? Are users complaining about the experience?
- Do you lack sufficient bandwidth for digital transformation initiatives or are scaling up the number of apps or sites?
- What applications are you running over the WAN (ERP, EHR/ERM, CRM, unified communications/ UCaaS, VoIP, etc.)?
- Are your users experiencing any issues with these applications (e.g., dropped calls, delays opening files, etc.)?
- What are you doing to secure SaaS access over the internet?
- What is the impact of a network outage, even momentary, to your business?
- How are remote users connecting to their applications?
- Are you planning to supplement or replace your MPLS with broadband without sacrificing reliability?
- Would you like to consolidate networking and security infrastructure and management?

### SD-WAN Drivers

These are “triggers” to look and listen for when talking with customers/prospects to determine a possible opportunity for Citrix SD-WAN:

- Moving to SaaS (e.g., Office 365) and moving on-premise applications to the cloud and need resiliency or better experience (lower latency)
- Need to simplify and consolidate network and security infrastructure and management
- Internet breakout for SaaS, cloud but need security
- Hybrid or remote workforce application performance
- Want to automate connectivity to clouds
- Want to provide resiliency to avoid brownouts and blackouts
- Need to improve application performance (ERM, ERP, CAD, SCADA, VoIP, VDI) and security

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