

GLOBAL EDITION

How your business can benefit from streamlined global networking

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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.¹ 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.

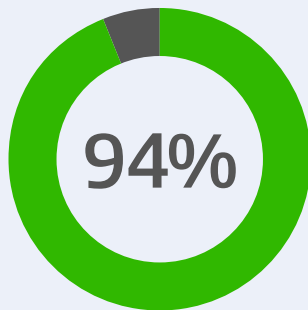
Each and every business is its own unique entity, with different requirements and goals for digitization. For some, collaboration and productivity will be key, ensuring the workforce has everything it needs to streamline its operations and communicate. For others, digital transformation will be driven purely by customer experience, employing tools such as CRM suites to organize their customer data and better anticipate their needs.

Source 1:
<https://research.aimultiple.com/digital-transformation-stats/>
[Accessed 14 June 2022].

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 subscription-based 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.



of all enterprises use cloud services, with nearly half storing all of their essential data off-premise.²

Source 2:
<https://www.cloudwards.net/cloud-computing-statistics/>
[Accessed 14 June 2022].

02

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-the-shelf' 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

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.

03

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.

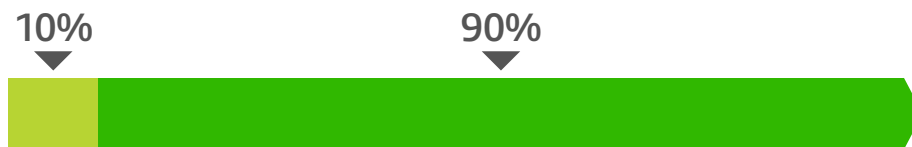
But this 'connectivity' is really only the first step. For an enterprise with multiple branches around the globe, being 'connected' is critical to the daily operation of the business. However, businesses want to do more than simply 'operate'. They want to succeed, grow, evolve and beat the competition.

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.³

Source 3:
<https://swzd.com/resources/state-of-it/>
[Accessed 14 June 2022].

04 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.

05

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 logins may be accessible, they won't provide the kind of integrated, 360° real-time view that SD-WAN can provide.

06

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.

expereoOne

The expereoOne platform 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 expereoOne are already setting a new standard for performance monitoring and growth, and the potential is huge.

That's why, 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.

07

Managed Service

Why outsource to a Managed Service Provider (MSP)?

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° 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.

Contact us

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

To learn more, visit expereo.com

