CenturyLink® Managed Hybrid SD-WAN Solutions
Evolve your network to support critical digital business & cloud initiatives

KEY SOLUTION MESSAGE

Evolve your network to better support critical digital business and cloud initiatives. Leverage your existing investment in MPLS while delivering better performance, security, and cost efficiency across the WAN, enabling users to access applications in both public and private environments seamlessly and with consistent user experiences.

CenturyLink Managed Hybrid SD-WAN solutions are designed for CIOs, Network, and IT Directors of mid- to large-size enterprises who need to evolve their network/WAN to better support critical digital business and cloud initiatives. Hybrid SD-WAN allows businesses to stop taking an ad hoc approach to enterprise connectivity and consolidate the disparate network point services in order to deliver better performance, security, and cost efficiency across the WAN, while allowing users to access applications in both public and private environments seamlessly and with consistent user experiences. CenturyLink Managed Hybrid SD-WAN Solutions are complete, “as a service” hybrid SD-WAN solutions from a single provider that integrate Internet and MPLS access into a cohesive solution, optimizing traffic flows between them based on application policies.

Unlike do-it-yourself (DIY) approaches to hybrid WAN or vendors that sell piece parts, point solutions, and components, our solutions alleviate the integration, operations, and performance management complexities and offer high service levels with SLAs, so you can more readily support evolving application deployment models and accelerate your transformation to a next-generation network.
KEY DECISION MAKER TRENDS, NEEDS, AND OBJECTIVES

- Applications are moving off premises & Internet has become permanent, integral part of enterprise WAN as result
  - Public cloud services & SaaS are driving more business needs, giving Internet an equally important role in enterprise connectivity as MPLS
    (43% of enterprise apps are accessed using the Internet)

- Big shift to hybrid WAN
  - **HYBRID WAN**: Utilization of multiple access technologies (typically MPLS and Internet) to achieve optimal cost and performance for the enterprise (Gartner)
  - 75% of businesses currently use or plan to use w/in next 18 mo (IDC)
  - “Hybrid will be the new normal for next generation enterprise WAN” (Gartner)
  - Most customers not ready to abandon MPLS or make drastic migration to all BB SD-WAN, Large Enterprise will continue to rely on MPLS, especially risk-adverse verticals (Financial Services, Retail, Healthcare)

- Customers want comprehensive solutions/WAN designs

- Customers seek to move away from in-house management of hybrid WAN (IDC)
  - Gartner clients express “distinct uncertainty about how to manage the increased use of the Internet and how to create a WAN design that incorporates both the Internet and the traditional MPLS”
  - Too complex to implement & manage as DIY
    » Hybrid arose from ad hoc approach to meet project-specific needs
    » Not seamlessly integrated (still treated as two separate networks), resulting in inconsistent performance, security
    » Want providers to aggregate access options and handle service delivery, quality

- Larger companies more likely to use Hybrid WAN (IDC)
  - Smaller companies more likely to adopt all broadband SD-WAN

- Emergence of the application-centric network:
  - 2017 will bring fundamental changes in the way organizations build and use networks with closer tie between the network itself and the applications it supports (451 Research)
  - Analysts advising clients to think “network transformation”
    » “Re-architect your WAN from the ground up, focusing on new application requirements” (Gartner)

- SD-WAN adoption on the rise:
  - 70% plan to adopt SD-WAN w/in 18 months (IDC)
  - The technology is a way to solve the management complexity and performance implications of hybrid WAN, enabling integration, but it’s an integrated hybrid WAN customers want to get from SD-WAN (to achieve lower costs, better performance). SD-WAN technology is an enabler

- Generational shift in both technologies and the provider landscape, as more tech vendors/SD-WAN start ups get into the network services space and compete with the traditional Communications Service Providers (CSPs)
  - Customers placing less emphasis on supplier size, network scale and the availability of large numbers of provider staff to deliver customized capabilities
  - Increased emphasis on standard off-the-shelf managed services, rather than customized solutions
  - CSPs need to demonstrate that we are capable of providing significant value-add to customers
PRIMARY BARRIERS TO SUCCESS, CHALLENGES, AND PAIN POINTS

• Delivering high application performance across the WAN (especially of cloud-hosted apps)
• Securing Internet access
• High connectivity charges and CPE costs
• Hybrid WAN management complexity

Challenges Specific to Audience Segments

<table>
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<tr>
<th>Segment</th>
<th>Common Challenges</th>
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</table>
| Larger & Global Enterprises (500+ FTE) | **More Mature Organizations and More Complex Networks**: These organizations are heavily embedded in MPLS, but need to make secure Internet part of the WAN. Hybrid arose from ad hoc approach to meet project-specific needs, but now larger organizations are dealing with network sprawl and lack of seamless integration across the separate networks, resulting in inconsistent performance, security, and management headaches.  
**Seek to Escape the 80/20 Trap**: Established companies’ IT budgets are flat and ~80% of those budgets remain trapped, as they have been for decades, in support functions that don’t move the revenue needle, functions like system maintenance and upgrades. Managing complex hybrid WAN and branch connectivity is one of these functions. Digital upstarts—free of the legacy IT systems that require so much operational heavy lifting—snap at the incumbents’ businesses, sometimes upending their business models. Figuring out how to manage and offload the old while freeing up money and people for new and expanded mobile, data analytics, AI, and other modern digital initiatives will be key. We’ll need to show how we can enable this by taking on hybrid WAN management, while delivering a foundation to achieve the key aspects of digital TX: connecting users (employees, customers, partners) and IT solutions, delivering round the clock IT, IT resources on demand, and ITaaS. We have to communicate that we can help develop a long-term plan for shifting their spending from the old to the new. |
| Government & Education (GES)     | **Stringent government regulatory compliance**, resiliency, transparency, and reporting requirements.  
**Knowledge transfer challenges** with large retiring workforce and challenges in recruiting top talent internally. |
## PRIMARY BARRIERS TO SUCCESS, CHALLENGES, AND PAIN POINTS CONTINUED

<table>
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<tr>
<th>Target Verticals</th>
<th>Common Challenges, Needs, and Objectives</th>
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</thead>
<tbody>
<tr>
<td><strong>Finance/Banking</strong></td>
<td>Lead with the security aspects of our messaging (as this is a heavily regulated industry that must adhere to specific compliance and security standards), followed by the operational efficiency enabled by our solution. These features make it easier for them to manage, turn-up, and ensure consistent security across multiple geographically-dispersed branch offices/banks.</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>Lead with the application performance enablement aspects of our messaging, especially when it comes to creating better customer experiences across the omni-channel, including within retail stores. Digital TX is of keen interest to this vertical and has the opportunity to deliver large revenue gains, so we should focus on how we enable them to innovate by offloading the complex operations of hybrid WAN, while also providing a more agile, flexible platform upon which they can deliver digital experiences to customers.</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
<td>Similar to retail, manufacturing is looking to innovate with new customer-facing applications and experiences for their brand. We should lead with application performance enablement, and then the operational efficiency we help them achieve, which frees up time for them to innovate and break out of the 80/20 trap.</td>
</tr>
<tr>
<td><strong>Healthcare</strong></td>
<td>Lead with the security aspects of our messaging (as another heavily regulated industry with compliance requirements), and the cost efficiencies our solution affords. Most healthcare organizations operate on thin margins (if they are for-profit, as many are not) and need to stretch their IT budget as far as it can take them. We can address their need for cost efficiency by integrating low-cost broadband into the hybrid WAN, while also ensuring services that run across the network are highly available and secure. In this vertical industry, it is often a matter of life or death when it comes to application access, thus performance and high availability of applications at a reasonable cost is the message.</td>
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</tbody>
</table>
### PRIMARY BARRIERS TO SUCCESS, CHALLENGES, AND PAIN POINTS CONTINUED

<table>
<thead>
<tr>
<th>Target Persona Title/Role</th>
<th>Persona Challenges, Needs, and Objectives</th>
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<tbody>
<tr>
<td><strong>Technology</strong></td>
<td><strong>Decision Makers:</strong></td>
</tr>
<tr>
<td><strong>Network Administrator/Planner/Engineer, Director Network, Director IT</strong></td>
<td></td>
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</tbody>
</table>
| **Challenges:** Their beloved networks are facing uncharted territory when it comes to the challenges of modern IT environments—IoT and software-defined networking (SDN) on top of ever-present budget and security concerns. In the next year, these pressures may present make-or-break moments for networks that until now have supported them well.  

Networks are aging, and net admins are tasked with upgrading them to meet business performance standards. Unfortunately, there is also a general **lack of time and budget** to do so. |
| **Motivators:** If we can help show them a path to upgrade and help guide them through these uncharted waters of transition/transition, within existing budgets and without much additional effort/time required from them, we will be valuable.  

In marketing, we should be a conduit for best practice sharing, focusing on how they can be both lean and effective, and how a managed hybrid approach can help them achieve this. |
| **Business**              | **Decision Makers:**                     | **Cares About:** CIOs have the opportunity to become digital leaders in their organizations—to drive the digital transformation that is crucial to business success. The network is a key component of this digital transformation, as the foundation upon which all digital services reside. The CIO wants what he always wanted from the network—to connect users to their apps securely, with high performance and cost efficiency. |
| **CIO, CDO, VP Network, VP IT** |  |
| **Challenges:** Yet, this has gotten more difficult, as apps move to the cloud (out of a private data center) and require Internet to access them, lessening control/visibility of those apps, and making consistent performance and security more difficult to manage. The demands on bandwidth require more budget allocation to network, but their existing MPLS network is too costly an option. CIOs seek alternative access, like broadband, but this creates a management nightmare for network admins leaving security and performance compromised.  

At the same time, the CIO is being asked to do everything faster, as the speed of business accelerates. This makes them value network and IT services that enable flexibility and agility. |
| **Motivators:** We should demonstrate to the CIO that we can support their digital transformation agenda better than alternatives. We have the application-centric network that connects users to apps securely, cost-effectively, and with high performance they seek.  

We need to show that we enable agility via SD-WAN orchestration overlay to the hybrid WAN, which makes changes/additions dynamically. Most importantly, we need to help them develop a long-term plan for shifting spending from the old/legacy to new, innovation tech investments that return a competitive advantage |
USE CASES

- Adding secure Internet access to branch locations or any office location alongside MPLS, so they can more directly get to SaaS/Cloud applications for better performance

- Adding secure Internet access alongside MPLS at any location to augment bandwidth for better cost efficiencies

- Companies with existing, non-integrated hybrid WANs (MPLS + broadband Internet access) that are struggling to manage it, especially across multiple, geographically dispersed branches or office locations

QUESTIONS TO ASK CUSTOMERS

Find out how extensive their use of Internet is:

✓ How do you use the Internet within your WAN? Is the Internet an integral part of your WAN?

✓ How do you handle Internet traffic at your branch offices?

✓ What percentage of your applications resides in the cloud? How are you accessing them today?

✓ Do you experience any application performance issues when accessing cloud applications?

✓ Are you currently trying to reduce your exposure to the Internet by limiting the number of entry points?

Find out if they are using hybrid WANs today and what issues they may face:

✓ How do you approach WAN design? Are there any new WAN topologies you are deploying or considering?

✓ Are you using hybrid WAN designs today? How are you managing it?

✓ How are you planning to reduce WAN spend?
HANDLING OBJECTIONS

**OBJECTION** › “I don’t want a managed service because I don’t want to lose visibility and control. I want to be able to make configuration changes at anytime.”

**RESPONSE** › While the service is managed, meaning we take care of the tasks that are time-consuming and complex so you don’t have to, including provisioning of the entire solutions (including transport), initial configuration, monitoring, incident management, and vendor management, you still have the ability to co-manage. You will maintain complete visibility and control through the portal and can make configuration changes, dynamically, at any time.

There are many benefits of working with a managed services provider, including:

- Specialized network experts help assess your requirements and implement the best solution for them, along with ongoing operations
- Reducing the TCO that comes with purchasing, implementing, and operating an enterprise platform (software, hardware, etc)
- Reducing the risk of vendor/product attrition that will occur in this emerging market
- Reducing carrier management, since we procure, implement, and manage the transport, including local broadband services, for you
- Offloading operational responsibility for monitoring and incident management to a large operations team that offers 24/7 support

**OBJECTION** › “Your solution uses Versa as a technology vendor. I am unsure about Versa’s technology and if it is truly best of breed, given all of the different SD-WAN technology vendors in the market.”

**RESPONSE** › Versa is recognized as a leader in SD-WAN technology for innovation and excellence. They surpass competitors’ functionality, especially in terms of application performance control/QoS and security functionality. They are continuously recognized with prestigious awards, including:

- Top 10 Finalist at RSA 2016 Innovation Sandbox
- Frost & Sullivan 2016 Entrepreneurial Company of the Year in SD-WAN market
- 2016 Red Herring 100 for Top Private Companies
- Gartner “Cool Vendor” for Telecommunications
- Current Analysis Market Update: “Strong SD-WAN Vendor”
- CRN 10 Coolest Networking Startups
- CRN Top 25 Emerging Vendor
- Cloud Computing: Versa Awarded for Cloud Security Excellence
- Internet Telephony Product of the Year award
- Computer Technology Review: 2016 MVP Award
- Leading Lights Company of the Year & Most Innovative NFV Product Strategy

**OBJECTION** › “I don’t want a managed service because I want to buy and own the equipment myself.”

**RESPONSE** › There are many advantages to an OpEx-based model where equipment is included in the monthly fee, including:

- Keeps your equipment up-to-date, especially important for today’s fast-changing technology that can become out of date quickly
- You’ll have predictable monthly expenses
- You pay nothing up front and you aren’t responsible for maintenance or disposition
## SOLUTION MESSAGING: CHALLENGES, BENEFITS, AND FEATURES

<table>
<thead>
<tr>
<th>Customer Challenge</th>
<th>Benefits (What this means to you)</th>
<th>Features (Because it has this...)</th>
</tr>
</thead>
</table>
| Hybrid WAN Management Complexity                  | Reduce resource requirements & the business risk of hybrid SD-WAN deployment with a turnkey "as a service" offering | • End-to-end infrastructure and transport operations/management by specialized Hybrid SD-WAN experts. We handle all core infrastructure hosting, capacity management, release certification, and upgrades along with coordinated delivery, integration, and management of transport  
• Best-practices based configurations & solution designs to meet your specific requirements, with performance tuning on bi-annual or quarterly basis  
• Centralized monitoring & management from CenturyLink, providing:  
  – 24/7 support for the platform and each customer deployment  
  – Appliance health & outage event management  
  – CenturyLink & third party networks troubleshooting & outage repair  
• Full customer access to the service portal for co-management, detailed analytics, and policy based configuration changes |
| Delivering High Application Performance Across the WAN (especially of cloud-hosted apps) | Deliver the best application experiences across your diverse IT environment regardless of application location (on-premises or in the cloud) | • Leverages SD-WAN technology to create strong integration and optimized traffic flows between private networks (MPLS) and public (Internet)  
• Application-aware routing that automatically identifies the end-to-end path with lowest network latency and best performance between users and applications across diverse hybrid IT environments  
• Internet access can be integrated at every branch for direct access to SaaS apps  
• Cloud Connection services available for private connections to cloud providers |
| Securing Internet Access                          | Reduce network security risks                                                                  | • Built-in encryption, segmentation, and central security policy control via central portal  
• Secure Internet access (NG FW, UTM) that can be provided directly at every location, including branches  
• Integration with the full suite of CenturyLink managed security services that include threat monitoring and incident response |

continued »
## SOLUTION MESSAGING: CHALLENGES, BENEFITS, FEATURES, AND OUTCOMES

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<th>Features (Because it has this...)</th>
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<tbody>
<tr>
<td>High Connectivity Charges and CPE Costs</td>
<td>Lower network costs</td>
<td>- Multiple low-cost broadband options available for integration into the WAN&lt;br&gt;- Single vCPE provided that includes integrated security services&lt;br&gt;- Single monthly recurring charge&lt;br&gt;- Consolidated set of services, with service management</td>
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</tbody>
</table>

### Customer Challenge

<table>
<thead>
<tr>
<th>Outcomes (You’ll be able to...)</th>
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<tr>
<td>Reduce operational resource requirements, shift deployment risk to an SP, and transform your network at your own pace&lt;br&gt;- Get better service levels, with fewer configuration errors to affect service quality and faster rollouts than can be achieved in-house—network will run faster and more efficiently for lower cost&lt;br&gt;- Faster troubleshooting and problem resolution from a single provider.&lt;br&gt;- Control the operation of your network as much or as little as you’d like, and be more agile by making application and network changes quickly, on a self-serve basis as business needs change</td>
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</table>

| Delivering High Application Performance Across the WAN (especially of cloud-hosted apps) | You’ll be able to more easily and efficiently integrate public cloud/SaaS platforms into an MPLS-based WAN without the need to maintain separate networks<br>- Mitigate application performance problems by ensuring application traffic can flow freely between the networks and the optimal point of interconnection is being used<br>- Reduces bottlenecks and traffic at the head-end, improves cloud app performance for branches, and enables faster rollout of new cloud services<br>- Connect to cloud services the way you prefer, either over the Internet or via private connections |

| Securing Internet Access | Enforce security policies consistently across all locations including branches<br>- Secure branches more easily and cost-effectively<br>- Better support compliance requirements for data protection<br>- Get holistic security covering protection, detection, and incident response |

| High Connectivity Charges and CPE Costs | Lower connectivity costs while increasing bandwidth, and make better use of broadband back-up circuits be converting them into primary access<br>- Reduce CapEx and OpEx on equipment along with device and technology sprawl<br>- Get predictable costs for better budgeting/planning<br>- Cost saving through operational efficiency and optimized use of network resources |
**MANAGED HYBRID SD-WAN SOLUTION PACKAGES**

<table>
<thead>
<tr>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>MPLS, BROADBAND, SD-WAN x2</td>
<td>MPLS, BROADBAND, SD-WAN</td>
<td>BROADBAND, SD-WAN</td>
</tr>
</tbody>
</table>

**What's Included:**

- Two SD-WAN Devices
  - Small Advantech CPE rental tabletop device
- Two Transports
  - MPLS & Broadband
- SLA delivering 100% network availability along with goals for service installation, hardware replacement, and other network quality parameters. SLOs are included for service management and notification.¹

**Upgrade Options:**

- Enhanced Security Add-On: $35 MRC per device
- Speed Upgrade: $275 NRC
- Device Upgrade: $35 MRC per device

**What's Included:**

- One SD-WAN Device
  - Small Advantech CPE rental tabletop device
- Two Transports
  - MPLS & Broadband
- SLA delivering 100% network availability along with goals for service installation, hardware replacement, and other network quality parameters. SLOs are included for service management and notification.¹

**Upgrade Options:**

- Enhanced Security Add-On: $35 MRC
- Package or Speed Upgrade: $275 NRC
- Device Upgrade: $35 MRC

**What's Included:**

- One SD-WAN Device
  - Small Advantech CPE rental tabletop device
- One Transport
  - Broadband
- SLA delivers goals for service installation and hardware replacement. SLOs are included for service management and notification.¹

**Upgrade Options:**

- Enhanced Security Add-On: $35 MRC
- Package or Speed Upgrade: $275 NRC
- Device Upgrade: $35 MRC

*Packages are available with a minimum two-year term with the Managed Hybrid SD-WAN Bundle. Terms and Conditions apply. SD-WAN Device is a small Advantech customer premises equipment that is rented from CenturyLink that sits on a tabletop (not rack mounted) and has 4-core CPU, 8 GByte memory, and 64GB SSD (storage). Optional Security add-on includes Next Generation Firewall, Intrusion Prevention, and local DDoS mitigation. SD WAN devices are not rack mounted and have 4-core CPU, 8 GByte memory, and 64GB SSD (storage). Device Upgrade to: Medium rack-mount device that has 8 core CPU, 16 GB memory, and 64 GB SSD.*


**FULL FEATURE LIST**

**ALL PREMIUM SD-WAN Package Components:**

- Site equipment
- Software licenses
- Management portal
- Use of infrastructure controllers
- Zero-touch installation
- Secure Internet access at each site
- Groups and zones
- Ability to chain service requests
- Detailed analytics & reporting

**SERVICE MANAGEMENT OF THE ENTIRE SOLUTION:**

- Bundling of all network services and equipment
- Single point of contact (SPOC) and single contract for all service providers
- Provider management
- Deployment and configuration management
- Provisioning
- Monitoring and incident and problem management
- Performance tuning
- Change management
### COMPETITIVE ANALYSIS

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<tr>
<th>Competitor</th>
<th>Offerings</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Messaging</th>
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</thead>
</table>
| **AT&T**   | AT&T SD-WAN, MPLS, Broadband VPN, Multi-Service VPN | • Broad range of virtualized network functions that include routers, firewalls, and WAN optimization  
  • Wide geo coverage  
  • The most cloud connections (16 cloud providers in 50 locations globally) | • No specific focus on enabling “hybrid WAN”—very point product focused  
  • High Price | • A network that is flexible, responsive, and agile  
  • Secure networking solutions to access corporate information across locations, connecting business partners, cloud providers, and mobile workers |
| **Verizon** | • Managed WAN  
  • Managed SD-WAN (Viptela & iWAN) | • Purported to be 1st to market with SD-WAN  
  • Strong library of virtualized functions on vCPE in 65 countries  
  • Network-based NFV from 30 NFV service nodes underway  
  • Cloud connect: 9 providers in over 50 global locations | • No “hybrid WAN” specific focus  
  • Verizon has not been as aggressive in offering its new generation of network services to its existing clients as it has been for new opportunities | • We manage your WAN. You manage your business (win-win).  
  • How can you concentrate on helping your business grow when employees can’t access their critical business apps? If your WAN doesn’t perform well, then your business doesn’t either. |
| **Masergy** | Managed Hybrid WAN and SD-WAN (“Hybrid networking with SD-WAN”) | • Global NFV & vCPE platform with a wide range of virtual network functions: SD-WAN, router, firewall, encryption, WAN optimization, session border controller, and encryption  
  • Cloud connect: 8 providers in 17 locations worldwide  
  • Visionary in Global Network Svcs MQ  
  • Leader in focus on “Hybrid WAN”—differentiates between hybrid WAN & “SD-WAN over BB” | Low brand recognition | • Your network is the central nervous system of your business. Getting it right most of the time is not an option.  
  • Traditional networking solutions are rigid, hard to manage, and lack visibility and control. SD-WAN over broadband connections is compelling for some use cases, but fails as a stand alone solution for complex enterprise environments. |
## COMPETITIVE ANALYSIS CONTINUED

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<tbody>
<tr>
<td><strong>Nontraditional Alternative Service Providers</strong></td>
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</tbody>
</table>
| S2s, MetTel, Hughes | Various | • Truly network agnostic  
• Branch focused  
• Smaller, perceived as more innovative & flexible/nimble | Worry over viability, references | Varies |

### Competitive SD-WAN Offers

<table>
<thead>
<tr>
<th>Technology Partner</th>
<th>CENTURYLINK</th>
<th>AT&amp;T</th>
<th>VERIZON</th>
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</thead>
<tbody>
<tr>
<td>Service Description</td>
<td>Delivered as a standard Cloud-native multi-tenant and premises based solution (no-touch provisioned software service), which means no SOW &amp; faster ordering, installation, support. Fully managed.</td>
<td>Premises-based solution. AT&amp;T-provided professional service rather than off-the-shelf managed service. AT&amp;T’s complete launch of its network-hosted SD-WAN service will happen in 2017.</td>
<td>Delivered from Verizon’s cloud, supported by the IT consulting group, which also provides integration and lifecycle management services.</td>
</tr>
<tr>
<td>GTM Strategy</td>
<td>Existing customers: Offering better, faster, cheaper services, MPLS retention, network modernization, followed by new logo through multi-tenancy, ZTP &amp; scale (esp channel, SMB)</td>
<td>New logo acquisition, enabled by automation/Flexware. Primary focus on channels, SMB, internationally</td>
<td>“Follow the customer” and put as many options in front of them, long term vision is opaque</td>
</tr>
</tbody>
</table>
| Key Differentiator | • Only one to offer a standard solution with standardized, transparent offer & pricing  
• 90-day POC available | Uncertain—late to market and are catching up | • Have been at SD-WAN game longest, Viptela platform is powerful  
• SevOne management platform integrated into the SD-WAN portal to enhance performance reporting |
| CenturyLink Counter | • Competitive pricing developed for cost-sensitive sectors & poster children for SD-WAN like retail, finance—can show actual value | • Long sales process—Service delivered by pro-services/consulting is not fully operationalized, meaning room for error in ordering, billing, installation, management, support | • iWAN is complex & expensive  
• Long sales process—Service delivered by pro-services/consulting is not fully operationalized, meaning room for error in ordering, billing, installation, management, support |
## Competitive SD-WAN Offers CONTINUED

<table>
<thead>
<tr>
<th>Feature</th>
<th>CenturyLink</th>
<th>AT&amp;T</th>
<th>Verizon</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CenturyLink was 1st provider of a standard, fully operational service.</td>
<td>• Non-transparent pricing, can’t show value or cost savings.</td>
<td>• Non-transparent pricing, can’t show value or cost savings.</td>
<td></td>
</tr>
<tr>
<td>Versa is a leading SD-WAN and SD-Security vendor.</td>
<td>• AT&amp;T’s near-term offer is an undifferentiated, VeloCloud is “junk,” security not as robust, limited topology (hub &amp; spoke)</td>
<td></td>
<td>• Non-multitenant—for every customer you have to build a director and controller infrastructure and have it hosted—add cost, reduces agility.</td>
</tr>
<tr>
<td>• Multi-tenant solution allowing one interface over multiple sites, which offers service agility, easier scale, faster provisioning, streamlined/consistent management, economies of scale to reduce operating cost &amp; pricing.</td>
<td></td>
<td>• Non-multitenant—for every customer you have to build a director and controller infrastructure and have it hosted—add cost, reduces agility.</td>
<td></td>
</tr>
<tr>
<td>• Robust security supporting multiple functionality (NextGen FW, IPS, AV, DoS) to protect Internet access &amp; reduce appliance sprawl</td>
<td>• Behind on international BB aggregation capabilities</td>
<td></td>
<td>• SevOne capabilities are only available as ICB today, and were deployed to smooth over related legacy issues. Our service at launch includes detailed analytics and reporting across integrated networks.</td>
</tr>
<tr>
<td>• Topology flexibility: Full Mesh, Partial Mesh and Hub-and-spoke (no limitations).</td>
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<tr>
<td>• Application Experience: Application user experience based traffic steering.</td>
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</table>
HYBRID SD-WAN: BEFORE

Hairpinning of traffic to get to the Internet.

HYBRID SD-WAN: AFTER

Managed Hybrid SD-WAN: MPLS + Internet
Policies allow for traffic to failover between transport connections based on business requirements.

HELP & SUPPORT

First consult your local Sales Engineer. If additional assistance is required, have your local Sales Engineer engage the SWAT team.