PETER SKARLATOS
SILVER PEAK APJ SYSTEMS ENGINEERING

Over 25 years of experience in the industry.

Veteran with Silver Peak with over 8 years

A SEA CHANGE
is upon us

THE TIPPING POINT

APPLICATIONS HAVE MOVED TO THE CLOUD

$214B
spent on public cloud services in 2019

39%
companies now have cloud-first strategies

83%
enterprise workloads have moved to the cloud

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FORCING A SEISMIC SHIFT

from dedicated to shared public infrastructure

legacy networks are ill-equipped to handle

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THE PIVOTAL ISSUE

Are you willing to
SACRIFICE SLAs
to gain the full benefits of the cloud?

shared broadband performance is unpredictable

the fundamental nature of applications has changed

security needs differ over an expanded surface area

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GUARANTEEING

the performance, quality of experience

and security of cloud applications

is especially hard when…

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Your business is ever-changing

Cloud infrastructure is always evolving

Applications are updated continuously

Your cloud vendors keep innovating

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….and the Internet is

OUT OF YOUR CONTROL

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Making incremental investments in

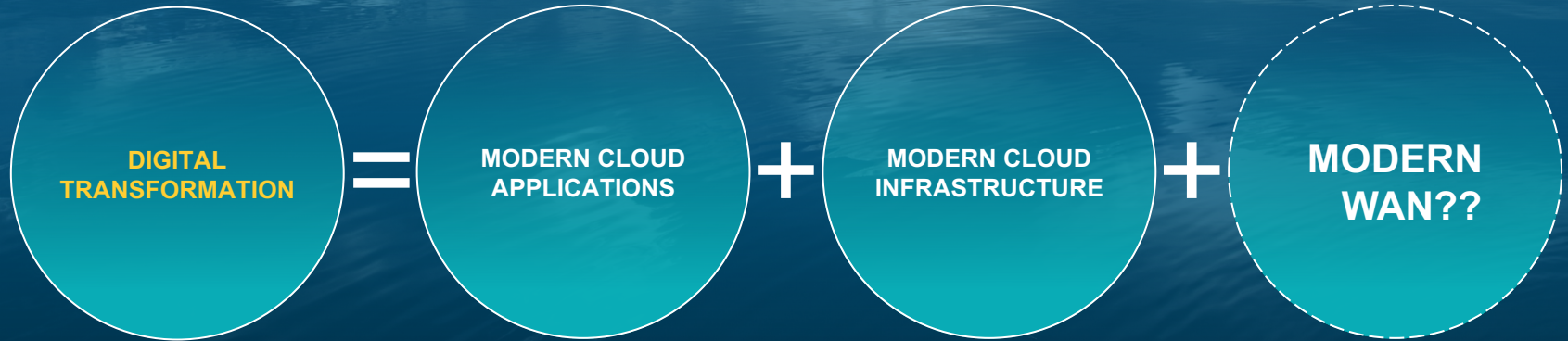# BASIC SD-WAN CAPABILITIES

for your existing router or firewall

won't get you there

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THE STRATEGIC IMPERATIVE

What's required is a
WAN TRANSFORMATION STRATEGY

MODERN CLOUD, MODERN WAN

DIGITAL TRANSFORMATION = **MODERN CLOUD APPLICATIONS** + **MODERN CLOUD INFRASTRUCTURE** + **MODERN WAN??**

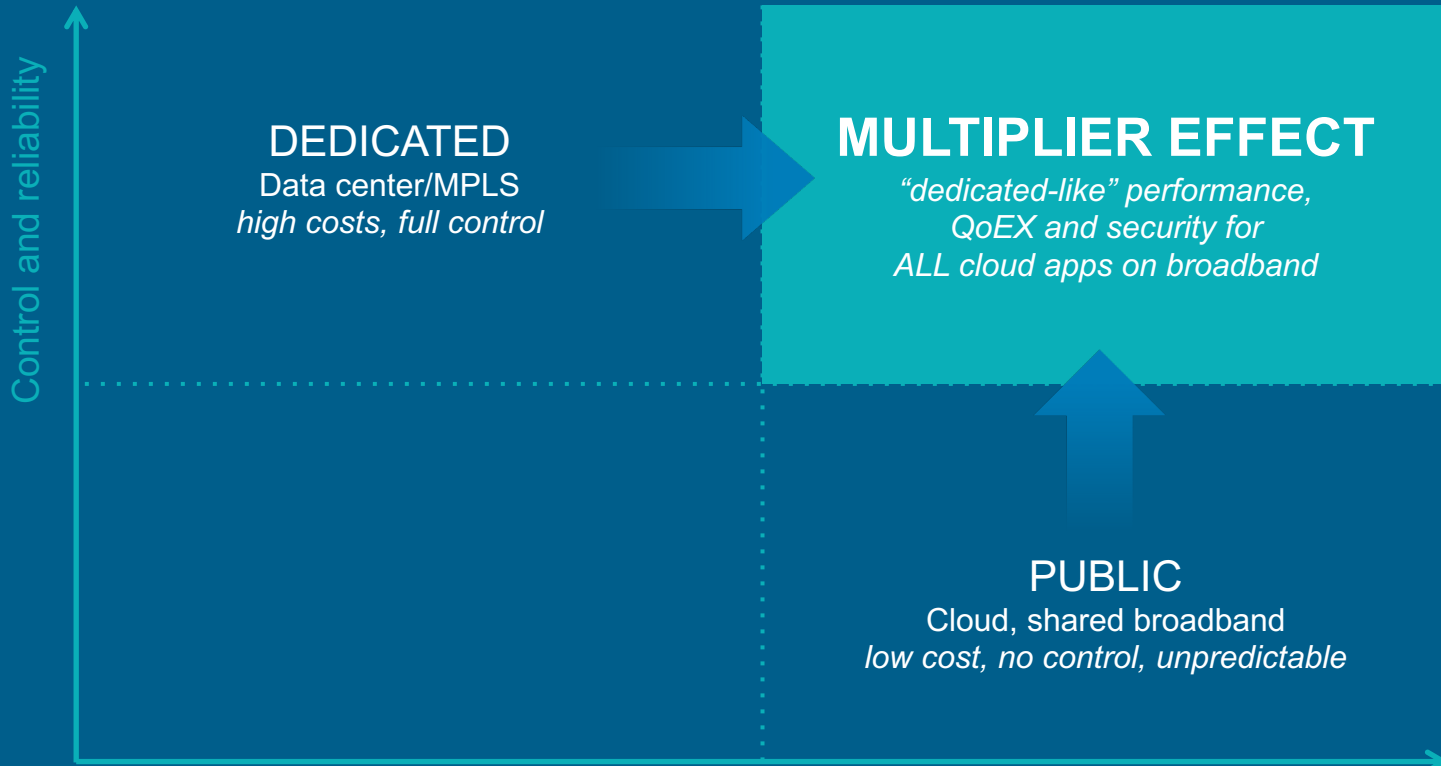silver peak®

THE PAYOFF

…to deliver a

MULTIPLIER EFFECT

on your existing and ongoing investments

in cloud applications and services

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A NO-COMPROMISE WAN STRATEGY

Control and reliability →

DEDICATED
Data center/MPLS
high costs, full control

MULTIPLIER EFFECT
*"dedicated-like" performance,
QoEX and security for
ALL cloud apps on broadband*

PUBLIC
Cloud, shared broadband
low cost, no control, unpredictable

Better economics and agility →

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WHAT'S REQUIRED FOR WAN TRANSFORMATION

MAXIMIZE THE MULTIPLIER EFFECT

RETIRE LEGACY INFRASTRUCTURE
Eliminate the need for legacy routers, firewalls and costly MPLS and infrastructure, backhauling.

RUN ON ANY TRANSPORT
Confidently run your entire (digital) business on shared, public broadband – even voice & video.

REQUIRE NO SLA TRADEOFF
Deliver performance, quality experience and security for 1000's of cloud applications/services.

AUTOMATE EVERYTHING
Auto-deploy apps/policies to 1000's of remote locations, orchestrate change; keep up, never be a bottleneck.

ADVANCED SECURITY
Shift from hardware firewalls in the branch to cloud-delivered security. Segment your applications end to end to reduce attack surface.

OFFER FREEDOM OF CHOICE
Leverage best of breed partners with one-click integration, deliver a superior combined solution with highest QoEx.

From a Partner with a Focused Heritage of Continuous Innovation

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THE MULTIPLIER EFFECT – NO TRADEOFF REQUIRED

Economics + Agility

- ✅ Bandwidth flexibility
- ✅ Hardware consolidation
- ✅ Rapidly add new locations / M&A
- ✅ Speed to deploy new applications
- ✅ Centralized orchestration and lifecycle automation via GUI
- ✅ Integrated and automated cloud and security ecosystem

Reliability + Control

- ✅ Reduction in network downtime
- ✅ Eliminate frozen screens, choppy voice, dropped calls, pixelated video, keyboard lag due to brownouts
- ✅ SLAs delivered at the site and application level
- ✅ Self-healing network with visibility
- ✅ Optimized access to UCaaS, O365, AWS, Azure, GCP and other SaaS

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THE MULTIPLIER EFFECT IMPACT

Value of WAN Transformation

Business Impact

- **Use of Multiple Forms of Transport**
  - **Reduce Branch Equipment**

Lower WAN Edge Costs

Value of WAN Transformation	Business Impact
Reduce network and app downtime	Revenue, Net Promoter Score (NPS) increases
Lower impact of poor performing links	Employee productivity, billable hours improvements
Accelerate SaaS application adoption	Market share, revenue growth, churn decreases
Maximize ecosystem investments	Efficiency gains, faster ROI, risk profile decrease
Bring down indirect costs	IT tickets and support cost reductions, refocus of IT on strategic priorities

Gain maximum value from cloud-first, digital transformation investments

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MULTIPLIER EFFECT – NO TRADEOFF REQUIRED

Economics + Agility

✕

Reliability + Control

> When I presented the business case for Silver Peak SD-WAN to our board it was one of the fastest approvals I've ever seen. This is what a technology investment is supposed to do—enable a higher level of service at lower cost.
>
> *Daniel Hereford, Chief Information Officer*
> *June 2019*

MidSouth Bank

> We really liked the Orchestrator user interface because it's templated. Orchestrator makes it a lot easier to push out standardized configurations centrally using a common set of templates, and know it's going to work.
>
> *Greg Taylor, Senior Network Engineer*
> *May 2019*

Builders FirstSource

> The second we bring up the EdgeConnect platform, people at sites that traditionally had performance problems are just amazed at the speed of their applications. In many cases we're seeing a fivefold improvement in application performance.
>
> *Mark Taylor, Network Manager*
> *January 2019*

USANA

> In the healthcare industry, the data that we hold is more valuable than financial information. With Silver Peak we liked not only the technical suite, but the ability to link into Zscaler. Wrapping Zscaler around our internet-facing traffic to give us cloud security made perfect sense.
>
> *Dan Morgan, IT Operations Director*
> *May 2019*

Nuffield Health

> The speed that we can bring up new sites with EdgeConnect is critical to help the company expand and compete more effectively.
>
> *Shawn Dunn, Director of IT*
> *May 2019*

SAM

> EdgeConnect™ ensured the ease of use in the deployment using centralized software-based orchestration, we were able to do carrier migrations at our sites without business interruption. Our uptime is incredible. Contention and network issues are very rare now.
>
> *Michael Soler, Senior Infrastructure Manager*
> *April 2019*

Westcon

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A GROWING MOVEMENT OF COMPANIES
ARE TRANSFORMING THEIR WAN INFRASTRUCTURE

| HEALTHCARE | TECHNOLOGY | MANUFACTURING | FINANCIAL | SERVICES | RETAIL | LEGAL |

2,000+ companies worldwide

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THE ANSWER

MODERN WAN INNOVATION AND TRANSFORMATION

SILVER PEAK EDGECONNECT DIFFERENTIATORS

BUSINESS DRIVEN

(top down, business intent overlays)

ServiceKing
COLLISION REPAIR CENTERS

10x time reduction to turn up new branches (M&A)

HIGHEST QUALITY OF EXPERIENCE

(path conditioning, voice and video over internet)

stewart

100x bandwidth improvement, high-quality voice over broadband

CONTINUOUS ADAPTATION

(AI-driven, self learning, adaptive orchestration)

Kellogg's

95% reduction of downtime with adaptive internet breakout

UNIFIED PLATFORM

(designed as one, single pane of glass)

CUSHMAN & WAKEFIELD

75% cost reduction replacing branch routers and FWs

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WAN TRANSFORMATION JOURNEY

5 SELF-DRIVING WAN

- Hands-off WAN
- Leverage AI and machine learning
- Automated troubleshooting
- Eliminate repetitive work patterns

4 NEW WAN EDGE

- Unified platform [routing, FW, WANOP]
- Integrated and automated ecosystem
- Continuous, self learning
- Advanced security, edge-to-edge segmentation

3 ADVANCED SD-WAN

- Full orchestration and lifecycle automation
- Outcome oriented by app.
- Voice and video over broadband with SLAs

2 BASIC SD-WAN

- Zero touch provisioning
- Internet breakout by app.
- Automated templates
- Fixed app. definitions, ACLs

1 TABLE STAKES FEATURES

- Path selection
- Internet breakout/split tunneling
- Single management tool

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HISTORY OF WAN INNOVATION AND LEADERSHIP

2004 – 2007
- NX appliance launch
- Tunnel-based WAN mesh overlay
- Strong Forward Error Correction (FEC)
- Comprehensive TCP Acceleration
- CIFS proxy
- Central orchestration

2008 – 2011
- 1st 500M and 1G appliances
- IPsec
- WAN Opt virtual appliances (VX)
- VX by subscription
- SSL Proxy
- VX in AWS & Azure

2012 – 2014
- Leader in Gartner WAN Op MQ (5 years)
- 1st 10G appliance
- WAN Op VNF
- Scalable Mesh Routing (subnet sharing)
- Parallel tunnel/multipath
- Dynamic path control
- Unity Cloud Intelligence (SaaS) Optimization

2004 – 2014
Focus on Building Technological Foundations for Building a Better WAN

Founded 2004

WAN Optimization
(making MPLS and traditional apps work better)

WAN Transformation
(Leveraging broadband and making cloud apps work better

2015 and Beyond
Anticipating Customer Needs

2015
- EdgeConnect launched
- Boost – WAN Op by the drip
- Tunnel bonding

2016
- Business intent overlays
- Health map
- 200 SD-WAN customers

2017
- Internet breakout by app w/First-packet iQ
- Branch router replacement (unified platform – SD-WAN, routing, WAN Opt stateful FW)
- Non-stop SD-WAN (Edge HA)

2018
- Leader in 1st Gartner WAN Edge MQ
- 1000 SD-WAN customers
- Automation of Zscaler
- Auto RMA

2019
- 1500 SD-WAN customers
- Automation of ecosystem
- Extended segmentation through unified VRF/ZBFW/NAT

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WHY COMPANIES CHOOSE SILVER PEAK

**MULTIPLIER ON
CLOUD INVESTMENTS**
Agility and economics of public infrastructure with the control and reliability of dedicated resources

**MANAGE
CONTINUOUS CHANGE**
Architected to manage change: Fully autonomous WAN driven by business-intent

**FOCUSED,
DEDICATED SPECIALISTS**
Modern WAN innovation and transformation backed by a history of industry firsts

**FREEDOM
OF CHOICE**
Any transport, any cloud, any deployment model; best of breed partners with one-click integration; always choose what's best for your needs

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MULTIPLIER OF CLOUD INVESTMENT USE CASES

Automating the WAN Edge

Move toward a self-driving WAN by automating current and future network tasks such as adding new sites, updating apps, configuring and managing changes of network and security policies

Running High Quality Voice and Video over Broadband

Improved last mile performance to deliver high quality voice and video over any transport without compromise

Leveraging Cloud Security

Gain complete benefit of next-generation cloud security by automating configuration and management of the WAN Edge

Improving SaaS/IaaS Performance

Improve app performance and end-user productivity for apps like Office 365 by automatically breaking out cloud, SaaS and IaaS traffic locally at the branch based on business intent and security policies

Mergers and Acquisitions

Facilitate faster integration of new acquisitions by quickly incorporating users and branches to the WAN by leveraging broadband, centralized provisioning and management of the WAN Edge

WAN Modernization

Retire legacy network infrastructure while leveraging any form of transport, public or private cloud, best-in-class security solution with complete automation, visibility and control

Secure Segmentation for the Growing Enterprise

Segment various types of applications and network traffic, whether it's across departments, partners, application types or guest traffic from corporate users, to ensure compliance and reduced risk

Optimized Cloud On-Ramp

Automate multi-cloud public cloud-to-public cloud connectivity as well as extend SD-WAN to services such as Azure vWAN and AWS Transit Gateway Network Manager or via IPSec tunnels to Public Cloud VPN services

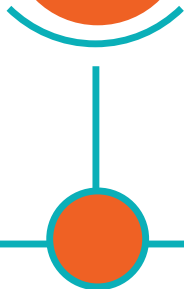silver peak®

YOUR WAN TRANSFORMATION PARTNER

More Focus Means More Expertise

PLAN
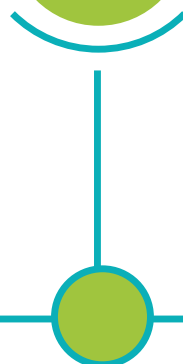Understand your
business requirements

Focus and expertise
1500+ deployments
Accumulated knowledge
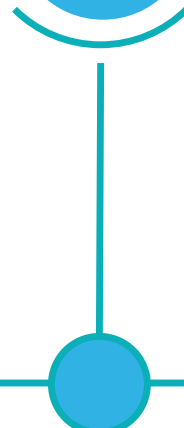
DEPLOY
Rapidly rollout for faster
time to value

DIY, Assisted, Co-Managed, or Managed
Zero-touch provisioning
One-click integrated ecosystem

MANAGE
Adapt day-to-day to
business needs

Fully automated – it just works
Continuous adaptation
Health map / analytics

EVOLVE
Move at cloud-speed
Be ready for tomorrow
Avoid obsolescence

Heritage of focus and innovation
Always staying one step ahead
Removing roadblocks before you hit them

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THANK YOU

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