





# COMPARISON SHEET

## Myths and Truths of SD-WAN



MYTH 	TRUTH 
SD-WAN: All or Nothing	SD-WAN is a flexible solution that will allow customer to start integrating this new technology into their existing WAN networks.
Everything is SD-WAN	<p>A SD-WAN solution should offer all of these features, if any missing then it's NOT SD-WAN.</p> <ul style="list-style-type: none"> <li>• Supports multiple connection types (i.e. MPLS, Internet, LTE, etc.)</li> <li>• Dynamic path selection</li> <li>• Provides a single centralized interface for managing WAN options</li> <li>• Support secure VPNs</li> <li>• Hassle-free implementation</li> </ul>
SD-WAN will replace MPLS	SD WAN technologies mimic MPLS. They offer similar functionalities over different transport methods. Depending on the workload and network configuration, SD WAN might replace MPLS links, but there are some specific scenarios in which a client might prefer to stick with MPLS. That's what the market calls: Hybrid WAN.

IF YOU'RE ATTACKING 
<ol style="list-style-type: none"> <li>1. Use SD-WAN as an entry point in new markets to position Frontier as a Managed Security Service Provider (MSSP)</li> <li>2. Pitch the concept of a Cloud-Stackable solution to bundle in: Managed Wi-Fi and our UCaaS offer : FrontierAnyWare for bigger MRR</li> <li>3. Position Frontier as the only ISP in U.S. with an SLA over Broadband (99.5%)</li> <li>4. Use SD-WAN to enhance customer's network availability adding secondary links. (e.g. Broadband, LTE, etc.)</li> </ol>

PREVIOUS SETUP AND CHALLENGES 
<ol style="list-style-type: none"> <li>1. Understand what you are competing against: Refer to Myth 2</li> <li>2. If a competitor's solution's matches the features listed in Myth 2, the customer wants a SD-WAN solution, provide it empowered with our connectivity</li> <li>3. One big differentiator: our SLA over Broadband. Remember we are the only ISP in U.S. to deliver 99.5% availability over Broadband</li> <li>4. Otherwise, explore the customer's concern with our WAN service and come up with a solution</li> </ol>