



Navigating the Digital Future:

Zen Internet's Guide to SD-WAN

Contents

Introduction	3
About Zen	4
The Rise of SD-WAN	5
Why Consider SD-WAN?	7
Why Managed SD-WAN?	8
The Zen Approach	9

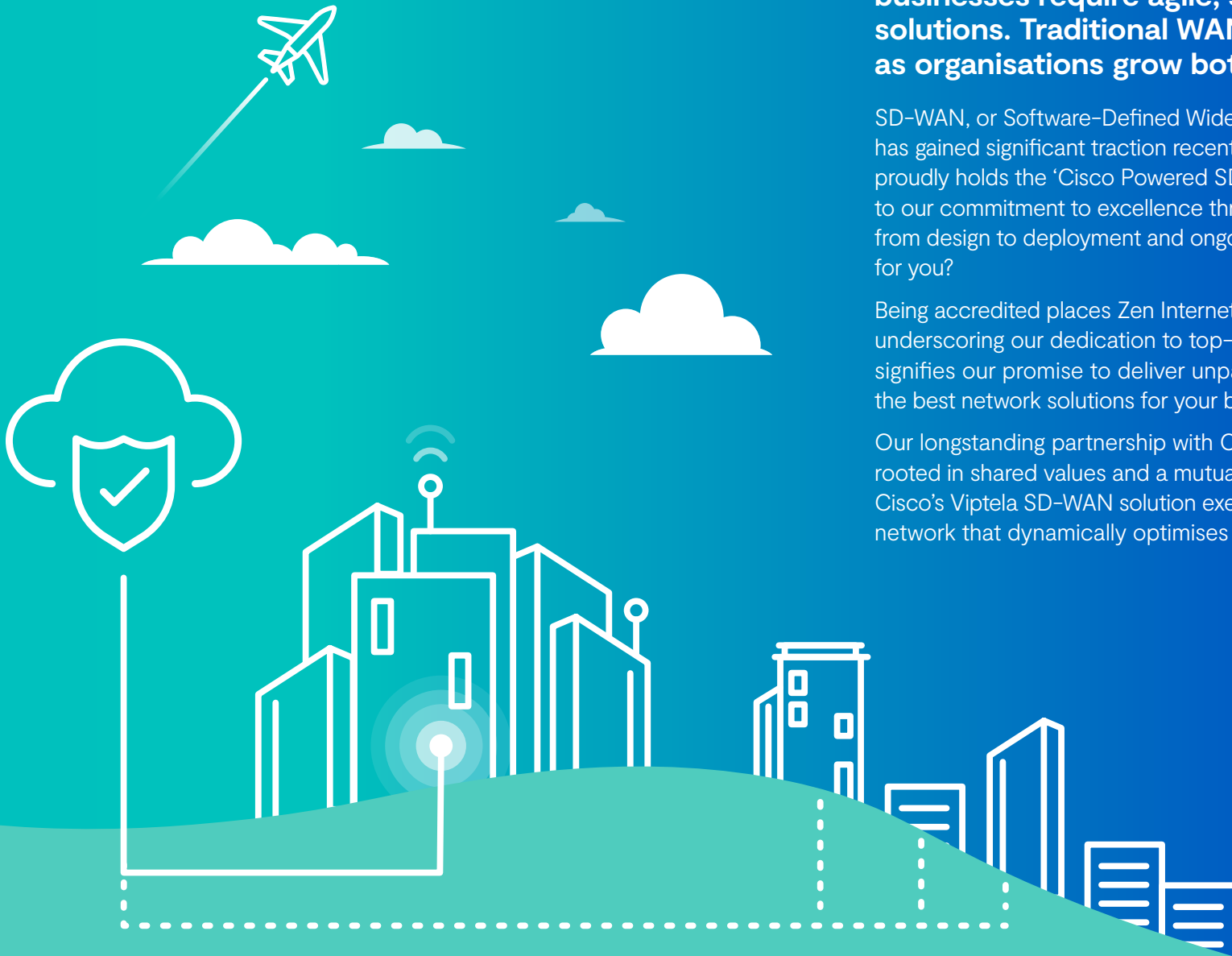
Introduction

In the face of today's rapidly evolving digital landscape, businesses require agile, scalable, and secure network solutions. Traditional WAN architectures often falter as organisations grow both geographically and digitally.

SD-WAN, or Software-Defined Wide Area Network, while not a new concept, has gained significant traction recently. As a leading UK provider, Zen Internet proudly holds the 'Cisco Powered SD-WAN Service' accreditation, a testament to our commitment to excellence throughout the SD WAN customer journey—from design to deployment and ongoing management. But why is this significant for you?

Being accredited places Zen Internet among a select group of providers, underscoring our dedication to top-tier service. This isn't merely a badge; it signifies our promise to deliver unparalleled service and expertise, ensuring the best network solutions for your business.

Our longstanding partnership with Cisco, the global networking leader, is rooted in shared values and a mutual commitment to innovation and reliability. Cisco's Viptela SD-WAN solution exemplifies this, offering an application-centric network that dynamically optimises connection performance.



About Zen

At Zen Internet, we go beyond offering solutions; we ensure they align perfectly with your business needs.

Renowned as a leading independent internet service provider in the UK, we are recognised for our customer-centric approach, reliability, and flexibility. With a rich history spanning over three decades, we specialise in managing intricate networks, offering a broad spectrum of solutions to meet our customers' needs.

We are in sync with current market trends, such as distributed workforces, cloud-based operations, and the growing need for secure and reliable connectivity. Drawing on our extensive experience, in-house expertise, and our standing as the largest privately owned network operator in the UK, we are committed to delivering bespoke, high-performance networking solutions.



Our mission is to empower our customers to succeed and foster the adoption of next-generation networking technologies in complex network environments



Our 'Cisco Powered SD-WAN Service' isn't just an accolade—it's our pledge to position your business for success, now and in the future.



The Rise of SD-WAN

SD-WAN has been around for a while, laying the groundwork for a more flexible, cost-effective, and efficient networking approach. While the benefits of SD-WAN were clear from the outset, many businesses were initially hesitant to transition from their familiar, albeit less efficient, legacy systems and it's only in recent times that its adoption has started to accelerate significantly. But why is this the case?

The Journey of SD-WAN:

In the wake of the COVID-19 pandemic, the business landscape is undergoing a rapid transformation. The shift towards distributed workforces and increased reliance on cloud-based operations has become the new norm. This shift has led to a modern network environment characterised by volatile and less predictable network behaviour. The surge in cloud adoption, diverse application requirements, and an increasing number of endpoints have contributed to complex network dynamics.

In response to these challenges, organisations are seeking intelligent network solutions that can adapt to changing conditions, optimise performance, and ensure reliable connectivity. SD-WAN is progressively replacing traditional networking methods such as MPLS-based IP VPNs, offering cost efficient, multi-carrier agnostic underlay options for optimised network performance.

The global SD-WAN market size was valued at \$2.4 billion in 2020, rising to \$3.4 billion in 2022. Driven by the prominence of 4G, MPLS, and LTE networks, and increased cloud-based application adoption, it is projected to grow at a CAGR of 31.9% to reach \$13.7 billion by 2027.



The Rise of SD-WAN

Factors Driving SD-WAN Acceleration:

Cloud Adoption Surge

As more businesses migrate to cloud-based applications and services, the need for a network that can efficiently handle cloud traffic has become paramount. SD-WAN offers direct, optimised connections to the cloud, enhancing application performance.

Cost-Effective Scalability

With the growth and expansion of businesses, the ability to scale network resources without significant capital expenditure has become crucial. SD-WAN allows for easy scalability, adapting to changing business needs.

Enhanced Security

Cyber threats are continually evolving, and SD-WAN offers integrated security features, ensuring that network traffic is secure and threats are promptly identified and mitigated.

Vendor Innovations

As technology vendors recognised the potential of SD-WAN, there's been a surge in innovations, making the solutions more robust, user-friendly, and feature-rich.

Network Visibility and Control

The centralised control offered by SD-WAN gives businesses unparalleled visibility into their network traffic, allowing for better decision-making and optimised performance.

Remote Work Revolution

The recent global events have necessitated a shift towards remote work. SD-WAN provides a secure and reliable connection for remote workers, making it an ideal solution for the modern, distributed workforce.

Looking Ahead:

While SD-WAN might not be 'new', its relevance and importance in today's digital landscape have never been clearer. As businesses continue to evolve, seeking more efficient ways to operate and connect, SD-WAN stands out as a solution poised to meet the challenges of today and tomorrow.

Why Consider SD-WAN?

Seamless Branch Office Connectivity ✓

Whether you have multiple offices, retail locations, or remote sites, SD-WAN ensures they're all seamlessly connected, providing consistent application performance and data accessibility.

Clear Network Insights ✓

Gain unparalleled visibility into your network traffic. Set policies, prioritise critical applications, and ensure your network is always aligned with your business goals.

Optimised Cloud Experience ✓

Embrace cloud solutions with confidence. SD-WAN enhances the performance of cloud applications by establishing direct, secure connections, ensuring your team always has the best experience.

Empower Your Remote Workforce ✓

Provide your remote team with secure, direct access to the corporate network, ensuring they remain productive and connected, no matter where they are.

Uninterrupted Service with Network Redundancy ✓

Our SD-WAN solution can leverage various connectivity options. If one link faces issues, traffic is dynamically shifted to another, ensuring your business remains online.

Smooth Performance for Critical Applications ✓

Rely on bandwidth-intensive applications? SD-WAN dynamically manages bandwidth, ensuring applications like video conferencing or VoIP always run smoothly.

Cost-Efficient Networking ✓

Achieve cost savings by utilising diverse connectivity options, from broadband to Ethernet, tailored to your budget and needs.

Consistent Global Performance ✓

If your business has a global presence, SD-WAN ensures your applications perform consistently, no matter where they're accessed.

Swift Integration for Mergers ✓

If you're expanding through mergers or acquisitions, SD-WAN facilitates a smoother and faster network integration process.

Support for IoT and Edge Computing ✓

Deploying IoT devices or considering edge computing? SD-WAN offers the connectivity, security, and management tools you need.

Why Managed SD-WAN?

SD-WAN stands out as a transformative approach to networking, but the question arises: Why opt for a managed service? Let's delve into the advantages of choosing Zen Internet's Managed SD-WAN over a do-it-yourself (DIY) approach.

Advantages of a Managed Service



Expertise on Demand

Deploying and managing an SD-WAN infrastructure requires a deep understanding of both the technology and the unique needs of your business. With a managed service, you gain access to a team of experts dedicated to ensuring optimal performance and reliability.



Cost Efficiency

A DIY approach often comes with hidden costs – from unexpected hardware expenses to the time investment in training and troubleshooting. With a managed service, you benefit from a predictable cost structure, often resulting in overall savings.



Scalability

As your business grows, so do your networking needs. A managed service can easily scale with your business, ensuring you always have the resources you need without overinvesting.



Proactive Monitoring & Maintenance

Instead of reacting to issues, a managed service proactively monitors the network, identifying and addressing potential problems before they impact your business.



Seamless Integration

Integrating SD-WAN into your existing IT infrastructure can be complex. A managed service ensures seamless integration, with minimal disruption to your ongoing operations.

The Zen Approach

At Zen, we believe in more than just providing a service; we believe in partnering with our customers to drive success. Here's how we add unparalleled value to your SD-WAN deployment:

Extensive On-net Footprint

Zen boasts one of the UK's most expansive independent data networks. However, it's not just about size for us. Our recent substantial investments ensure enhanced performance, unparalleled resilience, and a limitless network experience. Simply put, Zen's network stands as one of the most advanced in Europe.

Privately Owned

Being privately owned means we put you, our customer, at the heart of every decision. Experience a service tailored to your needs without the red tape.

Certified B Corp

Proudly a Certified BCorp, we're committed to making a positive impact. Join us in our sustainability journey, where every new Full Fibre connection in select cities contributes to tree planting initiatives.

Investor in People

Our commitment goes beyond technology. We champion diversity, equity, and inclusion, ensuring that every interaction with us is a reflection of our dedication to excellence and understanding.

Award Winning

Our accolades, including a stellar Trustpilot score and recognition from "Which?", are a testament to our unwavering commitment to delivering the best for you.

Tailored Solutions

We understand that every business is unique. Our team works closely with you to design an SD-WAN solution tailored to your specific needs and goals.

The Zen Approach

End-to-End Management

From initial consultation and deployment to ongoing management and support, Zen Internet is with you every step of the way.

Focus on Security

With the increasing threat landscape, security is at the forefront of our managed SD-WAN offering. We implement best-in class security measures to safeguard your data and network.

Dedicated Support

Our commitment doesn't end with deployment. With a dedicated support team, we ensure any queries or issues are addressed promptly, ensuring minimal downtime and optimal performance.

In essence, choosing Zen Internet's Managed SD-WAN means choosing peace of mind, efficiency, and a commitment to excellence. Let us handle the complexities of SD-WAN, so you can focus on what you do best – driving your business forward.



Smart Networking for Smart Business.

Get in touch today to find out more and start your journey with Zen.



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