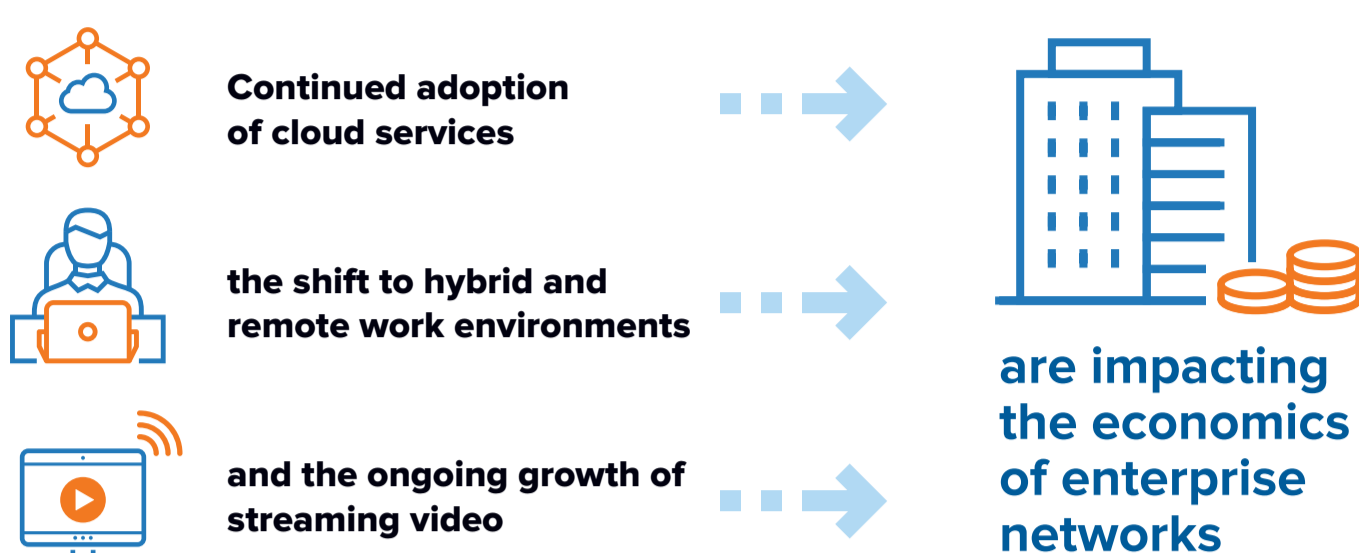




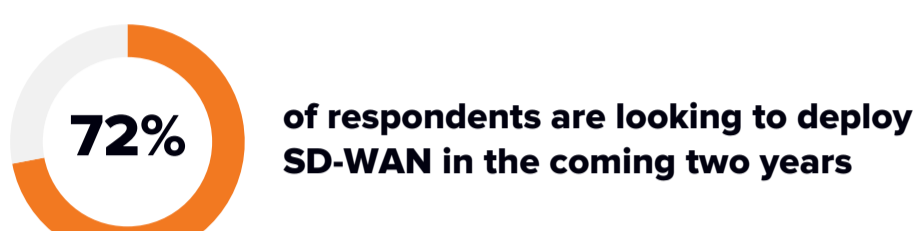
Self-Healing is Key to Optimizing Network Economics

Macroeconomic Forces Driving Re-Architecture of Enterprise Networks



SD-WAN HAS EMERGED AS A LEADING SOLUTION

to address these challenges, and according to IDC's U.S. enterprise survey data:



Source: IDC's Enterprise Communications Survey, June 2021

Traffic Growth Challenges Network Economics

The pandemic accelerated WAN traffic growth due to:

- Strong consumer appetite for on-demand and live video.** Content delivery network (CDN) traffic is projected to reach **80% of all Internet traffic by 2024**, dominated by video streaming (around 65% of CDN), according to IDC.
- Growth of global ecommerce to support the digital economy.** Enterprises have discovered that the omni-channel approach (online and physical) is critical to their competitive advantage.
- Emergence of the distributed enterprise.** The unprecedented growth of remote and hybrid work environments exacerbated the pressure on WAN traffic, especially to support video communications.
- Shift of compute to the edge.** IDC predicts that **by 2023, over 50% of new enterprise IT infrastructure will be deployed at the edge** rather than corporate datacenters.

Self-Healing Networks Improve WAN Performance

Self-healing networks possess the following key attributes:



Conclusion: SD-WAN with Self-Healing is the Right Choice

As enterprises navigate the ongoing challenges of transforming their networks, they should consider solutions with self-healing capabilities.

Self-healing networks provide an optimal utilization of network resources and improve overall networking economics by:

- Enhancing last-mile performance with path conditioning, resilient packet delivery, and improved network visibility.
- Optimizing access to SaaS applications through intelligent prioritization of cloud connectivity.
- Prioritizing customer-demanded applications to ensure that these applications receive adequate connectivity during adverse networking conditions.

Message from the Sponsor

Market forces, such as adoption of cloud services, the shift to a hybrid work environment and the continued growth of streaming video, are impacting the economics of enterprise networks. As a result, enterprises are challenged to deal with increasing traffic, non-linear behavior of application bandwidth and the shift of compute of the edge.

The AT&T SD-WAN with Aruba solution goes beyond traditional SD-WAN implementations by utilizing self-learning capabilities to improve the economics of the WAN and to deliver high-quality customer experience.



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