

# BUILDING A BETTER BRANCH NETWORK

Digital Transformation is spurring organizations to innovate, generate new revenue and deliver new services.

As the front line of customer interactions, branch offices are the vanguard where both the benefits and pressures of Digital Transformation will be realized.

To achieve your branch transformation goals, you need to take a new approach to your WAN, leveraging the latest in virtualization technologies to make your network more agile and more efficient.

A global survey of business leaders at 600 enterprise companies highlights the reasons why SD-WAN adoption is on the rise.



**IDC says "the 3rd Platform demands a new, agile approach to networking, capable of supporting increasing mobility and cloud application workloads."**

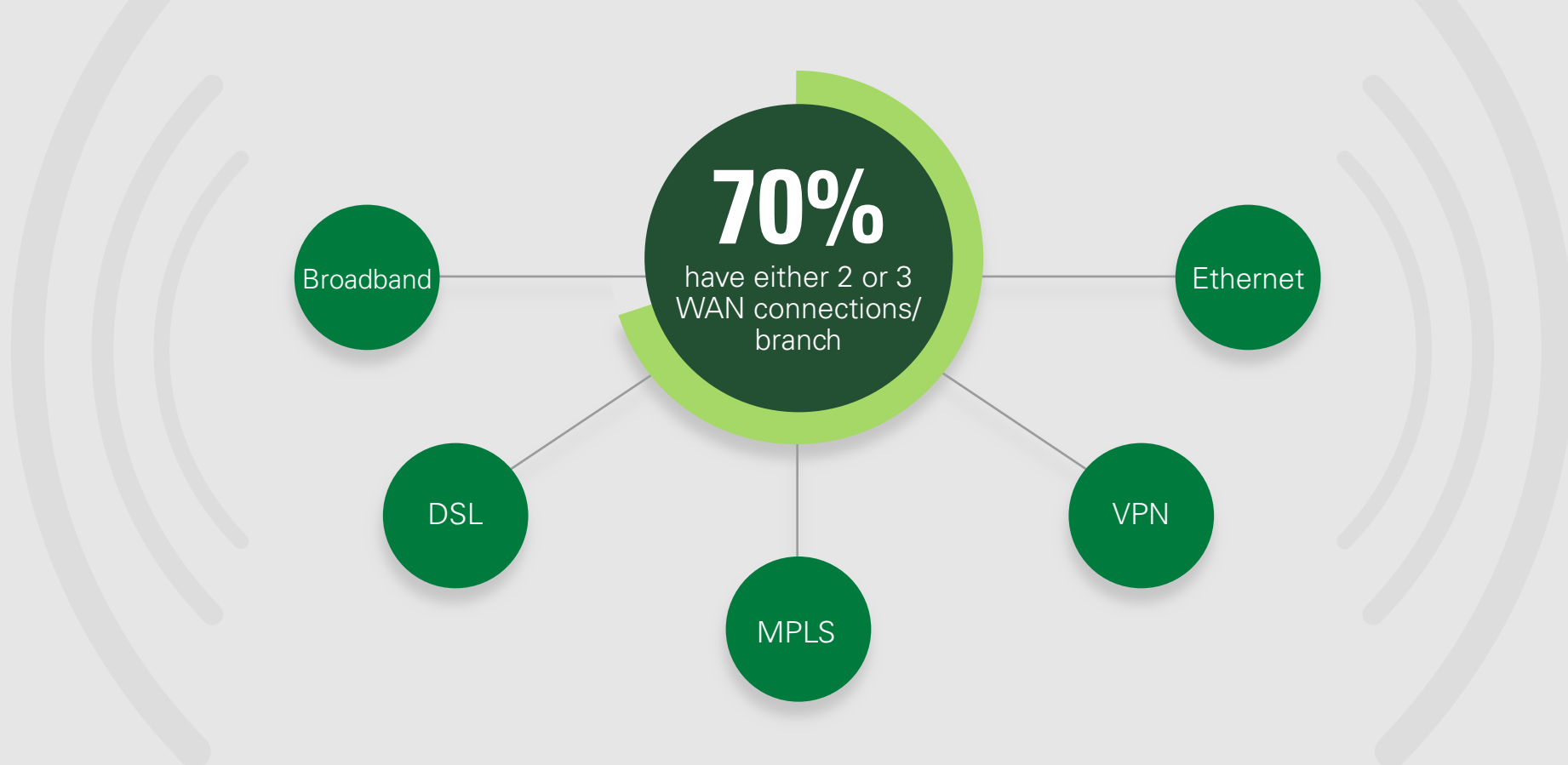


**Branch networking is getting more complex – thanks to new bandwidth demands and security risks.**

## Top WAN Concerns Linked to Top WAN Challenges



## Average # of WAN Connections per branch

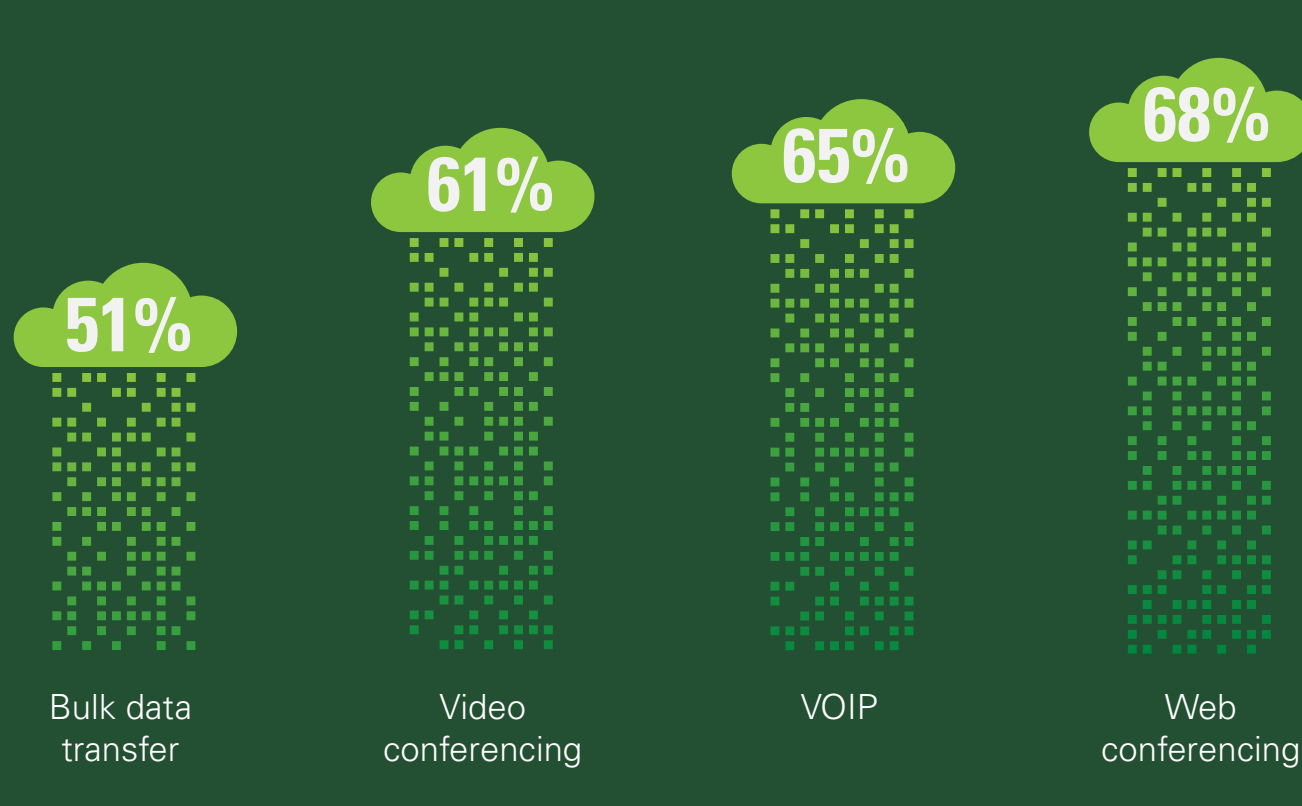


## Significant shift to Hybrid WAN



## Growth of cloud

Percent of organizations using cloud (exclusively or in combination) for these apps



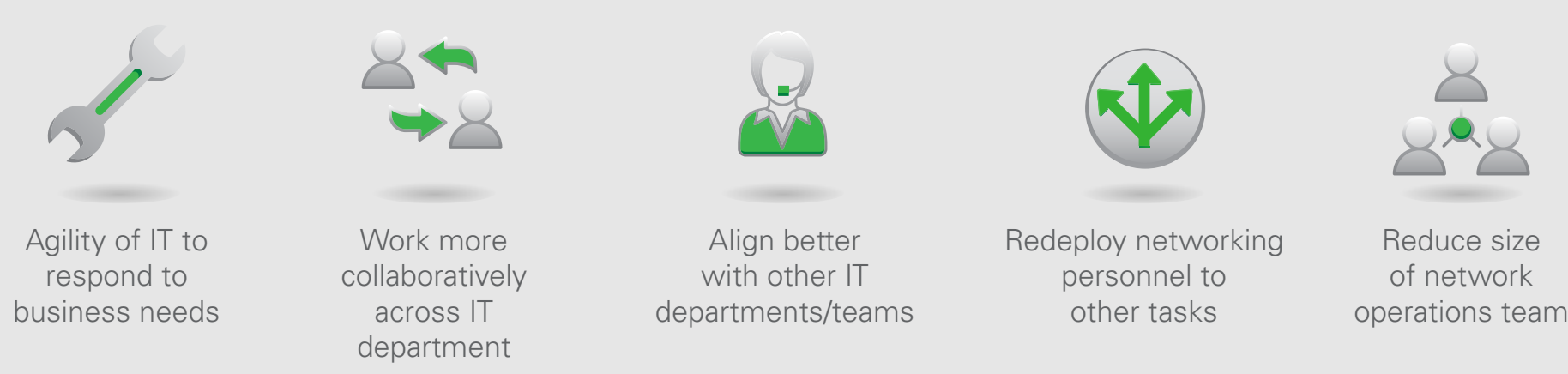
**ALMOST 50%** of apps now accessed via Internet

## SD-WAN: the Solution to a Better WAN

More enterprises deploying SD-WAN to address their WAN challenges



## What Enterprises Expect to Gain from SD-WAN



It's time for a better WAN to enable and extend Digital Transformation, and assure all locations are ready to exploit this digital revolution. CenturyLink SD-WAN accelerates time-to-market and delivers instantly better visibility, security and control of your WAN traffic.

## CenturyLink SD-WAN allows you to:

- Increase security at the edge of your network
- Support bandwidth intensive applications and workloads
- Optimize network connectivity for cloud-based services
- Reduce complexity & maintenance
- Improve branch network efficiency

**Learn more about what makes CenturyLink® SD-WAN stand apart and test drive it today:**

[centurylink.com/sdwan](http://centurylink.com/sdwan)



Sources: IDC Report: Technology Assessment Cloud and Drive for WAN Efficiencies Power Move to SD-WAN, March 2016, Authors: Brad Casemore Rohit Mehra Nav Chander, US#41101416  
IDC Presentation: Worldwide SD-WAN Survey Special Report May 2016, Brad Casemore Rohit Mehra, May 2016