

# Telstra Managed SD-WAN

A flexible, adaptable, and responsive network,  
tailored to your needs

## Matching business and network growth with scalable network connectivity

Businesses around the world are constantly grappling with rising network demands.

Research shows that every minute,



**241M**  
emails  
are sent



**6.3M**  
Google  
searches are  
submitted



People watch  
**43 years'**  
worth of  
streaming  
content

Domo, Data Never Sleeps Report 11.0, 2023

This creates hundreds of zettabytes of data every year\*, which must traverse the world's network infrastructure.

Businesses investing in digital transformation, cloud computing, and remote work strategies must underpin these initiatives with high-capacity, intelligent network capabilities. Traditional WAN architectures originally designed for simpler centralised networks are no longer sufficient for these modern requirements.

That's why businesses are embracing managed SD-WAN solutions, making deploying and managing cutting-edge, scalable network capacity easier. While most providers offer 'set and forget' solutions, Telstra's Managed SD-WAN allows businesses to leverage our team of global network specialists to build, deploy and manage a solution that's perfectly tailored to their needs. This helps firms address a range of strategic pain points, including:

- **Adapting to changing global traffic patterns:** businesses have less predictability and control over network performance to their branch sites, as dramatically increased SaaS and cloud adoption shifts traffic away from corporate data centres towards cloud vendor-operated data centres.
- **Reducing latency:** lower latency is becoming more crucial in application performance as cloud platforms grow and compute processing, or digital infrastructure, moves closer to the end user through edge computing, enabling ever more sophisticated use cases.
- **Security vulnerabilities:** the corporate WAN routing and Security & Identity Enforcement layers that are converging as applications — and the users and machines accessing them — become increasingly distributed, blurring the traditional security perimeter.
- **Escalating costs:** legacy WANs require significant investments in hardware, infrastructure and ongoing maintenance, especially for businesses with geographically dispersed operations, driving up overall costs.
- **Keeping up with technology disruption:** as disruptive technologies like AI and IoT drive new business outcomes and potentially exponential growth in data volume, networks must become more flexible, adaptable and responsive.

## What is SD-WAN?

Software-Defined Wide Area Network (SD-WAN) is a networking technology designed to simplify the management and operation of a WAN by abstracting the underlying network infrastructure.

If you think about your network like a city's road system, a traditional WAN is like a bus on a fixed defined route around the city. Application data packets, like passengers, must use routes that aren't tailored to their needs. For instance, being dropped at the corporate DC (bus station) rather than the SaaS instance (shopping mall).

SD-WAN, on the other hand, is more like a taxi, using GPS and local knowledge to navigate the road network and take the best route available, dynamically reacting to changes in traffic conditions or passenger requests.

## What is Telstra's Managed SD-WAN?

Telstra's managed SD-WAN solution delivers a high-performance, secure and scalable network solution, without the hassle of configuring and managing it yourself. Key benefits include:

### Efficient and reliable access to cloud services

Seamlessly connect branch offices and remote locations to cloud services using SD-WAN, ensuring efficient and reliable access to critical cloud applications.

### Gain real-time insights for better decisions

Telstra's Managed SD-WAN offers full visibility and control over your network and applications, using real-time data to help optimise traffic routing, enhance service availability, and improve application efficiency through our centralised management platform.

### Ensure peak performance and security

Maintain optimal network performance and bolster security to support critical operations, with advanced features like encryption, firewall, and threat detection, all integrated into a unified managed SD-WAN solution and backed by strict SLAs for reliability and protection.

### Tailor solutions to specific business requirements

Meet evolving business needs with flexible, customised SD-WAN solutions from Cisco Meraki, Cisco Catalyst, and VMware Velocloud, allowing you to select and deploy secure, robust and adaptable services that are tailored to your business.

## Managed SD-WAN Overview

Telstra's extensive team of technical experts and network specialists work closely with your team to understand key network requirements and build a tailored solution. Telstra covers the day-to-day management of your network, so you can focus on business growth.



### Expert support and proactive monitoring

Network issues can disrupt operations and productivity. Our dedicated team offers 24/7 proactive monitoring and support, ensuring that your network runs smoothly, and any issues are swiftly resolved.



### Hassle-free implementation and upgrades

Implementing and upgrading network solutions can be complex and time-consuming. We handle the entire process from design to deployment and ongoing upgrades, backed by stringent SLAs, allowing you to focus on your core business activities.



### Flexible management options

Different businesses have different management needs. Choose from fully managed or co-managed options that align with your operational model, providing you with the right level of control and support.

## How it works

### Day 0

Assess, design, simulate and develop a Proof of Concept

### Day 1

Undertake migration planning, including low-level designs, implementation and service turn-up

### Day 2

Deploy incident management, problem management, change management, and service management

## Choosing the right solution for your business

No two SD-WAN solutions are the same. Every business has different requirements and priorities, and it can be daunting to select the right option and configuration to match your needs.

Telstra's extensive expertise takes the guesswork out of SD-WAN network design, offering a range of solutions from the industry's biggest names. Here are three vendor options and a few ways they compare.

Suitability criteria	Vendors		
	Cisco Meraki SD-WAN	VMware SD-WAN by Broadcom	Cisco Catalyst SD-WAN
Differentiation	Ideal for ease of use and cloud-based management	Provides robust application performance.	Great for complex networking and security requirements
Ideal business type	SMBs and Retail	Cloud-centric organisations	Large enterprises
Application performance routing	✓	✓	✓
Direct Internet access	✓	✓	✓
Fully featured edge firewalling (IPS/IDS)	Yes, with conditions	Yes, subject to customer requirements	✓
Dynamic routing protocol support (i.e. BGP on the LAN and WAN)	Single WAN only	✓	✓
Complex environments	★ ☆ ☆	★ ★ ☆	★ ★ ★
Shared capabilities	Scalable to 10,000+ locations, zero-touch provision for simpler deployment, template configurations, centralised management and more		

All three vendors also offer additional features like support for physical and virtual devices, segmentation, guest Wi-Fi, and cloud security integration.

## Why Telstra?

Telstra uses its global expertise and vendor partnerships to deliver unmatched managed SD-WAN flexibility. We work with customers to deliver tailored solutions that match their business requirements.

Telstra's managed SD-WAN solution includes three core components:

Purchase	Deploy	Run and Maintain
Multi-vendor SD-WAN CPE purchase options, or Bring-Your-Own-Device (BYOD)	Validation of high-level design scope and conversion to a low-level design	24x7 Telstra global service desk and self-service portal access
Multiple Telstra Connectivity options or Bring-Your-Own-Carrier (BYOC)	Configuration of SD-WAN Orchestrator and deployment of pre-agreed application policy	Proactive fault monitoring, equipment restoration incident management, and more
Flexible management options (DIY, co-managed, or fully managed)	Site Deployment and Commissioning	Network configuration management
Flexible Service Tiers (essential or premium)	Standard testing before customer integration and handover	Software and patch management, including equipment OS

### Which management option is right for you?



#### Do it yourself

Suitable for businesses with extensive IT resources, this is a low-touch, self-deployed solution that you manage with your own skilled IT staff



#### Co-managed

Offering shared management responsibilities, allowing customers to maintain control over simple network changes while Telstra manages complex tasks



#### Telstra Fully Managed

For businesses that need a fully outsourced option, offering complete Telstra-managed SD-WAN solution with minimal internal involvement.

### About Telstra International

Telstra is a leading telecommunications and technology company with a proudly Australian heritage and a longstanding, growing international business. Telstra International empowers enterprise, government, carrier, and OTT customers with innovative technology solutions including data and IP networks, and network application services. These services are underpinned by our wholly owned subsea cable network—the largest in Asia Pacific—and include more than 30 cable systems spanning over 400,000 km, with access to multiple cable landing stations and more than 2,000 points of presence around the world. For more information, please visit [TelstraInternational.com](https://www.telstrainternational.com)

### Interested?

Whether you're exploring new possibilities or needing support for your existing solutions, we're here to help.

Contact your Telstra account representative for more details.

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🌐 [telstrainternational.com](https://www.telstrainternational.com)

