

## Why Talari – Failsafe SD-WANs™

The cloud – the union of cloud computing, the Internet and Software-as-a-Service (SaaS) – is rapidly changing enterprise IT. The traditional enterprise WAN solution of the last decade – MPLS, often augmented by WAN Optimization technology – no longer is adequate to support digital business transformation initiatives and next-generation cloud and SaaS apps. A new technology, Software Defined WANs (SD-WANs), offers enterprises tremendous opportunity for cost savings, flexibility, bandwidth, manageability and superior cloud access. But SD-WAN implementations, while sharing a few common traits and tending to sound alike, vary significantly in their actual implementations.

### **MPLS-only WAN Architectures Obsolete**

MPLS is still a \$15B+ worldwide market – despite the enormous price/bit gap versus Internet connectivity – because MPLS offered until now the best effort point-to-point failsafe WANs. “Failsafe” here means the intersection of high availability and reliable, predictable network performance and application Quality of Experience (QoE). Only a few companies have developed legitimate failsafe SD-WAN technology; Talari is the original innovator and domain thought leader behind the concept of failsafe WANs.

MPLS doesn’t offer connectivity to public cloud computing and SaaS. MPLS locks IT into a single service provider, and is incredibly expensive, as it costs literally 50x – 150x more per Mbps for smaller sites, and can be 10x – 50x more per Mbps at data centers. Meanwhile, traditional WAN Optimization technology offers relatively little benefit over high bandwidth but unpredictable Internet WAN links.

### **Not Just SD-WAN – Failsafe SD-WAN**

Most SD-WAN implementations do share some things in common: a flexible virtual WAN overlay fabric supporting multiple WAN links, including lower-cost Internet links; centralized controllers with centralized management, reporting and policy control; zero-touch install; and a choice of physical or virtual appliances.

However, some vendors focus on the needs of telecom service providers. Others concentrate primarily on “router replacement” (the cost of owning/maintaining routers), rather than the service assurance issues surrounding the unpredictability of Internet connectivity, cloud access and the costs of WAN service. Another class of vendors’ offerings center around a “cloud-delivered,” fully managed service over the public Internet. While this last approach can work for some smaller enterprises

that have never had MPLS, nor likely any centralized security architecture, they are of limited value for larger enterprises with greater control and security concerns, or those that do not wish to make an abrupt wholesale cutover of their WAN infrastructure.

Why failsafe SD-WANs? Failsafe WAN means both high network availability and reliable, predictable application QoE and enable a truly carrier-agnostic approach. The tantalizing benefits the cloud and SD-WANs might promise notwithstanding, enterprise IT disdains “two steps forward, one step back” solutions for good reason. Even the most leading-edge enterprises want failsafe WANs, given the high cost of downtime, limited IT resources available at most remote locations and limited visibility into the WAN.

### Talari Failsafe SD-WAN Benefits

Talari’s patented SD-WAN technology has some unique capabilities that enable it to deliver failsafe WANs, including: continuous unidirectional measurement of packet loss, latency, jitter and bandwidth utilization, enabling unprecedented WAN visibility and sub-second response to adapt to network issues; end-to-end QoS and inbound congestion avoidance, providing 90% - 97% sustained utilization on shared links without negatively impacting QoE; the ability to use all bandwidth across multiple links, even for a single high-bandwidth flow when doing link aggregation; optional packet replication for real-time traffic, delivering platinum quality real-time support; centralized management via Talari Aware; high QoE cloud access, especially in combination with carrier neutral colocation facilities close to the core of the Internet; and the ability to scale to large WANs (not trivial to deliver when offering true sub-second response).

What additional benefits can enterprises expect from a failsafe SD-WAN? They include, but are not limited to:

- Greater network reliability and application QoE than any single MPLS network

- Radically reduced WAN troubleshooting costs, via a smart, self-correcting, highly fault-tolerant WAN that not only detects problems but fixes them, sub-second
- Superior support for real-time apps like UCaaS and videoconferencing
- Excellent support for centralized Internet access and network security architectures
- Reliable, high QoE access to SaaS and public/hybrid cloud computing

### Customer Satisfaction Leadership: 90+ NPS

Talari is tracking its Net Promoter Score (NPS) across a range of customers the last several quarters, and we have consistently achieved a 90+ NPS rating, which supports the fact that our unique approach to providing customer advocacy improves customer satisfaction.

### For MSP Partners

Talari SD-WAN organically improves the likelihood of high customer sat by MSP’s because it automates the way performance issues are impacting the network by analyzing and optimizing packet analytics in real time. Talari SD-WAN can also track, report and regularly capture network device configurations, as well as configuration changes to be used for troubleshooting, rollback and auditing purposes via the Talari Aware central management platform.

Talari’s Aware management dashboard is also an excellent platform by which MSPs can monitor, analyze and report to end-user subscribers how well the intelligent automation services are helping drive greater network stability, higher customer satisfaction and an overall reduction in remote-user trouble tickets, resulting in greater operational agility.

For more information about benefits to partnering with Talari specific to MSPs, visit the Partner page at [Talari.com](https://www.talari.com).

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### About Talari

Talari Networks, innovator of Failsafe SD-WAN™ technology, engineers the branch office and edge network for maximum business impact, delivering superior application performance and network resiliency, while unlocking the benefits of seamless cloud connectivity services. Incorporating years of innovation into seven generations of product, Talari is deployed across thousands of sites in over 40 countries.