

Ecessa SD-WAN Battlecard

WHO NEEDS SD-WAN?

Any business or entity that relies on public or private networks to operate their business.

WHAT IS SD-WAN?

SD-WAN is the most disruptive technology to hit the telecom market in the last decade, delivering the benefits of increased bandwidth, network uptime and, in some cases, cost savings through the use of low cost broadband connections.

WHEN TO QUOTE SD-WAN?

Customers who would like to augment or migrate away from MPLS or other costly network solutions with a phased approach.

Customer is looking to increase bandwidth, add resiliency and create a Never Down™ network.




Customer is experiencing technical issues such as slow Internet connections, poor application performance, carrier outages, or is leveraging/deploying applications in the Cloud.

WHY QUOTE SD-WAN?

SD-WAN technology creates differentiation in competitive bids and provides partners the opportunity to offer value added solutions that stand out from the competition and the direct team.

ECESSA'S UNIQUE APPROACH TO SD-WAN

Ecessa has taken a “crawl-walk-run” approach to our product and service offering, allowing any organization to meet their businesses technical and financial requirements at a pace that aligns with their specific needs. The products provide everything from basic failover to full data duplication.

CRAWL	 ECESSA EDGE™	Ecessa Edge™ introduces your network to load balancing and active/active WAN failover.
WALK	 PowerLink	PowerLink™ WAN link controllers add VPN and enhanced VoIP performance to your network.
RUN	 WANworX	WANworX™ offers a full featured SD-WAN solution with a Never Down™ guarantee.

ECESSA PRODUCT LINE

Comparison Chart	Ecessa Edge™	Ecessa PowerLink™	Ecessa WANworX™
Automatic Failover & Load Balance	✓	✓	✓
QOS (Quality of Service)	✓	✓	✓
Basic Firewall	✓	✓	✓
SIP Call Load Balance & Failover	✓	✓	✓
Authoritative DNS		✓	✓
Encryption (VPN's)		✓	✓
Multi-Site WAN Virtualization			✓
Virtual Instance			✓
WANworX Upgradeable	✓	✓	

WHERE WE HELP

- We help you differentiate from direct
- We add incremental revenue streams and increase your margins with new and existing partners
- We can be your technical experts on SD-WAN helping you be the value added partner
- We offer a variety of SD-WAN solutions with prices as low as \$50/month

WHERE ECESSA TENDS TO WIN

- Voice, video and VDI environments
- SMB/SME with 1 to 500 sites are in Ecessa's sweet spot
- Regulated markets where data must be controlled from end-to-end, e.g. medical, banking/finance
- Customers who need flexible networks

WHY WE ARE DIFFERENT

- Bandwidth and carrier agnostic
- Ecessa offers 3 unique, and upgradeable, platforms that can be mixed and matched to create the perfect solution for any environment
- Ecessa has products that range from 60 Mbps to 20 Gbps
- Easy to consume with both CapEx and OpEx pricing options
- Ecessa is a premise based solution which means all the intelligence sits on the device
- Cloud based SD-WAN can introduce issues with security, oversubscription and latency

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SALES TALKING POINTS FOR SD-WAN

If you hear:

Our Internet connection is slow or our applications are running slow, you can talk about the benefits SD-WAN can provide with the following:

Network performance has been impacted by the dramatic increase in network complexity and virtualization coupled with the increasing number of remotely hosted applications like Salesforce, Office 365 and the thousands of other apps businesses leverage on a daily basis. SD-WAN provides a solution to these challenges allowing companies to increase bandwidth by bonding all available connections, load balance and provide QOS.

Or if you hear:

We recently had an outage, or our business cannot lose connection to the Internet, or we are moving to the Cloud or a data center, you can talk about the benefits SD-WAN can provide with the following:

Businesses are challenged with quantifying the costs associated with network down-time. Do you know what the cost to your business would be if your network went down? The more companies rely on technology for day-to-day operations, the more costly any amount of down-time becomes with lost revenue, lost productivity and impacts to reputation. Traditional WAN solutions rarely offer a truly redundant solution, as so-called redundant solutions are often provided by a single ISP. By leveraging SD-WAN, businesses are able to seamlessly leverage alternate connections when a connection goes down so that business keeps moving and no one but the IT guy knows.

A REAL-LIFE SD-WAN SUCCESS STORY

On February 11, 2016, at the height of the Valentine's Day rush, the unthinkable happened. A fiber cut in Philadelphia took out Delaware Valley Floral Group's MPLS link. Their printing, wireless, phones, ecommerce – all were in jeopardy of being affected by the cut. The floral shop's locations with WANworX™ carried on business as usual, as network traffic was routed through their secondary broadband connection without any interruptions – in fact the only people that knew what had happened were those that were notified through Ecessa Insight™, Ecessa's monitoring and management tool.