SD-WAN

BATTLE CARDS

Elevator pitch

Yesterday's WANs lack the agility, flexibility and efficiency to meet current and future demand. GTT SD-WAN solves legacy network challenges and allows customers to future-proof their networks by taking advantage of deep application visibility and path control; enhanced global connectivity; optimized network availability and performance; and secure, end-to-end access to cloud applications that drive productivity and growth.

GTT are experts in managed services and SD-WAN. We will source your access, manage your digital transformation to cloud based networking, and continue managing your network once your SD-WAN solution is installed, letting your IT team work smarter, not harder. GTT partners with the top SD-WAN technology vendors on the market and our technical experts will work with you to ensure you get the right solution to meet your needs.

Key targets

- Medium to large global enterprises with complex application performance needs
- Enterprises with applications already in or moving to the cloud
- Enterprises with more than five sites
- Enterprises that are still on MPLS or need to refresh their WAN edge device
- Enterprises requiring a highly available WAN with sub-second failover

Persona messaging

Target IT, network, and business decision makers

GTT's SD-WAN is a flexible, future-proof technology that will allow you to transform your IT department into a value center for the company. Our end-to-end solution helps right-size your network, free up IT resources, and ensure you get the most out of your SD-WAN investment.

CHIEF INFORMATION OFFICER (CIO)
CHIEF TECHNICAL OFFICER (CTO)

GTT makes SD-WAN simple, taking the pain out of network management, giving you powerful self-service capabilities and providing you with a seamless experience. GTT offers extensive experience in running managed network services, one of the most powerful global IP networks, and a wide variety of local access options to ensure you have the connectivity you need, when and where you need it.

VP/DIRECTOR OF IT OR NETWORK

GTT's managed SD-WAN is cost-effective, lowering total cost of ownership while ensuring your network remains flexible enough to adapt to future needs. GTT makes the procurement and billing process simple and easy to manage.

FINANCE/PROCUREMENT DECISION MAKER

For internal GTT employee use only. Not for external distribution.

FEATURES	BENEFITS	GTT KEY SELLING POINTS
• Centralized traffic routing management and control • SD-WAN gateways embedded in GTT's Tier 1 global backbone • Cloud-focused architecture, allowing prioritization for cloud apps • EtherVision portal allows for device visibility, online ticket information, orders and more • SD-WAN co-management of application path selection • Three leading SD-WAN vendor options integrated into global backbone	• Improved network availability and performance • Resilient application performance with automatic WAN failover • Utilize all available bandwidth (including back-up) • Mix and match public and private access according to business needs • Deep application visibility curtails shadow IT • Optimized SaaS performance • Increased business agility	• Diverse, extensive local access capabilities (Ethernet, broadband, wireless) • Consolidated global access sourcing and management leveraging 400+ premium regional and local access partners worldwide • Top five, Tier 1 IP network enables efficient access to all network sites and internet destinations • Extensive managed services expertise • Seamless, global SD-WAN service coverage • Integrated connectivity to leading cloud service providers worldwide • Rapid and flexible deployment options with site level templates • Easy integration with advanced security options and/or client- supplied security services

	TRADITIONAL SERVICE PROVIDERS **AT&T, Verizon, Colt, Orange, Lumen, Tata, NTT, etc.**	SD-WAN TECHNOLOGY VENDORS VIA VARS **Cisco, VMware, Fortinet, etc.**	SD-WAN CLOUD SERVICE PROVIDERS **Aryaka, Opensystem, etc.**	NICHE SERVICE PROVIDERS **Masergy, MetTel, etc.**
COMPETITOR VALUE PROP	• Scaled for the largest opportunities • 'Feet on the street' globally • Multiple solution sets from very large Enterprise to SMB • Network-centric philosophy	• Swap out MPLS for 'cheap' internet and their SD-WAN for cost and ease of use • Their SD-WAN 'makes cheap connectivity good' • Product is easy; no need to seek out MSP	• All 'cloud' offerings that are easy to consume • Integrated security • Pure internet access, over the top SD-WAN • Global network	• Bespoke designs • Strong security • Mix of MPLS and Internet • Global network • Local market expertise • Specific capability "spikes"/sizzle
GTT WEAKNESSES	• Localized regional prospects all in one area • Lack of in-country local presence • Weaker name, brand, and recognition • Cost disadvantage in home market • Financial status	• GTT managed service can appear more expensive than a DIY solution • Weaker name, brand, and recognition • Vendor claims around	• Lack of fully integrated cloud SD-WAN and Security (SASE message) • Weaker name, brand, and recognition • Customer preference for DIY solutions • Lack of specialized sales/SE capability	• Lack of fully integrated cloud SD-WAN and Security (SASE message) • Weaker name, brand, and recognition • No capability "spike" or sizzle – vulnerable on specific customer priorities • Lack of deep local presence
HOW WE WIN	• Our global network reach is more than enough for the vast majority of customers • We have multiple leading SD-WAN technologies, covering all scenarios • Better customer experience: focused account team, flexible commercial model, stronger technical and design support • Development focus for the traditional providers has been more on how to defend MPLS accounts and keep customers on net, rather than how to generate value with SD-WAN	• Opex vs. large capex • Installation and management are not as easy as technology vendors claim • Managed solution protects prospect from changes due to M&A • Access and device delivery coordination • There are limits to how much poor-quality connectivity can be improved – VARs in particular often neglect to mention this	• Stronger global presence • We have multiple leading SD-WAN technologies, covering all scenarios • We are better at sourcing access • More experience in managed devices (over 200,00 deployed) • These vendors provide a nice management overlay, but most lack our depth in providing end-to-end service	• Stronger global presence • We have multiple leading SD-WAN technologies cover all scenarios • We are better at sourcing access • More experience in managed devices (over 200,00 deployed) • Tier 1 IP network • Global reach • Wider array of services and access offers

Product synergies

- Add on Cloud Connect to ensure low latency access to key Cloud Service Providers (CSPs)
- Upsell Managed Detection & Response services with GTT Managed Security Services; these can be directly combined with the Fortinet SD-WAN offer
- Position LTE/4G backup for business continuity

Discovery questions

- What WAN edge device(s) are you currently using?
- When was the last time you refreshed your edge routers and firewalls?
- How do you measure application performance and end user experience?
- Which of your key applications are moving to the cloud, and which are already cloud-based?
- What is your plan for cloud application and security?
- Are you looking to refactor your IT security and network spend, and if so, what are your current priorities?

GTT Making Exceptional Possible

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