Frost & Sullivan believes most businesses will retain private WAN services such as deployments. The keyword here is "hybrid," as the market gets crowded with the hype connections, is dramatically different from the previous static hybrid WAN and private, based on pre-defined policies and the performance of the WAN. The ability to dynamically route traffic on the most optimized transport path (public, medium, or private) is a key benefit of SD-WAN. The benefits of SD-WAN to branch internetworking are undeniable. Multi-Protocol Label Switching (MPLS) and Ethernet are key components of many organizations' WAN strategy.

Top Three Reasons Businesses Adopt SD-WAN

1. Cost Savings from Use of Internet and Wireless Links (43%)
2. Speed to Deployment for New Branch Sites (45%)
3. Managed SD-WAN Beats the DIY Approach (50%)

AT&T has Two Managed Approaches

1. AT&T Hybrid Networking
2. AT&T’s Over-the-top (OTT) SD-WAN Solution

AT&T Hybrid Networking

- SD-WAN VNF: A device that hosts an SD-WAN virtual network function (VNF) that can host other virtual VNFs.
- Device + Software: Uses AT&T FlexWare, AT&T’s Hybrid Networking, and SD-WAN VNF (and VeloCloud VNF for Cloud or the option to connect directly to Cloud) that supports automation of internet services.
- AT&T VPN + Internet: Requires customers to buy SD-WAN from their MPLS site vendor and continue with the rip-and-replace approach.

AT&T’s Over-the-top (OTT) SD-WAN Solution

- AT&T has Two Managed Approaches: Beating the DIY Approach
- AT&T’s Network Based Solution: Requires customers to buy SD-WAN from their MPLS site vendor and continue with the rip-and-replace approach.
- AT&T Hybrid Networking (SD-WAN VNF and Other VNFs): Requires customers to buy SD-WAN from their MPLS site vendor and continue with the rip-and-replace approach.
- AT&T MPLS network (SD-WAN VNF and Other VNFs): Requires customers to buy SD-WAN from their MPLS site vendor and continue with the rip-and-replace approach.

For more information, visit www.att.com/sdwan.