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Having the Conversation: Software Defined Networking

How to Use this Document

Use the Key Talking Points to **personalize your approach when positioning Software Defined Networking (SDN)**. To arm yourself with the knowledge needed to maximize your success, links to resources are provided below.

Key Talking Points

Pick and choose from the following suggested script to form your own style.

SDN Overview:
SDN focuses on separating the network's control function (that decides where the traffic is sent) and forwarding function (the underlying systems that do the forwarding) - thus allowing both to be optimized easily. This allows centralized, software-based control of network functions using cost-effective, general-purpose hardware.

- Verizon has been a leader and active participant in Software Defined Networking industry forums and is implementing SDN technology into our networking service platform which will enhance our ability to provide industry leading products and services.
- SDN enables our customers to address key business challenges and move more functionality into software, optimize traffic and treat network resources as "on demand".
- Some of the Verizon solutions that leverage SDN and/or virtualization concepts include Wi-Fi for Business, UCaaS, Managed SD-WAN, Dynamic Network Manager, Secure Gateway, Secure Cloud Interconnect (SCI).
- Verizon also has SDN Professional Services offerings to help customers future proof their network plans.

Common Applications for SDN

- Connect multiple clouds.
- Switch to scalable bandwidth.
- Simplify wireless LANs.
- Take control with a hybrid WAN – quickly modify network settings to adapt to performance and application requirements.
- Use CDNs to improve the user experience.
- Effectively manage data centers by automating configuration changes synchronizing workloads between physical and virtual data center elements.

Relevant stats that support an SDN strategy:

- IT – In a survey conducted for our recent Digital Transformation report, most respondents said that five years down the road they expected most business networks to include SDN technology.
- HR/Sales/IT/Marketing – 2/3 of businesses say their legacy network is a bottleneck.
- IT/Sales/Marketing/HR – 50% of application deployments will suffer performance impacts due to networking limitations.
  Source: Verizon Digital Transformation report

Verizon SDN Solutions:

- Keep in mind that SDN is a technology enhancement embedded in the Verizon network. The products/solutions listed below have SDN capabilities and fall under the "SDN umbrella."
- Lead with the professional services engagements as they are applicable for all customers.

- Wi-Fi for Business
- Managed SD-WAN
- Dynamic Network Manager
- Secure Gateway
- Secure Cloud Interconnect (SCI).

Use Cases: The following are sample use cases for this offer

- **Challenge**: Customer needs to connect multiple data centers.
  Solution: Secure Cloud Interconnect allows customers to effectively manage data centers by automating configuration changes synchronizing workloads between physical and virtual data center elements

- **Challenge**: Switch to scalable bandwidth.
  Solution: Dynamic Network Manager enables customers to quickly adapt to changing customer demand via a dynamic network environment – launch of new products, seasonal demand, employee registration for benefits, etc. Customers can also rapidly provision WAN bandwidth and the ability to adjust capacity as necessary.

- **Challenge**: Customer needs increased security when sending sensitive information (like employee or patient records, financial information) using a hybrid WAN and wants to be able to quickly modifying network settings to adapt to performance and application requirements.
  Solution: Secure Gateway offers improved security, including the ability to provide encryption with automated digital key/certificate provisioning and management. Additionally, customers can use solutions like Managed SD-WAN to segment applications and users with high bandwidth requirements and identify critical data.

👍 Leading Questions

- Which applications do end users complain most about? Why?
- Do you consider your network under control? (Solutions with SDN capabilities really help customers gain better control of their networks and applications). Leverage the probing questions below to help identify customer pain points, because the customer will most likely initially respond that "yes, their network is under control."

HR:

- What challenges are you facing when employees are connecting and registering for benefits? Training courses?
- What other busy periods do you have that may affect the employees experience on the site?
- What was your most recent issue with your site and related applications that may negatively affect employee productivity?

SALES:

- What concerns you most about your rep's ability to consistently access critical information that will help customers no matter what the contact medium is? How do agents handle interactions? Applications? Windows?
- What specific challenges are reps experiencing when trying to log onto your company's site to get pricing, collateral, etc?
- What types of issues are reps experiencing when they are closing a sale and they need to enter information?
- Are you experiencing any failures to access the site from your office or a client location?
- What gaps in the customer experience are impeding your overall sales strategy? Have you ever lost a deal because of your connection? How do you explain downtime to your customer?
- Of all your current customer-facing technologies and applications which ones are getting results?
  - Which ones aren't producing as expected?
- How are your mix of online and offline sales evolving? What do you see the split looking like in three to five years from now?
- What solutions/plans do you have in place for your customers to transition from one channel to another as they move through their purchase?
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MARKETING:
- Do you have a seamless experience when running campaigns across a variety of platforms?
- Does your site buffer during live broadcasts?
- Does your site give you any trouble during flash sales, Cyber Monday or any promotion where traffic peaks for short periods? Do you prepare for these peaks? How?
- Has your site performance ever caused you to lose sales?
- What methods are you using to reach customers and start engaging conversations?
- What are your most effective campaigns and why?
- What technologies are you taking advantage of?
- What methods have you employed to improve your conversion rates and customer loyalty?
- What measures are you taking to make sure the customer experience is consistently the best it can be across the web, mobile devices, and in-person signage?
- What solutions are you using (or what solutions could you use) to integrate an individual's online and in-person experiences?
- What challenges are you facing in leveraging customer historical records to personalize future experiences?

CIO/IT

- In which markets are you consistently delivering a reliable experience to customers? Which markets do you see emerging? What improvements are you planning?
- What does your customer's end user experience typically look like?
    - What tools are you using to measure the customer experience?
    - What trends are you noticing in your industry that may change this?
    - How are your competitors leveraging technology to improve customer interaction and engagement?
- What actions are you taking to manage employee personal or corporate devices that stream videos, games, movies, etc.?
- What methods are you using to handle controlling mission critical and non-critical apps so they don't eat up all your available bandwidth?
- Have you experienced any significant outages or surges?
    - How are you equipped to respond to them?
    - How impacted are you by unanticipated spikes in demand?
        i. How are you accounting for those surges
- What new ways are you exploring to monetize the digital experience?
- What new applications is your organization planning to roll out in the next 12-18 months?
- What are the planning and deployment timeframes for new applications now versus two years ago?
- Are you planning new initiatives that will increase usage?
- Do you see more applications moving to the Cloud in 18-24 months?
- What are your non-critical applications (guest WiFi, social media, YouTube or video traffic, etc.)?
- What are your biggest challenges with application rollout and support (installing patches/monitoring performance ensuring adequate network bandwidth, etc.)?
- What is the current performance level of business applications (ERP, CRM, other) and SaaS/Cloud based applications? Versus desired level?

ASK FOR THE APPOINTMENT. I would like to set up a time to discuss in more detail.

Sample script:

Hi,

Thanks for your time today. I wanted to take a few minutes to talk with you about your business and some of the challenges you may be facing.

- Of all your current customer-facing technologies and applications which ones are getting results?
    - Which ones aren't producing as expected?
- What does your customer's end user experience typically look like?
    - What tools are you using to measure the customer experience?
    - What trends are you noticing in your industry that may change this?
    - How are your competitors leveraging technology to improve customer interaction and engagement?
- Have you experienced any significant outages or surges?
    - How are you equipped to respond to them?
    - How impacted are you by unanticipated spikes in demand?
        - How are you accounting for those surges

Sounds like you might be experiencing some challenges with applications taking up a lot of bandwidth and impacting your applications' performance.

Did you know

- 50% of application deployments will suffer performance impacts due to networking limitations?
- 74% agreed that poor network quality translates to poor user experience. (A commissioned study conducted by Forrester Consulting on behalf of Verizon, February 2015.)
- Verizon is 25% faster than other Content Delivery Networks (CDNs)—verified by3rd party reporting companies such as Gomez and CatchPoint.

Are you familiar with Software Defined Networking, also called SDN? It's a disruptive networking technology that allows you to dynamically change your network anytime, anywhere based upon peaks and valleys of usage. In a nutshell, SDN is used to improve network speed, centralize management, and make better use of infrastructure resources. Verizon offers several solutions, with SDN capabilities, that allow you to:

- Quickly adapt to changing customer demand via a dynamic network environment. Examples of changing customer demand could include the launch of new products, seasonal demand, employee registration for benefits, etc.
- Predict degraded application performance and reroute applications automatically

Do you think this type of functionality could be a benefit to your business? Let's talk for a minute about some of the initiatives that you may have underway that could benefit from these capabilities.

- What new applications are you looking to implement in the next few months?
- What steps have you taken to improve your customer's experience on your website and through applications?
- What third parties are you using for application development and maintenance? How are you securely collaborating with them?

Thanks for your feedback, this is good information.

Based on your responses, I think that we have some solutions could be beneficial to your organization like Managed SD-WAN or even one of our SDN Professional Services engagements to help you assess the readiness of your organization to incorporate future technologies. Can we set up a time next week to discuss in more detail?