

SD-WAN for SMB

As corporate networks adapt to distributed workforces and the proliferation of cloud-based applications, SD-WAN has emerged as a go-to technology solution. SD-WAN addresses many of the pain points associated with the corporate WAN, most notably high cost, variable bandwidth needs, and inflexible management.

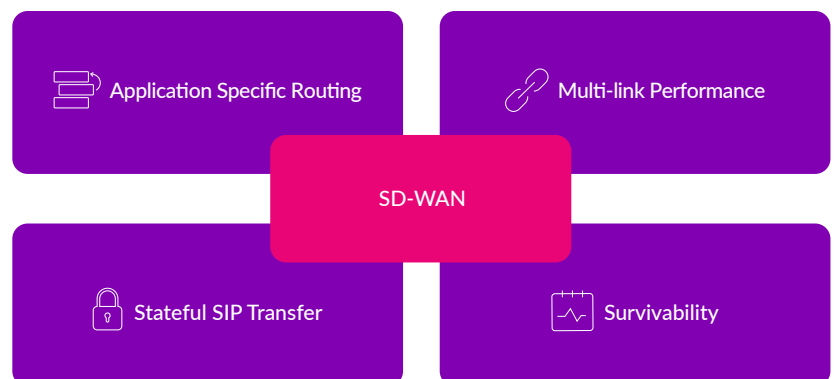
Ribbon's approach to SD-WAN comes from our traditional strength in supporting the needs of the small to medium-sized enterprises (SME). This segment of the market, largely underserved by the SD-WAN vendor ecosystem, values reliable performance of voice, video, and business-critical applications, and resiliency to make sure they're always up-and-running.

Application Priority

Ribbon's SD-WAN solution gives businesses the ability to prioritize business-critical traffic over routine traffic. Prioritization can be applied on single or multi-link environments, giving you flexibility in your deployment strategy. Prioritization can be set for both the destination (e.g., a video conference provider or a CRM platform) and source (e.g., traffic emanating from a mission-critical source) to ensure that the most important applications perform best.

Multi-link Performance

Multi-link performance enables routing of mission-critical voice and data traffic with the highest performing link. Ribbon's SD-WAN continually measures link quality, determining if any degradation is occurring, then moving traffic accordingly. This ensures the traffic you most value always finds the best path to its destination. You have complete control over the applications that have priority and how they should behave when link quality degrades or a link fails.



Stateful SIP Transfer (SST)

Combines application routing priorities and Multi-link performance to manage SIP voice sessions across multiple links. In degraded conditions, SST can move individual SIP sessions based on the level of degradation. These voice sessions stay up during any transfer, virtually eliminating dropped calls and poor voice performance.

Survivability

Survivability adds additional resiliency and business continuity to Ribbon's SD-WAN solution. It includes failover functionality to analog (FXO or PRI) trunks and PBX functions in outages. PBX features include station-to-station dialing, hold, transfer, park, and conference.

Taken together, this suite of services provides a complete solution for application performance, quality of experience, and business continuity.

Intelligence at the Edge

The EdgeMarc Intelligent Edge™ is the brains behind Ribbon's SD-WAN solution. Putting prioritization and routing intelligence at the edge of the network means that decisions can be made instantaneously and efficiently. Other SD-WAN solutions rely on packet replication across multiple WAN links, which creates overhead and potentially added costs.

Cloud-based Management

The EdgeView Service Control Center is the cloud-based platform for provisioning, troubleshooting, and management of your network. SD-WAN can be fully managed through the EdgeView interface, giving service providers a single pane of glass for device management and SD-WAN control. Dashboards provide a visualization of overall SD-WAN performance as well as detailed records for troubleshooting.

A Myriad of Benefits

Ribbon's SD-WAN solution provides voice, video, and business application performance across multiple WAN connections. Your customers will have better voice quality and application performance while experiencing fewer issues. The integration of multiple WAN links that interoperate with each other delivers better uptime and resiliency. The ability to prioritize at the application level—both by source and destination—ensures a high level of quality for mission-critical transmissions.

About Ribbon Communications

Ribbon is a company with two decades of leadership in real-time communications. Built on world-class technology and intellectual property, Ribbon delivers intelligent, secure, embedded real-time communications for today's world. The company transforms fixed, mobile and enterprise networks from legacy environments to secure IP and cloud-based architectures, enabling highly productive communications for consumers and businesses. With locations in 28 countries around the globe, Ribbon's innovative, market-leading portfolio empowers service providers and enterprises with rapid service creation in a fully virtualized environment. The company's Kandy Communications Platform as a Service (CPaaS) delivers a comprehensive set of advanced embedded communications capabilities that enable this transformation.

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