



NETWORKS

P O W E R I N G Y O U

A Growing Multi Dwelling Units
Society Leverages SD WAN
Networking to Achieve
Enterprise Class WAN

CASE SUMMARY



Who was the client

- One of Mumbai's largest societies with over 400 units spread over 5 buildings.



The problem

- Being able to get reliable, redundant, leased circuit type internet for their members at a reasonable cost and having sufficient bandwidth for all its members.



How do we solve it

- Combined multiple, readily available low-cost internet connections from multiple carriers to provide security, redundancy, optimal network performance and leased circuit reliability with plenty of bandwidth at cost effective broadband rates.



How did they benefit

- **INCREASED PERFORMANCE & RELIABILITY**
 - Network consistency that meets Enterprise WAN reliability with security, speed, and scalability.
 - For the price, the only solution available to residents was broadband, which is not as reliable as a lease line. With our SD WAN solution they got a lease line at broadband costs. Few tenants also had an option to purchase the leased line service. (On which they saved 40%)
- **CUSTOMER SATISFACTION**
 - Feature rich network with a leased line level uptime and dynamic failover.
- **COST SAVINGS**
 - An overall reduction in network costs of 25% or Rs.100,000 (One hundred thousand per month) as compared to broadband and Rs.200,000 (Two hundred thousand per month) as compared to leased circuits.

A GROWING MULTI DWELLING UNITS SOCIETY LEVERAGES SD WAN NETWORKING TO ACHIEVE ENTERPRISE CLASS WAN

The Challenge

A reliable and secure network at lower costs with sufficient bandwidth

The society was at a crossroads regarding their network infrastructure. Many years earlier, like most multi-dwelling unit buildings, the society decided to provide internet through traditional Telco's via broadband or leased circuits

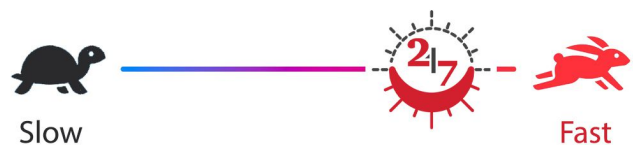


Their Wide Area Network (WAN) needed to connect more than 400+ tenants across multiple floors and buildings. The network, while tolerable, struggled to keep up with the users. For instance, when new users were added, getting the network operationally upgraded took weeks due to coverage issues. Adding to the frustration, upgrades were often expensive: the price to connect some units was up to ten times the price of typical internet connections. As a result, few of the units weren't actually on the redundant network with dynamic failover – they were connected over the public Internet. While few others didn't have any option but to run a dedicated circuit which cost an arm and a leg, it was clear that they had to find a different approach to connect the units

Why 247 Networks SD WAN?

Today, savvy users are looking for creative ways to get all the benefits of leased circuits, but with controlled costs and the maintenance of uniformity across the WAN. To satisfy these requirements, we offer a technology used to create a consistent network platform that enhances communication and coordination – and to include the troublesome units that are left out of their private network

Our cutting edge technology allows multi dwelling units to combine multiple low-cost internet connections into a single, faster and more reliable connection onto which we layer a centralized firewall, end to-end Quality of Service (QoS), WAN monitoring and management. The user's need for more bandwidth and reliable connection keeps rising. At the same time, a balance has to be achieved to keep costs down. Enter our patented SD Networking based WAN



"247 Networks' cutting edge technology allows enterprises to combine multiple low-cost internet connections into a single, faster and more reliable connection"

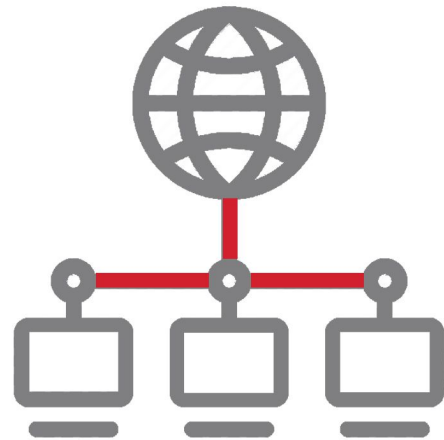
The Result

Find a better way to control costs

The new private WAN leverages the internet to deliver a robust feature-rich WAN while also reducing costs – a key driving force for change. By combining widely available connections from multiple providers, the multi dwelling unit cut total WAN spend by more than 25% and gained the following features :

- Bandwidth bonding to increase speed by simultaneously using multiple connections.
- Seamless failover to eliminate downtime.
- Site-to-site Quality of Service, allowing for crystal-clear voice and video calls.
- Secure private network keeps data secure ensuring protection of valuable digital information using 256bit encryption.
- Unmatched redundancy via multi honing smart network which spreads traffic over multiple networks.

In total, by creating a robust feature-rich WAN that is faster, easier to manage and scale, the society is now better prepared for the future and can serve the needs of its most demanding consumer .



Bandwidth Comparison		Cost Comparison: Average monthly cost per site	
Before	Average down and up speed per unit - 8 Mbps	Before	Broadband – 400,000 Lease Line - 600,000
After	Average Bonded Internet down speed per site -50 Mbps	After	SD WAN powered Internet - 300,000 Cloud Lease Line -400,000
	Average Bonded Internet down (compressed) per site -65 Mbps		
Benefit	When users get the information they need right away, it accelerates knowledge distribution. By having a faster network, the society now better serves their customers with accuracy and speed.	Overall Annual Savings	3,600,000 on broadband and as compared to lease lines. Now, the WAN cost-per-unit is the same without sacrificing performance.



Benefits 1- Speed

Getting a faster WAN was a clear win for the society. SD WAN powered internet outperforms a traditional Telco based broadband or leased circuit in terms of download speed by more than 300% while matching the minimum upload requirements of each user. For users requiring significant increases in upload bandwidth, Bonded Internet scaled to meet those needs as well, either through the addition of more connections or by turning on SD WAN powered internet's compression feature.



Benefits 2- Lower Cost

Previously, the society members increasingly expended valuable resources on Telco provided circuits. Now, SD WAN powered internet eases a lot of management headaches by providing a new cost-effective solution that cut overall WAN cost by 25%.



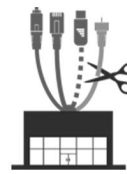
Benefits 3- Network Consistency

Leased circuits/broadband has been around for twenty years – a long time in the technology world. During this time, it has not evolved to meet the growing connectivity needs of businesses. We conducted a survey to understand the prevalence of this problem for multi dwelling units. We found that the average WAN had only 92% of tenants linked to the network, meaning 8% were left out. SD WAN powered internet addresses the lack of uniformity by giving the society-/multi dwelling units a more versatile and cost-effective way to connect all their units while still providing fully dedicated and secure links over which they can comfortably send mission-critical data. Now, everyone has a consistent network platform that enhances communication and coordination across 100% of the units.

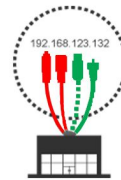
Benefits over Fibre Broadband

- Lease line vs. Broadband.
- Static/Dynamic IP with Transparent Network. Passthrough vs. no pingable IP with closed network.
- 128 or 256 bit encryption on all traffic.
- Multi honed smart network vs. no failover.

Same IP - Failover for 99% Uptime of Network



Data flow through the remaining links



Maintains IP address in the event of failover



No need to reconfigure network settings



Problem-free connectivity



Improved Network Security

Next Steps

Having in place a speedy, scalable and secure WAN allows the multi dwelling building/society to align their WAN with a demand for growth. With no dependence on carrier limitations for upgrades or increase in speed, the users can reap the benefits of having an easily adaptable WAN that they can scale up or down on-the-fly. Furthermore, the move to SD WAN powered internet easily scales to meet changing bandwidth requirements.