

Networking | Software-Defined WAN with Citrix NetScaler SD-WAN

Use Case

Businesses rely on **branch** offices to serve customers, be near partners and to expand into new markets. As more desktops, applications, and services move into the cloud, reliance on the wide area network (WAN) is higher than ever. Outages are no longer acceptable. Additionally, the cost of **bandwidth** and reliable connections is increasing when IT budgets are decreasing.

Target Audience: CTO, IT Director

Target Segment: Enterprise, Commercial

DISCOVERY QUESTIONS

- Do you currently have any **branch\remote** offices? How are they connected to the datacenter?
- What is the impact of a network outage, even momentary, to your business?
- Do you have redundant WAN links in an active/passive mode?
- How is the performance and reliability of your WAN?
- Are you considering an upgrade of your **branch** office links due to saturation?
- Do remote office users complain about performance of applications or services?
- Do you have any server or storage hardware at **branch** office locations that you need to replicate or backup?
- How long does it take to add capacity or deploy MPLS links to new sites?
- Are any **branch** offices growing in user count?
- Do users at **branch** office use XenApp or XenDesktop currently?
- How long does a network failover event affect a **branch** office? Do these affect your business?
- Do you use any VoIP\telepresence technologies at your branch offices?
- How has the cost of increasing **bandwidth** or **network performance** impacted your decisions of deploying interactive applications such as VOIP and virtual desktops to **branch** offices?
- Have you considered the impact on productivity if employees lose access to ERP, CRM and other enterprise applications?

OVERCOMING OBJECTIONS

- **I already have multiple links to each branch office**
 - Traditional methods of network failover are not in real-time and will incur packet loss and/or disconnected sessions or audio/video calls. **NetScaler SD-WAN** monitors packet flow and last mile routes in real time; failover is instantaneous allowing sessions and audio/video calls to be maintained.
- **Our WAN links are balanced using link load balancing**
 - The application awareness of **NetScaler SD-WAN** sets it apart from link load balancing solutions. Link load balancing spreads traffic over separate links without regard to application or priority. They can take tens of seconds to recover from blackout or brownout conditions on a WAN link. **NetScaler SD-WAN** continuously measures the latency, jitter and packet loss of every WAN connection, and uses that information to route critical applications across the highest-quality paths.
- **We don't need optimization of our WAN - we have plenty of bandwidth**
 - Network bandwidth may be plentiful, but if the network has latency or packet loss issues, user experience will suffer. By both optimizing the traffic and aggregating connections, branch office communication can be improved.
 - Even if existing network links have ample capacity, there still may be a need for improving the user experience. By tuning the packet flows, **NetScaler SD-WAN** is able to make users feel like they are on the datacenter network, rather than at a remote office. Plus, it is only a matter of time before a new application or video-based content starts saturating your WAN links.
 - Finally, with **NetScaler SD-WAN**, you can explore eliminating or reducing expensive services like MPLS, while growing your WAN with cheaper broadband Internet access.

WHY CITRIX

- **NetScaler SD-WAN** can significantly improve the user experience for **branch** and **mobile workers** while reducing **bandwidth** costs by binding multiple MPLS and broadband paths into a single logical path.
- **NetScaler SD-WAN** measures and monitors network paths in both directions. This information is used to select the most appropriate paths for different types of traffic. This allows broadband based redundant links to be used actively for all applications.
- **NetScaler SD-WAN** allows prioritizing decisions for each application using very granular application classification. This ensures that the highest-priority applications always perform extremely well, while other applications receive QoS appropriate to their priority.
- Using packet duplication, **NetScaler SD-WAN** can send duplicate copies of each packet along different paths. The packet that reaches the destination appliance first is used and the second one is discarded. This approach ensures the highest possible performance and zero packet loss, making it appropriate for applications like VoIP and video conferencing where performance is paramount. This has allowed customers to eliminate the requirement for MPLS and utilize broadband networks to provide high quality VOIP experience.
- **NetScaler SD-WAN** Enterprise Edition provides a single platform with fully integrated WAN virtualization, WAN Optimization, enterprise-grade security, and end-to-end visibility.

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● WHY DO SOMETHING NOW:

- **NetScaler SD-WAN** solution combines multiple **branch** connections into a single logical connection. This helps scale **bandwidth**, reduce costs and supports the migration of applications to the cloud, while also ensuring excellent application performance.
- Today's enterprises cannot afford to have application and service outages. As more of these move to the cloud, the WAN has become more important.
- Enterprises can use **NetScaler SD-WAN** to make **branch** and mobile workers more productive while avoiding costly network upgrades

● CUSTOMER EXAMPLES:

- [Danish AgriFish Agency](#)
- **Care Australia: Australian NGO that aids individuals and families around the world**
 - Care Australia was intrigued by how **NetScaler SD-WAN** could reduce WAN costs while ensuring reliable connectivity between key office locations. Based upon a demonstration of the Virtual WAN solution benefits, Care is deploying the solution between two data centers for increased throughput and reliability.
- **The Watershed: Drug and Alcohol Rehabilitation Services and Treatment Centers**
 - The Watershed employs over 450 personnel across 5 facilities in Florida and Texas and leverages Citrix Workspace Suite and VoIP applications that require reliable WAN connectivity. The Watershed already was leasing MPLS and broadband services, operating in an active / backup manner. Failover occurred too slowly to maintain application sessions. With NetScaler SD-WAN, The Watershed now runs WAN links in active / active mode, providing more **bandwidth** while link blackouts/brownouts go unnoticed.

● COMPETITIVE INFO:

- The Citrix **NetScaler SD-WAN** solution has an easy to use web user interface that is managed from a centralized location; other solutions such as Cisco iWAN, are command line only and difficult to implement. In addition, iWAN is complex, provides only path selection, and has higher failover times.
- **NetScaler SD-WAN** SD-WAN technology was built from the ground up to provide real-time performance and per-packet optimization. While Riverbed has a market share, they focus primarily on protocol acceleration due to a weak WAN virtualization solution. Optimization performance for XenDesktop and XenApp is materially below that of **NetScaler SD-WAN**. Also, limited TCP session count allotments will make them more expensive
- Other vendors focus on specific protocol for acceleration such as datacenter storage replication, the **NetScaler SD-WAN** optimization engine will optimize numerous protocols and traffic types.

● CONTENT RESOURCES:

- Evaluation VPX appliances can be download [here](#)
- Exploring the cost savings of NetScaler SD-WAN alternatives for the Americas [webinar](#)
- Skype for Business Quality and Reliability with the NetScaler SD-WAN solution [demo](#)
- NetScaler SD-WAN content on SalesIQ can be found [here](#)

PARTNER PROFITABILITY*

- Opportunity Registration: partners can register opportunities and qualify for an additional upfront discount from distribution of up to 10 percent
- Citrix Advisor Reward: regardless of who fulfills the order, Citrix partners can earn a monetary reward of up to 10 percent on the back end based on value selling activities
- Networking Specialists can earn an additional 5 percent upfront discount (CAR Plus) and a 50 percent bonus in addition to standard Citrix Advisor Rewards
- Net New Partner Sourced: partners can register qualified opportunities with Citrix and, once the submission is validated, become eligible for a suggested upfront discount of 7 percent

**Must be certified in cloud networking products to be eligible*

FOLLOW UP/NEXT STEPS

- Work with Partner install base
- Engage with the Citrix Networking Specialist for further engagement
- Schedule Demo/VCDC/Onsite meeting