



Emircom SD-WAN Managed Services

The 5 Differentiators

2023



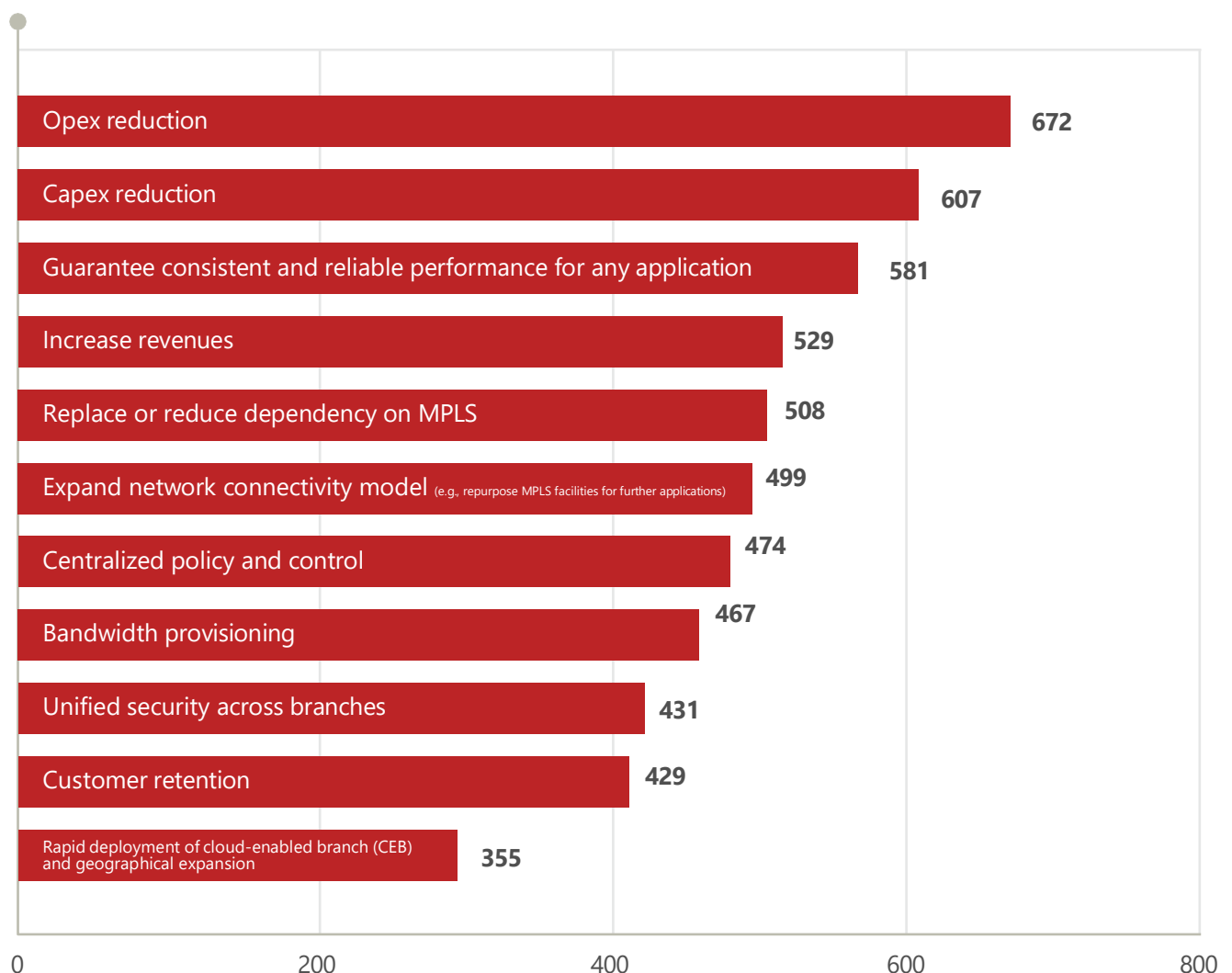
The growing trend towards cloud-first strategies for hosting a wide range of applications is a driving force behind digital transformation initiatives across many enterprises. This shift from data center-hosted to cloud-hosted applications has created the perfect storm for implementing a Software Defined WAN SD-WAN solution. CIOs are seeking the flexibility to offer their business users secure connectivity to corporate applications from any location, across any type of WAN, and using any device. For many enterprises, the best way to achieve this is by turning to a service provider for a managed SD-WAN service.

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Emircom offers a wide range of SD-WAN Managed services including SD-WAN, SD-Branch and MRS. All offerings are available as off-the shelf OPEX solutions that combine underlying links and SD-WAN management through to bespoke outcomes.

Emircom has chosen Cisco to leverage its worldwide leading innovative solutions and its extensive expertise in managed services with a wide variety of portfolio in Network, Security, Collaboration, Full-Stack Observability, Hybrid Work.

SD-WAN Deployment Drivers



5 Key Differentiators



Tiered SD-WAN Services



Integrated WAN Optimization-as-a-Service



High Application Performance and Availability



Service Chaining to Best-of-Breed Network Security Services



Application Visibility and Control



Tiered SD-WAN Services

One of the most important considerations when selecting an SD-WAN solution is the flexibility to support service differentiation and to enable tiered managed SD-WAN services. A tiered SD-WAN service strategy offers the opportunity to quickly create a menu of value-added WAN services, tailored with a different set of service attributes for a range of use cases and customer requirements. This approach can generate new revenue streams for the service provider.

Emircom's General Manager for Service Providers, Mr. Shadi Basta, explains: "Flexible, tiered SD-WAN services offerings include additional non-disruptive software services such as WAN optimization-as-a-service or analytics-as-a-service that provide additional performance and visibility benefits for enterprise customers."

With Emircom's tiered SD-WAN services, customers can benefit from new value-added services that can be created for a specific group of applications, each with an associated SLA based on the customer's requirements. This provides enterprises with the flexibility to view and self-manage their application and security policies, while enabling Emircom to manage the overall network connectivity, customer experience, and network SLAs.

High Application Performance and Availability

Enterprises demand application performance and availability, regardless of whether the applications are hosted in the cloud or the data center. They expect their service provider to manage and monitor application performance over any WAN transport and ensure optimum connectivity, even during brownouts and blackouts.

To deliver on this commitment, Emircom can use an SD-WAN that can monitor and adjust traffic based on the availability of transport service, independent of the carrier. The high-performance Cisco SD-WAN solution has the ability to bond multiple WAN transport services into a single logical tunnel. Packet-based load sharing can send all traffic from a single application across multiple physical links to maximize the use of all available bandwidth, maintaining application performance and availability.

If a transport service fails, the remaining links forming the tunnel continue to carry traffic without application interruption. This enables the service provider to offer SLAs for managed SD-WAN services both in-region and out-of-region.



Application Visibility and Control

With the continued increase in adoption of SaaS applications and public cloud, including IaaS services such as AWS, Google Cloud, and Azure, enterprises need an SD-WAN that can provide granular cloud application visibility while maintaining QoS for both in-region and out-of-region sites.

Emircom can provide real-time application visibility and control using the suite of Cisco's Orchestrator management software, which delivers granular visibility into thousands of customer branch deployments for both data center and cloud applications.

It also provides the unique ability to centrally configure and manage secure SD-WAN deployments for each customer while providing customized views and reports.

Integrated WAN Optimization As-A-Service

Geographically distributed enterprises with locations around the world can experience impaired application performance for important, latency-sensitive TCP/IP applications such as transaction processing or data backup caused by excessive round-trip delays.

It does not matter how much WAN bandwidth is available, as latency is caused by geographical distance between sites.

To address this issue, Emircom offers WAN optimization as-a-service, which includes data deduplication, data compression, and caching techniques that minimize repetitive transmission of data across the WAN.



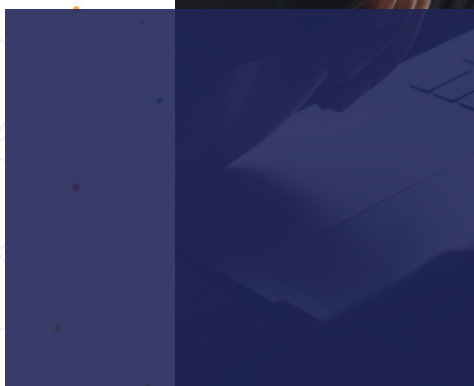
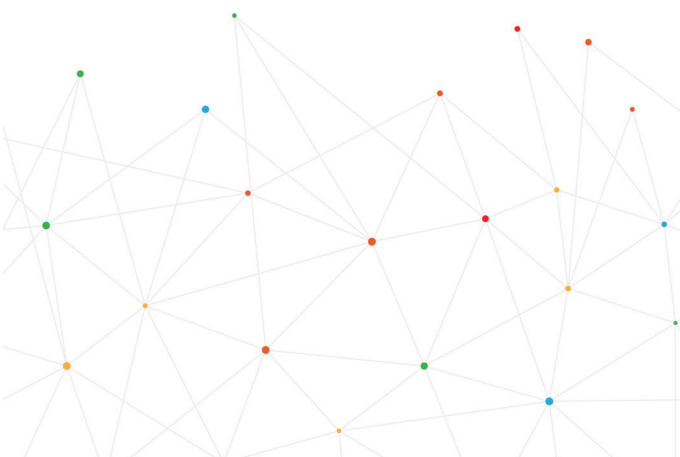
Service Chaining to Best-Of-Breed Network Security

Emircom ensures that all traffic crossing the managed SD-WAN service is always secured. Our security policies cover all applications being accessed by any type of transport to support the requirement for more traffic to utilize public broadband services. Emircom leverages security service chaining within a managed SD-WAN environment, integrating security policies as part of an SD-WAN virtual overlay.

A key feature of an application-driven SD-WAN is an integrated zone-based stateful firewall, which allows traffic out but only allows ingress traffic in response to user-initiated sessions. This creates a trusted whitelist of SaaS and internet applications and automatically steers them directly to the internet while directing other application traffic to a secure web gateway or cloud-hosted security service or next-generation firewall at a regional hub or headquarters. This enforces secure end-to-end zones across any granular perimeter security policies across LAN-WAN-LAN and LAN-WAN-Data Center use cases.

Emircom's SD-WAN Managed Services platform facilitates cloud-hosted or appliance-based security services that can be service-chained or integrated via APIs to deliver granular, application-specific security policies. Cisco's application classification intelligence can identify more than 10,000 of each application flow and

300 million web domains on each application flow. Identifying applications on the first packet is required to steer them onto the correct path in compliance with security policies in accordance with business intent. Security policies are enforced end-to-end through micro-segmentation by application using business intent overlays.



Business Value Highlights

402%

5-year ROI

15.6

Month to
payback

39%

Lower total
cost of
operations

38%

More
efficient
network
management

167%

More available
bandwidth

71%

More efficient
help desk
operations

38%

Savings in
network
infrastructure

94%

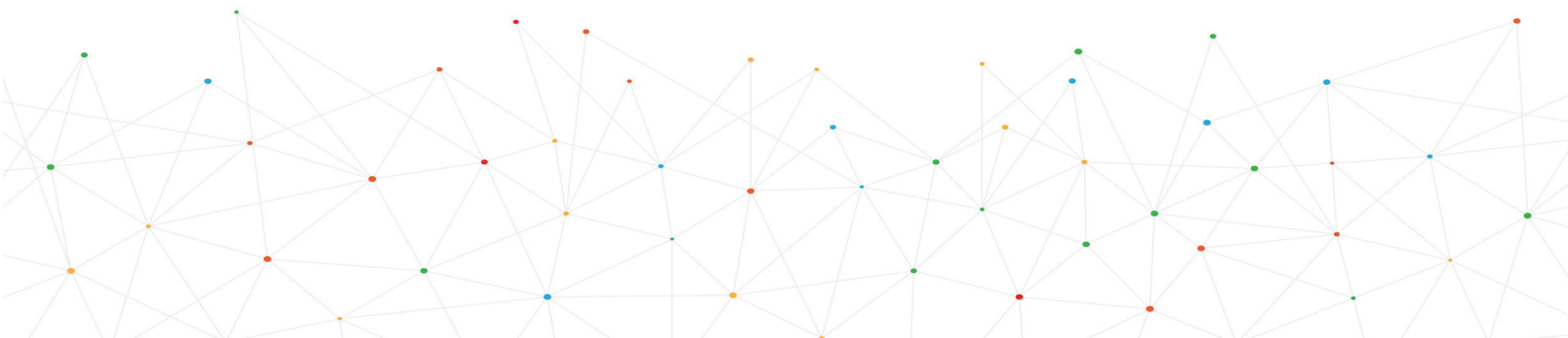
Reduction in
unplanned
downtime

77%

Reduction
in network
degradation

**1.5
Million**

Additional
revenue gained
or protected



About Emircom

Emircom is one of the Middle East's leading independent providers of IT infrastructure services, enabling businesses with meaningful solutions.

As an IT innovation business, we combine our deep vertical market expertise with proven technical capability, to partner with our clients to deliver impactful, measurable, and sustainable business outcomes.

As an award-winning IT services provider with well-established relationships across the public and private sectors, we empower customers to work diligently and run businesses more effectively.

We are passionate about making technology work for our clients, integrating multiple products into seamless, meaningful solutions that deliver on their desired business outcomes.

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