



# Cisco Intelligent WAN (IWAN): Right-Size Your Network without Compromise

## Overview

Cisco® Intelligent WAN (IWAN) enables businesses to deliver an uncompromised experience over any connection. Now IT organizations can right-size their branch-office connections using less expensive WAN transport options without affecting performance, security, or reliability. With Cisco IWAN, traffic is dynamically routed based on application, endpoint, and network conditions to deliver the best quality experience. The realized savings from IWAN not only pays for the infrastructure upgrades, but also frees resources for business innovation.

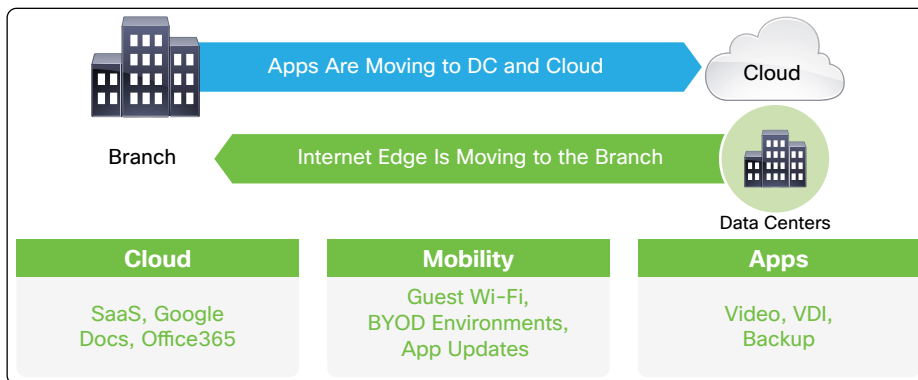
## Branch-Office Challenges

The application landscape is changing dramatically. In most organizations, IT is centralizing applications in the public or private cloud to promote efficiencies. In addition, the Internet edge is moving to the branch office with the emergence of Software as a Service (SaaS) applications such as Cisco WebEx® meeting applications, Microsoft 365, and Google Docs. IT organizations are under tremendous pressure to meet the growing bandwidth demands of cloud traffic, proliferation of mobile devices, adoption of the bring-your-own-device (BYOD) trend, and high-bandwidth applications such as video (Figure 1). However, three out of four organizations report no increase in WAN budget (Nemertes Research, Benchmark 2012–13 Emerging WAN Trends).

The result follows:

- Congested WAN bandwidth
- Potential security risks and compliance failures
- Poor user experience
- Complex remote-office management
- Slow response to business needs

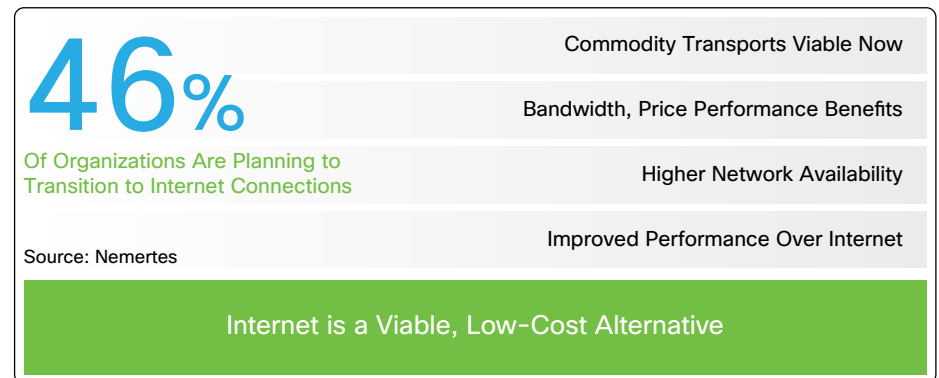
Figure 1. Growing Demands on the WAN



## Internet as WAN

Nearly half of businesses (46 percent) are or are planning to migrate their WAN to the Internet (Nemertes Research, Benchmark 2012–13 Emerging WAN Trends). Why? As bandwidth demands have increased, the Internet has become a much more stable platform, and the price-to-performance gains are very attractive (Figure 2). However, businesses are primarily deploying “Internet as WAN” in their smaller sites or as a backup path because of the risks. But this cost-effective, performance-enhancing opportunity can be realized at all your branch offices with Cisco IWAN.

Figure 2. Why Move to Internet as WAN?



Cisco IWAN allows organizations to smoothly transition from premium WAN connections to less expensive Internet transport without compromising application performance, reliability, and security. With Cisco IWAN, IT can deliver up to five-nines reliability over any transport – Multiprotocol Label Switching (MPLS), Internet, or hybrid WAN deployments.

With IWAN, customers have a proven solution that scales to all branch-office sizes over any transport. With rich application and security services on a single platform, IT can scale to hundreds of sites. Also, customers can maintain granular control, from the branch office, to the data center, and out to the public cloud. The traffic is dynamically routed based on application, endpoint, and network conditions to help ensure the best user experience. Now IT can confidently roll out critical business services such as guest Wi-Fi, SaaS, and video without overwhelming the WAN (Figure 3).



IWAN helps decrease customers' operational costs and free customers' IT organization budgets to promote more strategic initiatives. For example, the following are estimated savings for WAN migration to the Internet for 100 branch offices for three cities (Source: Telegeography):

Chicago	Frankfurt	Tokyo
\$653K savings/year	\$772K savings/year	\$1,350K savings/year

Figure 3. Cisco IWAN Enables

Guest Wi Fi	SaaS MS 365 Google Docs Salesforce.com	High-BW Apps Video, VDI	OpEX Savings
<ul style="list-style-type: none"> <li>• More bandwidth</li> <li>• Visibility and control</li> <li>• Threat defense</li> <li>• DIA: No backhaul</li> </ul>	<ul style="list-style-type: none"> <li>• DIA: Low latency</li> <li>• Quick link turn-up</li> <li>• Visibility and control</li> </ul>	<ul style="list-style-type: none"> <li>• More bandwidth</li> <li>• Quick link turn-up</li> <li>• DIA for right-traffic, right-link</li> </ul>	<ul style="list-style-type: none"> <li>• Use of low-cost Internet links</li> <li>• Use flexibility for new services</li> </ul>
Provider Flexibility ▪ Greater Productivity ▪ Lower Cost			

## Solution Benefits

Your company can benefit in the following ways with Cisco IWAN:

- **Maximize your WAN usage to increase return on investment (ROI):** IWAN helps IT fully use its WAN investments, and avoid oversubscription of lines. The growth of cloud traffic, guest services, and video can be easily load-balanced across all WAN paths.
- **IT has flexibility to lower costs and service delivery times:** IWAN gives IT the flexibility to use a variety of providers smoothly, enabling the use of less expensive transport options without compromising performance, reliability, and security.
- **Help secure all your branch-office endpoints:** IWAN can also efficiently offload traffic onto the Internet with Cisco Cloud Web Security (CWS) and secure all branch-office endpoints.

- **Deliver application-aware network for optimal performance:** IWAN gives IT full application-level visibility and control and helps tune the network for handling business-critical services and quickly resolve network problems.
- **Apply advanced compression to minimize WAN load:** To reduce WAN bandwidth consumption, IWAN applies advanced compression and redundant data transfer to help applications perform better with the smallest load possible.
- **Simplify branch-office operations:** IWAN delivers rich services on a consolidated platform, providing IT a scalable approach to manage WAN traffic growth remotely from cloud, mobility, and video on a smaller, secure branch-office footprint.

## Why Cisco?

As the undisputed leader in networking, we have helped thousands of customers successfully make major technology transitions by using the network as the platform for business. Only Cisco can deliver an "Intelligent WAN" that can help IT navigate today's challenges around cloud, mobility, and video. We offer a comprehensive solution at a cost-effective price with validated designs to help ensure customer success. And only Cisco can help you reach this goal with:

- A single integration platform that dramatically simplifies IT operations
- Granular control from the branch office to the cloud for consistent management
- Proven security at scale to protect all branch-office endpoints from threats
- Dynamic, real-time decisions through context-aware routing to deliver the best experience
- Significantly lower costs to deliver a solution that pays for itself in a just months

Now more than ever your business needs an intelligent WAN to grow and compete. Get more from your WAN with Cisco IWAN.

To learn more, please visit [cisco.com/go/iwan](http://cisco.com/go/iwan).