

Campaign Playbook

Running an SD-WAN
Assessment

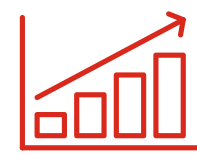




The SD-WAN Opportunity

Industry analysts continue predict strong growth for the SD-WAN market, driven by the need for cost-effective, flexible, and cloud-friendly WAN solutions. The pandemic has accelerated adoption as businesses prioritize digital transformation and remote work capabilities.

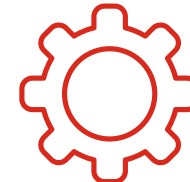
Benefits for Partners



Increased revenue



Comprehensive solution
Makes displacement easier



Consolidated solution
Makes management easier



Native SD-WAN
Simplifies the sales cycle with an all-in-one solution

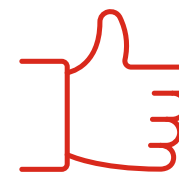


Improved sales cycle
Using CTAP accelerates the purchase decision

Benefits for Customers



Increased revenue



Comprehensive solution
Makes displacement easier



Consolidated solution
Makes management easier



Native SD-WAN
Simplifies the sales cycle with an all-in-one solution



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Why Now?

Market Growth

IDC predicted that the global SD-WAN infrastructure market would grow at a compound annual growth rate (CAGR) of 26.5% between 2022 and 2027, reaching \$13.7 billion by 2027.

Adoption Drivers

The growth is driven by the increasing need for cost-effective, flexible, and cloud-friendly WAN solutions that can support the growing number of remote workers and branch offices.

COVID-19 Impact

The pandemic has accelerated the adoption of SD-WAN as businesses prioritize digital transformation, cloud migration, and remote work capabilities.

Service Providers

Telecommunications service providers are expected to play a significant role in the SD-WAN market, bundling managed SD-WAN services with their connectivity offerings.

Convergence with SASE

Analysts predict a growing convergence between SD-WAN and Secure Access Service Edge (SASE) frameworks, combining SD-WAN's network optimization capabilities with cloud-based security services.

Downloads



Fortinet Secure SD-WAN
Channel Sales Playbook



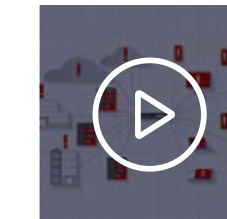
Gartner Magic Quadrant
2023 SD-WAN Report



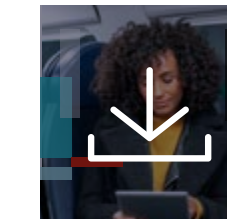
SD-WAN Case Study
User experience



SD-WAN Calculator
ROI Calculator



SD-WAN Video
SD-Branch | SD-WAN



SD-WAN Buying Guide



Qualifying Questions
Conversation Openers



CTAP for SD-WAN

CTAP for SD-WAN will help you understand your prospect's router usage and identify potential security risks. You deploy a FortiGate inside your prospect's network, monitor traffic and then generate a report with findings covering 3 sections: Security, Productivity and Utilisation, along with a set of actionable recommendations specific to their network. You can use this report to highlight the need to invest in a branch network infrastructure to key decision makers.

Why run a CTAP for SD-WAN?

SD-WAN assessments provide a pathway to establishing a strong foothold within greenfield accounts. Many organisations are evaluating their enterprise branch architecture for cost effectiveness. Fortinet's SD-WAN provides a compelling solution with integrated security, advanced SD-WAN core routing protocols and exceptional management capabilities. Other advantages of these assessments include:



Accelerate a purchase decision by demonstrating immediate value



Illustrates ineffectiveness of the incumbent routers/firewalls



Avoids pitfalls associated with lengthy proof of concepts.

Customer Challenges

1.

The number one concern for cloud initiatives is WAN availability and reliability. Without consistent connectivity, cloud-based projects are on hold.

2.

The number one challenge to deploying enterprise WAN infrastructures is security. Many vendors offer networking first, security second. Fortinet is adept at both.

3.

The drastic expansion of remote working puts pressure on cloud-based applications, performance and security.

Who to Target?

SD-WAN assessments are most effective with key networking decision makers such as CIOs/VPs of Networking, Network Architects or IT Managers. In addition, they can be effective with purchasing stakeholders since they communicate the value of FortiGates in an easily consumable report.

Downloads



CTAP for SD-WAN
A Guide to the Process



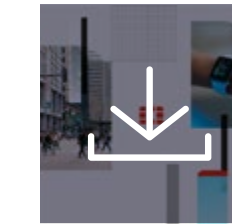
CTAP for SD-WAN
Eligibility Checker



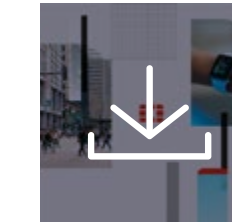
CTAP for SD-WAN
Loan Application Form



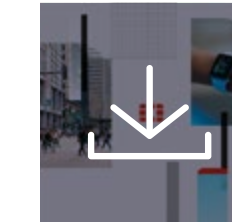
CTAP for SD-WAN
Getting Started Guide



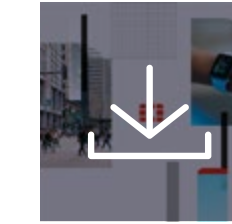
CTAP for SD-WAN
Pre-Installation Worksheet



CTAP for SD-WAN
Elevator Pitch



CTAP for SD-WAN
Data Privacy



CTAP for SD-WAN
Sample Report



SD-WAN Assessment Marketing

Target Audience



Accelerate a purchase decision by demonstrating immediate value



Illustrates ineffectiveness of the incumbent routers/firewalls



Avoids pitfalls associated with lengthy proof of concepts.

Characteristics

- Distributed organisations (mergers/acquisitions)
- Concerned about escalating cyber threats
- Need to adapt rapidly to changing business needs, turn on new services, bring branch offices up to speed
- Want to simplify setting up and running remote locations
- Must stay compliant to PCI, DSS, HIPAA, SOX and other regulations

Key Drivers

- Increased application demands
- Improved user experience
- Integrated security
- Remote workforce expansion

Pain Points

- Manual operation
- High WAN Costs
- Poor user experience
- Limited security

Who to Target?

A regional WAN that is typical in many midsize or larger enterprises with a smaller number of WAN locations (fewer than 50 sites)

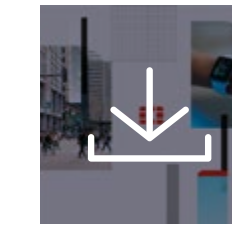
A global WAN requirement for larger multinational organisations with over 200 sites that spans at least two continents

A large scale retail WAN typified by small footprint locations (gas stations, convenience stores) that scale from hundreds to thousands of near identical locations either domestically or across multiple countries and regions

A security sensitive WAN typical in some mid-large scale organisations from 25 sites+, focused on securing branch offices as the main priority where network and security procurements are increasingly converging

A cloud-first WAN with varying amounts of sites where customer workloads are mainly in the cloud

Downloads



SD-WAN Campaign
Campaign at a glance



Secure Networking: SD-WAN
Campaign in a Box



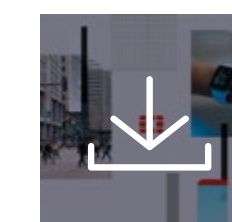
CTAP for SD-WAN
Campaign in a Box



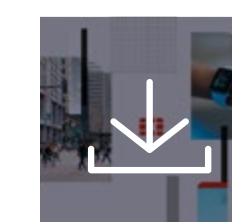
Secure Networking: SD-WAN
Copy Blocks



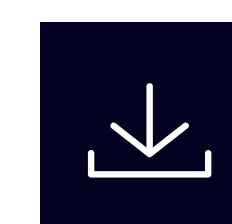
Industry Insights
Why Fortinet SD-WAN over Cisco?



Sell Secure SD-WAN
Email, Call Script and Data Sheet



CTAP for SD-WAN
Customer Flyer



Secure SD-WAN
Solution Briefs



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