



# Untethering the Branch

*Enterprise Peering Opportunities*

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APRIL 21, 2015

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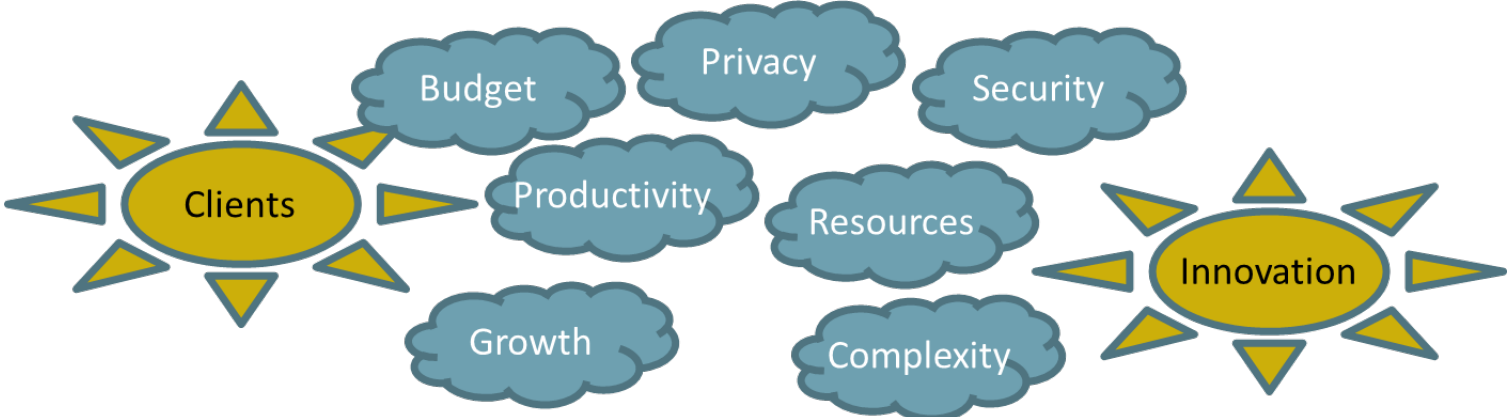
The payoff

# Executive Summary

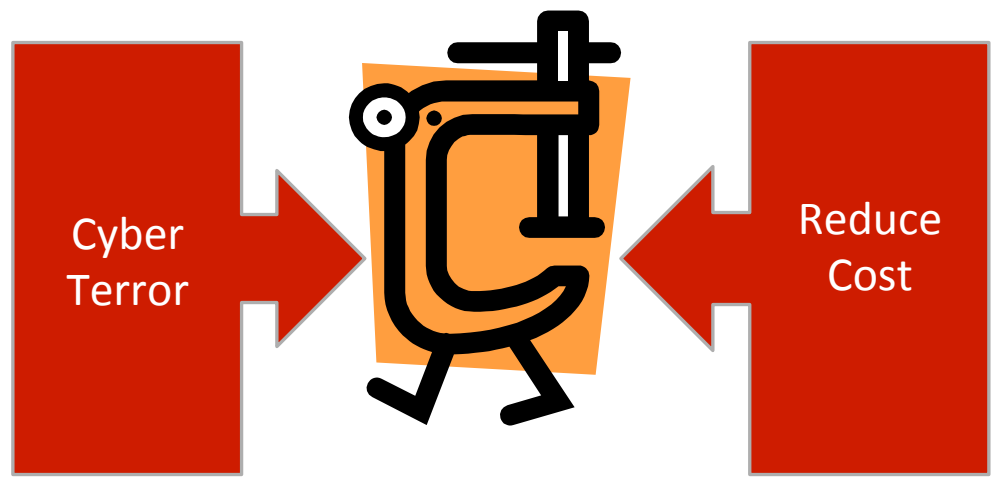
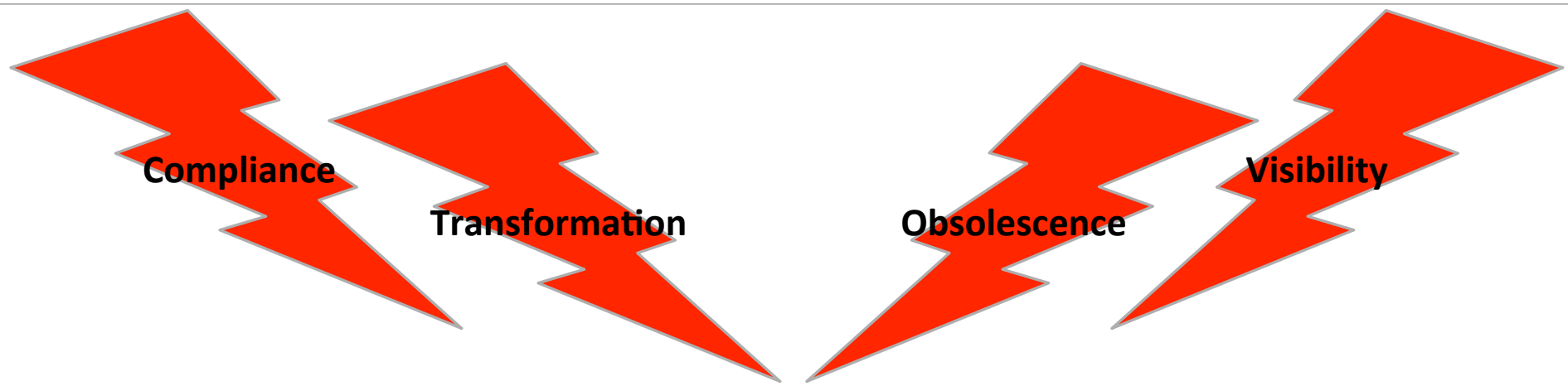
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The private line and MPLS networks that connected enterprises over the last twenty years are quickly becoming a thing of the past. Enterprises seek to untether their locations and users from these networks, but still allow them easy and secure access to corporate data and applications. In order to achieve this, enterprises increasingly are placing caching and acceleration equipment at multiple locations near the edge of the network. They are also using these locations to provide direct access to cloud solution providers. This creates a significant opportunity for peering providers to support these services and expand well beyond their traditional customer base.

# CIOs Have a Lot to Worry About



# CIOs Have “Elephants” Looming



# CIO Initiatives – How many can they pick?

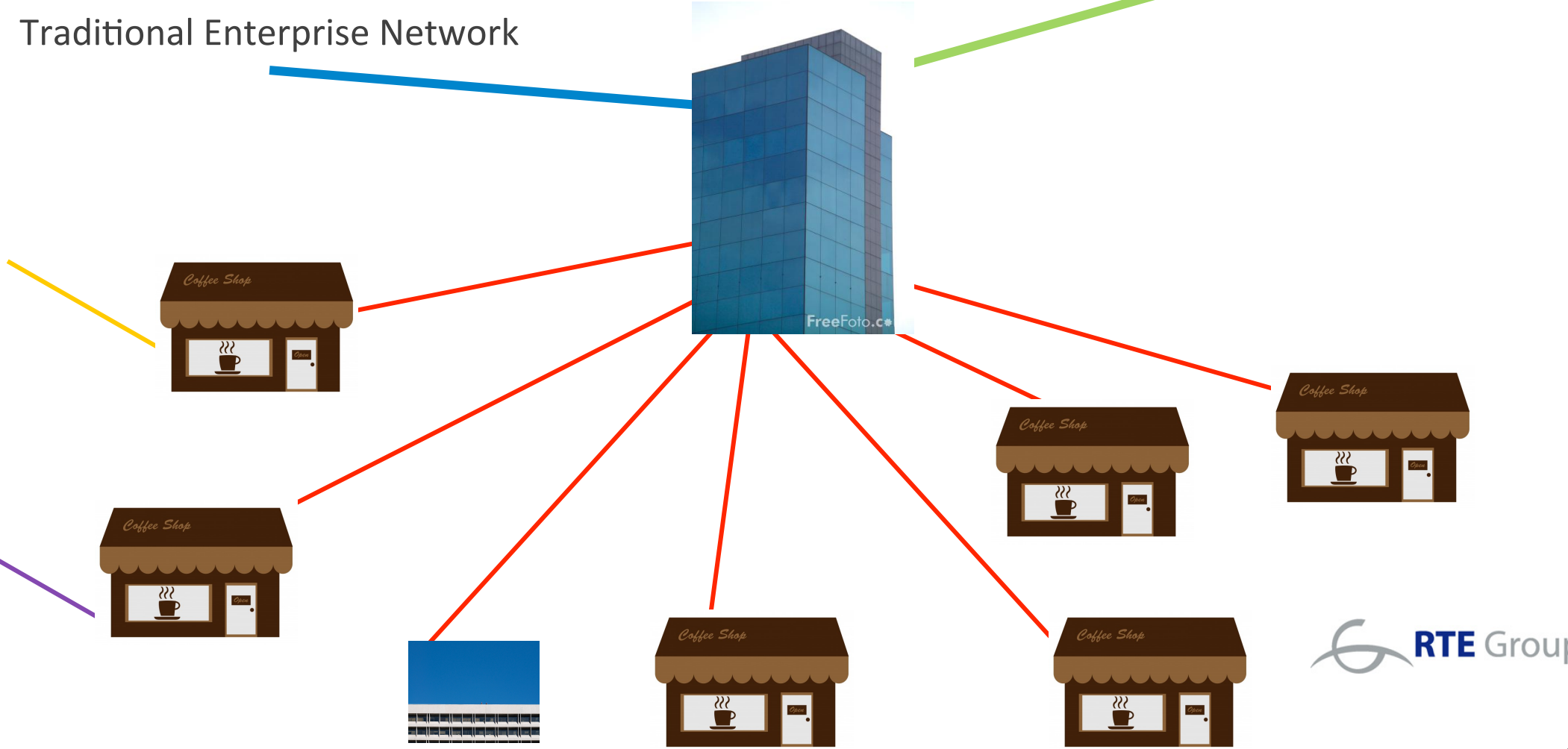
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- Satisfy “mission critical” requirements
- Define architecture
- Cut costs
- Increase productivity
- Integrate platforms
- Maximize data value
- Maintain Resilience
- Address Sustainability
- Manage Compliance
- Integrate with organization strategic plan

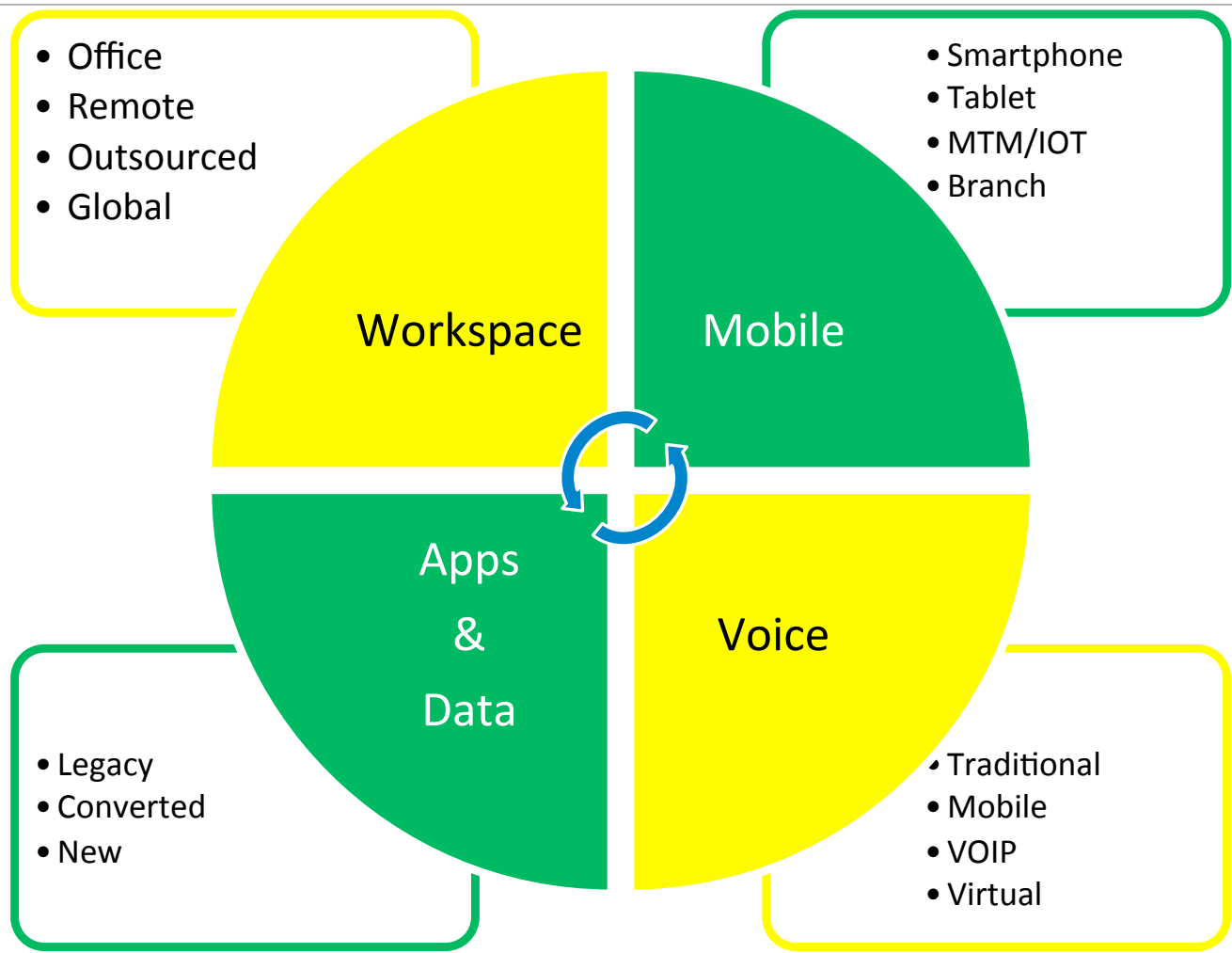


# It All Starts and Ends With The Network

Traditional Enterprise Network

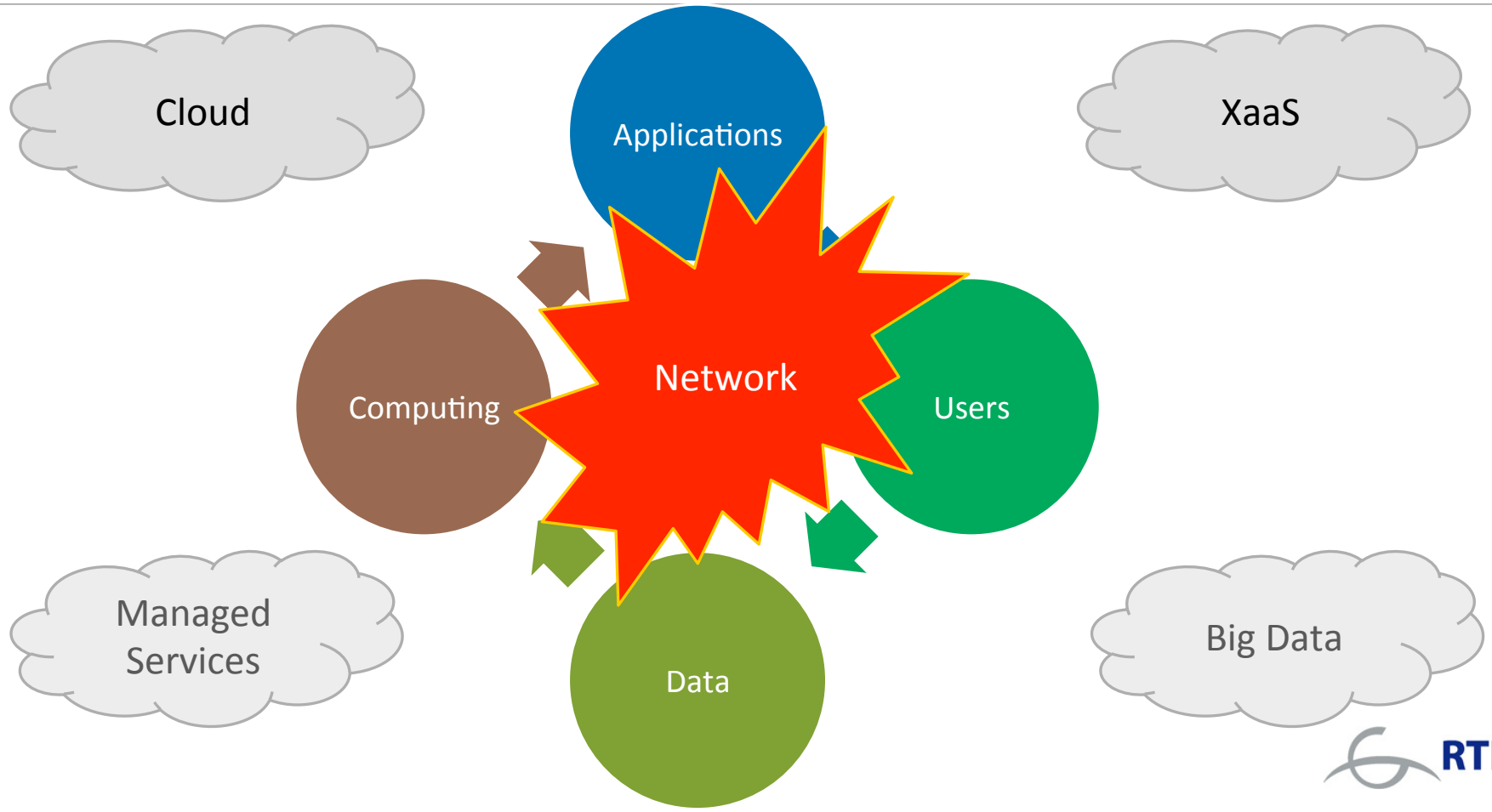


# It's About Access To Everything From Everywhere





# Cloud Breaks the Traditional Model



# Peering as a Solution... *Peering as a Service?*

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- Ultimately, the enterprise would like to deliver everything over a single internet connection, in other words to “Untether” the branch
- Same challenge as Service Provider – bring the eyeballs and the content together with minimal/consistent latency
- Need facilities close to the end users to aggregate network, legacy, cloud
- Provide back-up and security services
- Expand/distribute the DMZ
- What else? Distributed storage, application acceleration services
- How to do it? Data Center vs Network

# Tradeoff Analysis

- Existing Enterprise Customer with two data centers, 8 regional offices, and 2,500 branches

	Overbuild Existing Data Centers	Peering at Colocation Data Center	Peering over Network Solution
Cost	High	Moderate	High
Resilience	Moderate	High	Moderate
Scalability	Low	High	Moderate
Timing	~1 year	~1 year	~6 months
Staff Impact	Add	Neutral	Reduce
Control	High	Moderate	Moderate
Risk	Moderate	Low	Moderate

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