



# SD-Branch

**Agile connectivity for a changing world**



**Business  
Services**



# Enabling the new needs of branch offices and sites

**The way we work has changed, and this is driving a change in the way we use our workplaces. A more agile workplace is needed to support a hybrid workforce who are likely to access data across the cloud as well as via traditional data centers.**

Bringing branch offices and sites together within a corporate network has always been challenging. At a macro level it has typically meant trying to deal with multiple telephony and network systems, legacy tools that vary by location, a general lack of visibility, and wide-ranging security challenges.

Not to mention that “branch” means different things to different organizations. If you are a retail company, it means retail outlets in shopping malls, or concession stands within larger department stores. Or it can refer to corporate offices located in towns and cities scattered throughout a country. And for manufacturers, it can be factories sited in cost-effective locations or places close to natural resources needed for your production processes.

But whatever your industry and whatever the purpose of your branch, they face similar challenges. Lack of on-site IT skills are typical and the hybrid work model presents challenges in terms of optimizing space and seating costs. Branch sites need to manage the employee experience on corporate applications across the traditional data center and, more commonly, the cloud. And there is always the need to ensure productivity, through IT systems enabling predictive maintenance of machines and systems which help reduce downtime.



## Contents:

<b>The evolution of branch infrastructure</b>	<b>04</b>
<b>Case study: Brunel</b>	<b>05</b>
<b>What is SD-Branch?</b>	<b>06</b>
<b>Benefits of SD-Branch in vertical industries</b>	<b>07</b>
<b>Case study: MNC producing paint</b>	<b>08</b>
<b>Why Orange Flexible SD-Branch powered by Cisco Meraki?</b>	<b>09</b>



## Supporting your changing requirements

Essentially branch offices and sites need all the benefits of being under the corporate network umbrella. That includes having secure access to corporate productivity tools and apps, unified communication and collaboration (UC&C) suites, cybersecurity and more. Branches also need to be able to support flexible guest access to the network on site, and programs like bring your own device (BYOD).

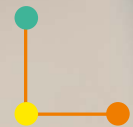
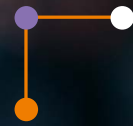
Branches need to be empowered to meet the always-evolving nature of customer demands and expectations. They need to be flexible and agile enough to address constant competitive pressure, and address regulatory requirements. And this agility must be enabled without adding extra costs. Today, it is vital that IT infrastructure acts as an enabler, not a cost center.

SD-Branch is the networking approach that can address all these needs.

---

**IDC predicts that up to half of the SD-WAN market will evolve into the SD-Branch market by 2024 as SD-WAN vendors add additional network, security, and management functionality to their SD-WAN platforms beyond routing connectivity.<sup>1</sup>**

---



# The evolution of branch infrastructure

**Branch office and site IT infrastructure has long been considered too inflexible to meet changes in customer demand, or to react to unexpected disruptions to operations.**

One of the reasons for this was that legacy infrastructure and systems at branch offices and sites were specified to meet the requirements of a particular time. Those needs have changed. We now live in an on-demand culture and the infrastructure needs to change accordingly. However, the infrastructure that supports it all has remained largely static. Empowering branch workers to support customers and work with partners has become increasingly complex in numerous ways, making branch level IT, which in times past was part of the solution, into part of today's problem.

There was a time when branches were connected at fairly basic levels. Retail outlets for example might be connected to corporate HQ by landline telephone and point-of-sale (POS) system. The applications used by workers in branch offices have changed beyond recognition, along with the security required, the need for encrypted communications, and overall bandwidth requirements have further changed beyond recognition as cloud-based collaboration and applications over the Internet spur additional bandwidth and security requirements

In the retail industry, shopping habits have evolved and customer experiences now include being able to support targeted in-store advertisements, video streaming and flash sales. Smart sensors plus smart CCTV and RFID tracking help track the flow of products to help streamline inventory management and understand customer movement patterns and average dwell time in aisles. This helps store managers manage customer flow better.

In office branches employees now expect a consistent application experience between their home and work offices. Many enterprises have also shifted-post pandemic to making offices smart spaces that are able to detect employee heatmaps, air quality, sound and more, all to improve employee comfort levels.

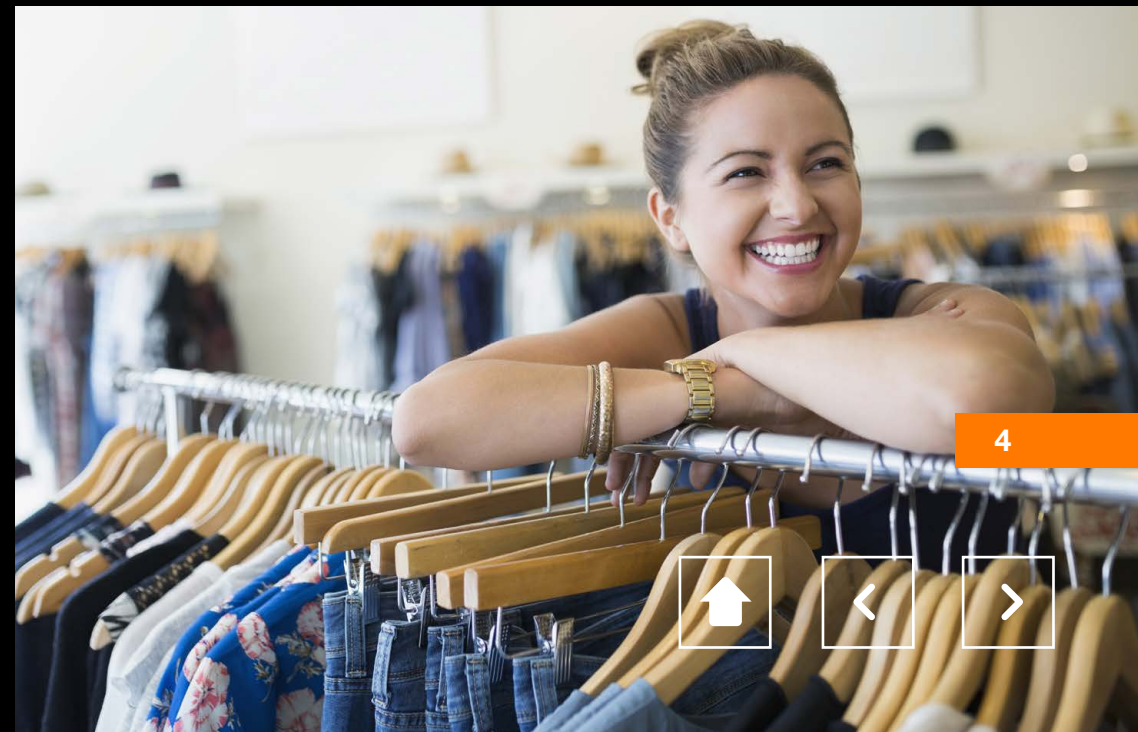
## Transforming the traditional

Typically, a branch IT installation comprised multiple point products, each with specific functions, engineered into a rigid network topology. Make changes to your network setup and you likely affected multiple separate products, whatever type of change you wanted to make.

As branch office functions have changed, so have their network requirements. Organizations need to power numerous Internet of Things (IoT) objects, BYOD devices and guest connectivity at branches and sites. They need to ensure adequate bandwidth to enable employee productivity and collaboration, and to ensure access to cloud applications and SaaS tools.

Connecting branch offices and sites effectively takes time and resources, both to roll out and test your network. And, when any particular piece of equipment requires a physical change, that adds more time and personnel costs.

Companies need to consolidate and standardize their multivendor environment. They need to simplify management, and they need to lower TCO.





## SD-Branch transforms operations in 37 countries for Dutch international specialist recruitment consultancy

### Challenge

- Recruitment company needed network transformation to cloud to power future growth
- Wanted to accelerate time to market for new Brunel offices around the world
- Wanted to enable greater bandwidth, cost efficiency and agile performance at global scale

### Solution

- Deployed Orange Flexible SD-WAN solution with Meraki
- Managed Internet connections integrated with Microsoft Azure Cloud
- Day-to-day operation co-managed by Brunel and Orange

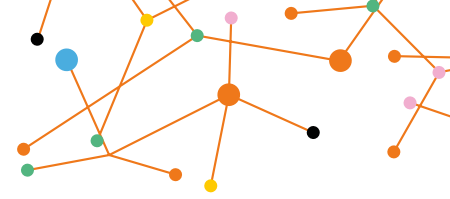
### Benefits

- Easy to manage global SD-WAN solution
- Global WAN can now be managed by a small core Brunel team based in Netherlands HQ, with regional heads in Americas, APAC and EMEA
- Delivers significant cost savings

# Brunel



# What is SD-Branch?



**SD-Branch uses the principles of software-defined networking to provide a lean, easily deployable IT solution comprising SD-WAN, LAN, Wi-Fi and security that is perfect for modern branch needs.**

SD-branch allows you to achieve operational agility while driving innovation and reducing risks. This is done via automation, central management and governance, zero touch provisioning, and single pane of glass approach that delivers enhanced visibility. SD-Branch enables you to work to phase out traditional, static IT implementations, and replace multiple dedicated customer premises equipment (CPEs) like routers and firewalls with a software platform that can run many different services.

It means you can now roll out software-defined networking to branches with lower TCO, and the need for trained IT personnel to make site visits to remote branch locations is reduced or even eliminated, resulting in significant cost and time savings.

Furthermore, it is also easily integrated with SASE (secure access service edge) to ensure compliance with your security requirements across the branch, mobile workforce and cloud.

---

**30%** of critical infrastructure organizations will experience a security breach by 2025<sup>2</sup>

---



# Benefits of SD-Branch in vertical industries

## SD-Branch in retail



- Enables retailers to maximize the omnichannel shopping experience by simplifying cloud adoption
- Helps build customer loyalty for repeat business through seamless in-store journey
- Bring your branch staff closer to inventory and design teams by capturing and adapting to changing preferences quickly, building customer loyalty
- Enables faster deployment of pop-up stores through zero touch, cloud management and 5G

## SD-Branch in hospitality



- Helps hospitality companies streamline operations using automation and analytics, all connected to one secure network
- Connected hotel or meeting rooms with keyless entry, voice assistant technologies
- Advanced camera and analytics enhance guest safety and experience

## SD-Branch in education



- Next-generation Wi-Fi, faster wireless keep campuses and end-users connected as device density increases
- Deliver best-in-class security to enable secure learning experience on and off campus, prioritizing video and voice traffic

## SD-Branch in healthcare



- 5G capability makes it easier to introduce new services like pop-up vaccination sites, and community services like health screening or blood donation drives
- Enables easier and more convenient configuration of devices, consistent security to keep healthcare professional and patient data safe

## SD-Branch in transport & logistics



- Constant connectivity with centralized asset tracking and management systems
- Enables facilities like ports and airports located in challenging geographies to stay constantly connected to corporate networks

## SD-Branch in manufacturing



- Enables smart factories with IoT-ready network, including Wi-Fi 6 plus support for protocols including BLE and Zigbee
- Reduced network downtime and improved productivity through greater bandwidth control and path selection
- Predictive maintenance through data analytics delivers increased uptime



## MNC producing paint and performance coatings enhancing branch capabilities across 1000+ locations

### Challenge

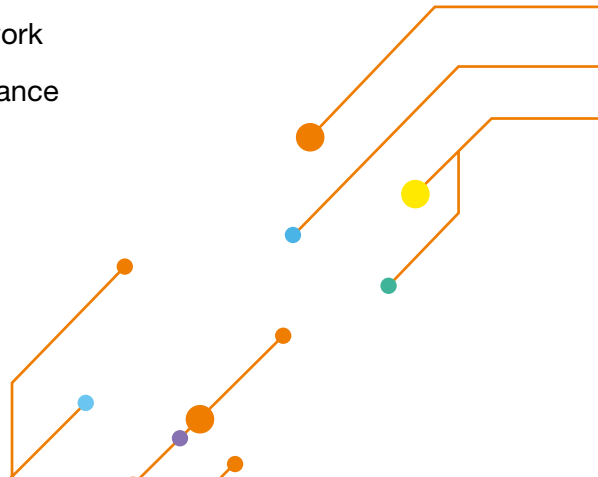
- Increase reliability and capability of network services at over 1,000 branch offices
- Simplify network management from multiple suppliers
- Reduce costs
- Improve application performance to support global collaboration

### Solution

- 471 Meraki sites for retail stores
- 3-year transition and transformation across WAN, LAN, Security, Collaboration, CyberSOC, Multisourcing Service Integration
- SD-LAN transformation at 1000+ sites
- Guest Wi-Fi in retail outlets

### Benefits

- Reduced internal resources required, Orange taking full ownership of global multi-year transition and transformation
- Secure, global collaboration fosters employee productivity
- Managed, reliable, global network
- Enhanced application performance
- Reduced costs





# Why Orange Flexible SD-Branch powered by Cisco Meraki?

**Our strong, long-term partnership with Cisco as a Gold Partner means you benefit from our years of expertise and experience through cutting edge solutions and world class support.**

- Gartner has recognized Orange as a Leader in the Gartner Magic Quadrant for Network Services, Global for the 21st consecutive year. Orange has been highlighted for its “completeness of vision and ability to execute”
- Our SDx offerings are supported by 350 SDx experienced consultants, engineers and operational experts worldwide, with 50+ Meraki-accredited in APAC
- Our Flexible SD-Branch offer centers around four pillars: multicloud access through the internet, consolidated security/ the first step towards SASE, “All in One” branch IT management across LAN and WAN, and a cost effective OPEX model
- We make regional and global operations easy – through central procurement and billing, a single monthly billing across WAN and all equipment, and global help desk

- We help you manage your branches with ease, while reducing costs and driving reliability and agility
- As a network native digital services company, we are here to help you transform in a secured and agile environment that is resilient and flexible to business changes

## Choose Orange for flexible SD-Branch

We have been a leader in software-defined networks since launching our Easy Go Network in November 2016.

**We offer:**



**Network reach**



**Security expertise**



**Technical partnerships**



**Cloud transformation**

**Speak to us to find out more:  
Connect with our sales team | Orange Business Services**

Sources:

1. <https://www.networkworld.com/article/3600836/sd-wan-growth-drives-the-adoption-of-sd-branch-deployments.html><https://www.networkworld.com/article/3600836/sd-wan-growth-drives-the-adoption-of-sd-branch-deployments.html>
2. <https://www.gartner.com/en/newsroom/press-releases/2021-12-2-gartner-predicts-30--of-critical-infrastructure-organi>



Copyright © Orange Business Services 2022. All rights reserved. Orange Business Services is a trading name of the Orange Group and is a trademark of Orange Brand Services Limited. Product information, including specifications, is subject to change without prior notice.

