SteelConnect - Riverbed’s SD-WAN solution for Application-Defined Networking for the Cloud era

SteelConnect is a revolutionary SD-WAN solution that provides an agile and simplified approach to designing, deploying and managing distributed networks across hybrid WANs, cloud networks, and branch LAN/WLANs. Riverbed SteelConnect disrupts legacy hardware-based approaches to branch networking with a software-defined and application-centric solution that delivers the agility, visibility, and performance that businesses need to succeed in the digital and cloud age.

SteelConnect offers unique differentiators:
- Ubiquitous & unified connectivity across Hybrid WANs, Cloud Networks & Branch LAN/WLANs
- Business-aligned orchestration based on Applications, Users, Locations, Performance SLAs, and Security/Compliance requirements.
- Intuitive and graphical cloud-centric management workflow.

SteelConnect uniquely provides a unified approach across a broad set of use cases:
- Hybrid WAN / SD-WAN management
- Cloud Connectivity
- Branch Networking (WAN, LAN & WLAN)

Integration with the market-leading SteelHead for WAN and application optimization and SteelCentral for visibility and performance monitoring and reporting improves performance and end user satisfaction. SteelConnect offers strong ROI and a quick payback. Enterprises can replace thousands of inefficient manually-configured network devices with an agile centralized controller that uses business-aligned policies; simple provisioning in the cloud and automated zero-touch provisioning of devices plus easy orchestration of SLAs, QoS, and network changes.

SteelConnect has been deployed by enterprises across many verticals including financial services, retail, healthcare, tech, and manufacturing.

DIFFERENTIATORS

Ubiquitous and Unified Connectivity
- Uniquely provides connectivity and orchestration across Hybrid WANs, Cloud Networks & Branch LAN/WLANs as a unified system.

Business-aligned orchestration
- Other systems are still predominantly focused on configuring individual boxes and/or copy/paste of CLI templates.
- SteelConnect provides powerful orchestration & automation with business-oriented policies defined by Application, User, Location, Performance SLAs and Security requirements.

Intuitive & Graphical User Experience
- True zero-touch provisioning.
- Ability to design an entire network before deploying physical appliances, covering site planning, "shadow appliance" positioning, and rich policy definition.

STRENGTHS

Proven & Trusted Industry-Leader: Over 27k customers trust Riverbed in complex network deployments. Riverbed leveraged its experience with clients in developing a solution that is capable of supporting large and secure environments.

Riverbed has Gartner MQ Leader positions in the WAN Optimization and Network Performance and Diagnostic Management quadrants.

Comprehensive: Riverbed delivers the most comprehensive solution for understanding, optimizing and controlling performance across a hybrid enterprise. Sell the value of the platform, operational efficiencies, and the problems it solves - from IT complexity to end user access no matter where you work.

Advisory Services: People and processes are key to unlocking the value of IT investments. Riverbed, and our partners, provide experienced consulting services to maximize operational excellence, while reducing time to value, so network teams can improve their value to the business. Establish Riverbed as a trusted advisor, not just a vendor.

BUYERS AND INFLUENCERS

- Director of Infrastructure/IT (Primary)
- Director of Network Operations/Cloud Ops (Primary)
- Enterprise Architects (Primary)
- Security Architects (Influencer)
- CIO/Head of IT (Secondary)
- LOB limited by performance (Business Influencer)

QUALIFYING QUESTIONS

- Adopting more Internet-based applications & services (SaaS, IaaS)?
- Deploying more video and other bandwidth-intensive applications?
- Deploying hybrid WAN topologies at remote locations?
- Wish to better utilize backup/redundant WAN circuits?
- Planning a refresh of traditional branch routers?
- Need an application-centric performance fabric to enable LOB/Digital initiatives?

POINTS OF ENTRY

- Enable high-visibility CIO Digital Transformation projects aligned with strategic business objectives
- Enable hybrid cloud and SaaS architectures
- Engage SD-WAN initiatives or router refresh projects
- Pursue ROBO IT modernization projects with a focus on performance, agility and lower TCO
- Installed base SteelHead Trade Up to CX70
- Advise on WAN architecture and capacity planning
SteelConnect Manager
A centralized and multi-tenant management portal that provides an intuitive and simplified workflow for designing, deploying and managing distributed and hybrid networks.

SteelConnect Gateway
A line of physical and virtual secure WAN gateways that provide unified connectivity (point-to-point and full-mesh) and enforcement of global policy across on-premises and cloud network environments, zero-touch provisioning, automated VPN management and firewall, threat protection, routing, GoS and path selection capabilities.

SteelConnect Switches & Access Points
A line of remote LAN switches and Wi-Fi access points that support zero-touch provisioning, automate global enforcement of access control policies and provide complete visibility into connected users and devices.

Cisco (iWAN)
- Good marketing story, but extremely complex underneath integrating multiple features as well as 3rd party control/visibility
- Cost of maintaining a complex solution. Even Cisco Gold partners have had difficulty configuring IWAN properly for mid-sized customers
- Loss of visibility in the intermediate network when building overlay tunnels.
- Missing common SD-WAN ease-of-use characteristics: Zero-Touch Provisioning, Centralized Control, Visibility

Cisco (Meraki)
- No WAN Op – Previously supported, discontinued in 2015 with partner notice of “does not meet the quality standard that our customers and partners deserve”
- Controller interface originally geared towards Wi-Fi configuration; gateway and switch capabilities added afterwards. Focused on pure Internet networks for gateways
- Despite falling under the IWAN marketing, there is no interoperability with Cisco ISR IWAN. Larger Cisco organization positions and considers Meraki as SMB solution

Viptela
- No WAN Op
- Script based configuration (not fully UI based) – reliant on CLI template configuration
- Fully dependent on overlay tunnels, with no option to not tunnel/encrypt over the WAN, even for private MPLS
- Purely an edge device play, no extension into LAN with switches or wireless

PROFESSIONAL SERVICES
Riverbed Professional Services can help you fast-track SteelConnect.
- **SD-WAN Migration Assessment Service** - two packages to help customers determine the best path forward to adopt SD-WAN technology, as well as create a migration plan.
- **SteelConnect Implementation Service** - for implementing SteelConnect products in single router branch networks
- **Technology Adoption Service**
- **Resident Consultant**

**COMPETITION**

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**PROOF POINTS**

“Riverbed is well positioned to disrupt the SD-WAN market with its SteelConnect solution, and has placed a great deal of visionary thought and engineering behind its development. With a holistic view that goes beyond connectivity by offering orchestration and workflow, SteelConnect is a product that focuses on both application delivery and security for the enterprise and takes a distinctive approach from what other vendors are providing in the market.”

Daniel Conde, Analyst at Enterprise Strategy Group.

“We were attracted to Riverbed because of the possibility that SteelConnect could take our IT operations and business to the next level. Unlike other traditional vendors in the market, Riverbed has really embraced a software-defined approach for the cloud. With SteelConnect, we now have the ability to very quickly build and deploy a global network in a matter of hours, which would have taken months of planning and deployment before. Now, we can easily scale up and down with both SteelConnect and AWS quickly and without any concern.”

Rob Gillian, CTO at SimplePay, an online payment processing service

**COMMON USE CASES**

- **SD-WAN - Hybrid WAN Path Selection:** Dynamically route traffic between multiple WAN circuits based on application intelligence and business requirements
- **SD-WAN - Internet VPN:** Automatically create mesh connectivity between a new site and an existing network
- **Cloud connectivity:** “Single-click” Internet VPN connectivity into IaaS networks. Branch-Direct Internet-broadband steering and security for SaaS/Internet apps.
- **Unified Branch Network Segmentation:** Branch WAN + LAN + WLAN orchestration for user/device access & network segmentation.