




SD-WAN and Broadband: A New Foundation for Innovation

On December 13, 2017, Comcast Business hosted a live twitter chat to explore how software-defined networking (SDN) and broadband are changing the way corporate networks are built and managed. Moderated by Sean Buckley via the FierceTelecom twitter handle (@FierceTelecom), participants included Jeff Lewis via Comcast Business' Twitter handle (@comcastbusiness) and Courtney Munroe (@ccmunroe) of IDC.

	<p>Jeff Lewis is vice president of product management at Comcast Business</p>
	<p>Courtney Munroe is group vice president of worldwide telecommunications research at IDC</p>
	<p>Sean Buckley is senior editor at <i>Fierce Telecom</i></p>
<p>Additional participants included Brian Mook</p>	

Comcast Business: Welcome to our live chat. Looking forward to an interactive industry discussion. [#SDWANchat](#)

Comcast Business: To follow and participate, use the [#SDWANchat](#) hashtag or join one of these chat rooms: <http://tweetchat.com/room/SDWANchat> or <http://www.tchat.io/rooms/SDWAN>.

Comcast Business: Today's panelists include [@ccmunroe](#) of [@IDC](#) and Jeff Lewis, our SD-WAN expert who will be driving the [@ComcastBusiness](#) handle. [#SDWANchat](#)

Comcast Business: Sean Buckley will be our moderator from the [@FierceTelecom](#) handle. Take it away Sean. [#SDWANchat](#)

Sean Buckley: This should be a lot of fun, and I'm looking forward to moderating this expansive panel in the Twittersverse! [#SDWANchat](#)

Sean Buckley: Today's panelists include [@ccmunroe](#) of [@IDC](#) and Jeff Lewis, our SD-WAN expert who will be driving the [@comcastbusiness](#) handle. [#SDWANchat](#)

Sean Buckley: You are all members of today's panel, and we invite your participation, questions and comments throughout. [#SDWANchat](#)

Sean Buckley: I think there may be some nuanced answers to this question. What Is an SD-WAN? [#SDWANchat](#).

Courtney Munroe: To keep it simple: SD-WAN is an application of Software Defined Networking technology that provides policy based application performance and routing capabilities over the WAN [#SDWANchat](#)

Jeff Lewis: SD-WAN is poised to set the stage for the next wave of business innovation as businesses unshackle themselves from the constraints of their T-1 networks. [#SDWANchat](#)

Sean Buckley: How is it different from traditional WAN offerings? [#SDWANchat](#)

Courtney Munroe: SD-WAN is different because it is less complex, and offers more flexibility and control than legacy networks [#SDWANchat](#)

Sean Buckley: We're hearing lot about how SD-WAN being more flexible than legacy T-1, MPLS services. [#SDWANchat](#)

Jeff Lewis: I've been doing networking for 20+ years, and I can tell you that SD-WAN fundamentally changes how business networks are built and managed from the ground-up. [#SDWANchat](#)

Jeff Lewis: The difference is that customers now have the ability to see and better manage application performance across the WAN. [#SDWANchat](#)

Courtney Munroe: Great point Jeff. As more companies leverage the cloud to host business applications, managing the performance of specific applications is crucial [#SDWANchat](#)

Jeff Lewis: In addition, combining SD-WAN with a robust broadband network gives customers access to substantially different bandwidth economics and overall capacity. [#SDWANchat](#)

Sean Buckley: Great conversation so far. Would love to get some other questions on SD-WAN. Feel free to talk to our great panelists today. [#SDWANchat](#)

Sean Buckley: The carriers, cable companies and equipment vendors are all approaching the market differently. [#SDWANchat](#)

Jeff Lewis: What used to be a very manual, cumbersome high-tech science, can now become an automated, more intelligent and intuitive platform for new business opportunities. [#SDWANchat](#)

Jeff Lewis: SD-WAN on a broadband network can be turned up in two-to-three weeks versus MPLS turn-up which can take three-to-four months. [#SDWANchat](#)

Sean Buckley: A big benefit to SD-WAN is clearly shortening installation times for service. [#SDWANchat](#)

Jeff Lewis: In addition, adding capacity to an existing site with broadband can be done in hours or days, versus an existing MPLS connection which still takes three-to-four months. The formula hasn't changed. [#SDWANchat](#)

Courtney Munroe: There is also the cost issue. Not all branch sites need an expensive MPLS connection. SD WAN facilitates the use of cost effect broadband links [#SDWANchat](#)

Brian Mook: It sounds like there are a lot of benefits with SD-WAN, are there any drawbacks? [#SDWANchat](#) [@comcastbusiness](#) [@FierceTelecom](#) [@ccmunroe](#)

Courtney Munroe: Regarding drawbacks: companies need to understand whether they have the skills to manage this in-house DIY or leverage the expertise of CSPs [#what_a_mook](#) [#SDWANchat](#)

Sean Buckley: Speaking of broadband, how is Comcast Business positioning its 1 Gbps DOCSIS 3.1 service with SD-WAN? [#SDWANchat](#)

Jeff Lewis: We believe that our Gigabit network, when combined with SD-WAN creates a generational moment. [#SDWANchat](#)

Jeff Lewis: It completely changes the conversation we have with every customer. ^JL [#SDWANchat](#)

Sean Buckley: Cable's wide-reaching HFC network enables it to immediately address customers' WAN needs with higher speeds. [#SDWANchat](#)

Courtney Munroe: The Comcast 1Gig capacity offers great flexibility with SD WAN. E.g. Companies can segment Apps between internal & customer facing Apps and devote a lot more capacity to each [#SDWANchat](#)

Sean Buckley: Great point Courtney [@ccmunroe](#) on segmenting apps. Music streaming can cripple legacy T-1 business network connections. [#SDWANchat](#)

Sean Buckley: While SD-WAN may be the new flavor in town, how can you help businesses transition off MPLS to SD-WAN gracefully? [#SDWANchat](#)

Jeff Lewis: Customers have to be mindful of the full TCO. While it's a next gen solution, it brings with it some operational challenges. [#SDWANchat](#)

Jeff Lewis: Depending on a solution a customer chooses – DIY or carrier-supported – customers need to assess their ability to operate this network. You need the right people. [#SDWANchat](#)

Sean Buckley: In talking to Comcast and other SD-WAN providers, MPLS and SD-WAN will likely coexist for a number of years. [#SDWANchat](#)

Sean Buckley: Would love to hear from our audience. Feel free to chime in with questions to our great panelists on SD-WAN. [#SDWANchat](#)

Sean Buckley: How do SD-WAN services differ among service providers, equipment vendors, cable cos, etc.? [#SDWANchat](#)

Courtney Munroe: In our recent surveys, most companies prefer to use service providers like Comcast who are vendor agnostic and can offer end-to-end security/reliability over the entire network [#SDWANchat](#)

Sean Buckley: Great point [@ccmunroe](#). The advent of SD-WAN and SDN to me is all about unshackling businesses from vendor lock-in. [#SDWANchat](#)

Jeff Lewis: As customers make DIY versus carrier-based choices, there's a conversation about SD-WAN or SDN in general. [#SDWANchat](#)

Sean Buckley: Jeff mentioned an interesting point about DIY and carrier supported trends [@comcastbusiness](#). I am seeing both. [#SDWANchat](#)

Jeff Lewis: SDN/SD-WAN is a rapidly evolving space. Customers are confronted with the challenge of being locked in on a single path -- or if they want more flexibility. [#SDWANchat](#)

Sean Buckley: The advent of SDN overall also is changing the way carriers purchase and procure equipment. [#SDWANchat](#)

Courtney Munroe: I will add that SD-WAN is just one benefit of the Carrier's SDN architecture. In the future companies will be able to leverage additional CSP-based virtualized services based on SDN [#SDWANchat](#)

Sean Buckley: Do you see SD-WAN is a key initial point for cable's broader SDN transition? [#SDWANchat](#)

Jeff Lewis: Absolutely. SDN is just the first virtualized service for Comcast Business. We'll be delivering many more virtualized services across our ActiveCore SDN platform. [#SDWANchat](#)

Sean Buckley: Thanks for the great chat today. For more information follow [@FierceTelecom](#), [@comcastbusiness](#) and [@ccmunroe](#). [#SDWANchat](#)

Sean Buckley: We'll be posting a transcript of the conversation at <https://cbcommunity.comcast.com>. [#SDWANchat](#)

Jeff Lewis: I enjoyed this discussion. For more information, follow us [@ComcastBusiness](#) [@FierceTelecom](#) and [@ccmunroe](#) [#SDWANchat](#). Until next time.

Sean Buckley: Thanks to everyone for a terrific discussion. Courtney and Jeff, it was great tweeting with you both. [#SDWANchat](#)

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