



A blip in your business' internet connection might not seem like a big deal but small disruptions can have BIG consequences. The cost of even a few minutes of downtime is annoying for customers, disrupts purchase behavior, interrupts operations, and hurts your bottom line. The issue of internet reliability becomes even more important as your business integrates SaaS and Cloud systems. CRM, ERP, VoIP and other mission-critical services need a strong internet connection with continuous uptime. And yet, many SaaS and Cloud-based companies still rely on outdated network technologies like single dual-internet setups with failover despite significant limitations. The cutting-edge alternative is SD-WAN, offering unbeatable reliability, performance, and network utilization. For SaaS and Cloud organizations, it's a technology you can't afford to overlook.

Dual-internet failover is outdated tech

A basic dual-internet setup (dual WAN) with failover has long been the go-to for businesses looking to fortify their connectivity. This and firewall solutions have been a mainstay in the tech industry offering basic redundancy by switching to a secondary internet connection when the primary one fails. However, dual-internet tech is far from perfect. In fact, it's outdated, and has limitations that will ultimately hinder SaaS and Cloud services. One of the biggest issues is the brief interruption to the internet connection while switching to the secondary connection when the primary fails. In the past, such "blips" were inconvenient but manageable and had less of an impact on your business. Traditional, on-site services such as local email servers, installed ERP software, and in-house phone systems were not as sensitive to disruptions to the internet connection. But with the move to online, SaaS and Cloud-based services, these blips become more impactful. The digital environment depends on uninterrupted connection to critical online applications like CRM platforms, collaboration suites, and VoIP systems.

"Blips" will hurt your business. Without a reliable, uninterrupted connection to the internet, a modern business will see losses in multiple areas:



Lost revenue

SaaS businesses and those with cloud-based services lose a lot of money due to downtime and connection disruptions. In fact, most businesses will lose around \$2,500 for a 30 second "blip" in connectivity.

Decreased productivity

Internet disruption negatively affects productivity, too. If your business uses a cloud CRM tool, collaborates online, or even just uses cloud-based storage, brief downtime can cause many unforeseen problems. On average 79% of modern businesses consider such interruptions as "crippling" to their business.

Customer frustration

For e-commerce and SaaS companies, a delay or interruption in the purchase flow can be really frustrating for customers. Importantly, even a brief 6-second delay will see 50% of customers abandon their purchase or subscription.

VoIP dropouts and Zoom interruptions

Blips will cause frustration in general operations, too. It's not a good look to have VoIP calls interrupted or suddenly drop out of a video conference due to your slow dual-internet failover setup.

Reputational damage

Most significantly, online businesses with frequent disruptions lose the trust of their customers. The modern landscape is highly competitive and even minor outages and inconveniences are amplified due to social media.



SD-WAN
is the
answer.

Software-Defined Wide Area Network (SD-WAN)

SD-WAN is a superior alternative to a simple dual-internet failover setup. It's a flexible, software-first solution that maintains a steady, reliable connection to the internet with a host of other benefits to your business and customers. Unlike traditional internet redundancy solutions, SD-WAN employs a virtual, cloud-based approach. This means rather than relying on an IT manager having to physically route networks via hardware and complex configurations, SD-WAN abstracts the network with software. This allows greatly enhanced scalability, flexibility and control via a single, simple interface. One of the biggest advantages of this is that blips in connectivity are essentially eliminated. SD-WAN's intelligent connection switching means failover happens instantly, without users noticing any downtime.

7 Reasons **SD-WAN** Beats Traditional Dual Internet Failover

1. Seamless failover

With SD-WAN, when one connection goes down, another is already active ensuring staff and customers experience no noticeable disruption. This instant, seamless failover is achieved by using software, rather than hardware to monitor and initiate the switchover in connection.

2. Automatic QoS for VoIP

Quality of Service (QoS) is automatically applied with SD-WAN. This means VoIP traffic is prioritized with voice calls remaining crystal clear, without delay or drops in connection, even during times of heavy load.

3. Prioritization of traffic

SD-WAN also allows fine-grained control of network traffic. This means priority can be given to network traffic that matters most to your business. Whether it's a CRM platform, your team's collaboration tools, or Zoom calls, SD-WAN can dynamically route traffic to ensure important traffic is prioritized.

4. Single external IP address for VPN

SD-WAN also makes it easy to provide a single external IP for VPN (Virtual Private Network) connections. This is ideal for organizations with remote workers and off-site maintenance, taking away the need for complex network configurations and streamlining how staff connect remotely.

5. Real-time monitoring of all ISP connections

Unlike a basic dual-internet failover, SD-WAN allows you to see the status of all your business' active internet connections, whether broadband, MPLS, LTE, 5G or otherwise. Such a central overview of ISP connections helps IT teams see how traffic is being routed, monitor connection health, and implement automatic switching if one connection is performing poorly.

6. Maximize your bandwidth

SD-WAN takes advantage of all of your internet connections, simultaneously. It does not wait until there is a problem with one connection to switch over and use another. Instead it maximizes performance by actively balancing bandwidth demands across connections. This means less wasted resources and a better experience for customers, staff, and users.

7. Enhanced cybersecurity

An SD-WAN provides a single, centralized point where network policies can be enforced and all network traffic is protected with end-to-end encryption. This protects sensitive information as it travels through your network, keeping your business compliant with regulations like GDPR and HIPAA.

SD-WAN solutions also allow your business to adopt Zero-Trust Security principles where a "deny-first" approach is implemented, limiting your network exposure to internal and external threats.

Choose CTS for your SD-WAN Deployment

If you're interested in experiencing the benefits of SD-WAN for your business, CTS is the partner you can trust for seamless integration and optimal performance. We are proud to offer you:



Industry Experts

CTS has one of the most experienced teams in the industry with years of deploying cutting-edge network solutions. Our team of experts understand the unique challenges of businesses as they transition to SaaS platforms and cloud-based business services and have successfully implemented SD-WAN solutions of all scales for businesses of all sizes.

Bespoke SD-WAN Solutions

We recognize every business has its own specific requirements which is why CTS offers customized SD-WAN solutions that suit you. Whether you're looking to enhance the experience for remote workers, optimize the connection to your cloud services, or simply improve overall network performance, we can help.

Cost-effective and Scalable Options

Our SD-WAN solutions leverage multiple types of internet connection, ensuring your internet connection can grow with your business. This allows maximum efficiency in terms of performance as well as cost-effectiveness and resource management.

Seamless Integration

We guarantee a smooth integration of SD-WAN into your organization's existing architecture without disruption to your business. This is thanks to our expert tech team that specializes in streamlined deployments and network optimization. They will assess your existing infrastructure and use a step-by-step deployment process to keep downtime to a minimum.

24/7 Support and Long-term Support

After SD-WAN deployment, we offer 24/7 network monitoring and long-term, ongoing support. This gives our customers peace of mind knowing CTS is a trusted partner that continues to meet the needs of businesses and address issues before they impact your business.

Future-proof Deployments

CTS offers cutting-edge SD-WAN solutions. This means we deploy future-proof SD-WAN solutions that are fully flexible and highly scalable to adapt as your business grows.

Choose CTS as your
SD-WAN Partner

You can ensure your business stays ahead of the competition with a highly optimized, secure, and cost-efficient network that supports your cloud-based services.