

SD-WAN: Myths vs Reality

Busting misconceptions and raising awareness

Is your business thinking about implementing Software-Defined Wide Area Networks (SD-WAN)? Deployed correctly, SD-WAN can enhance network capability, improve visibility, and offer more control. But according to our research, there are plenty of misconceptions around this solution – and most significantly, there's still a lack of understanding about what SD-WAN actually is and does.

Myths vs Reality

SD-WAN is too complicated to implement



47% say the complexity of implementation is holding them back, with 30% feeling they have a lack of skilled resource to manage it.

SD-WAN gives greater control and flexibility

Once implemented, 50% of those using SD-WAN say it has given them greater control and more flexibility, making it easier to manage their estate.

SD-WAN is a replacement for MPLS

Some think SD-WAN is a replacement for Multiprotocol Label Switching (MPLS), a routing technique that directs data based on short path labels.

MPLS is still relevant

MPLS is still relevant and forms part of a wider, more agile solution. There still needs to be a robust transport layer. SD-WAN will sit on top and help you understand how best to use it.

SD-WAN is a security risk



36% cite security risk as a reason to avoid SD-WAN. Meanwhile, seven in ten IT decision makers think public internet connectivity is a risk to their organisation.

SD-WAN users feel more secure

SD-WAN adopters feel less exposed than those considering it, and are less likely to feel frustrated by the security of their network.

SD-WAN delivery requires zero touch

Some believe SD-WAN can be delivered with zero touch deployment.

Migration may be required

While it is highly automated, existing sites will require migration as part of the delivery. That said, the time to market is much quicker with the ability to easily add new sites, and to react to business demand.

SD-WAN will cut your costs in half

Some think that SD-WAN will drastically reduce their tangible costs and bills in the short term.



SD-WAN can create optimisation savings

In reality, SD-WAN can create savings, but it does require initial investment to optimise the estate.

Want to know more about SD-WAN?

SD-WAN provides businesses with complete visibility to make their networks more efficient and flexible. It offers the capacity for central management, and removes the need for expensive routing hardware.

If you'd like to know more about how your business could benefit, get in touch.

Email us



Got a question about SD-WAN? Get in touch via the channels below.

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Our research

Working with London-based research agency Loudhouse, SSE Enterprise Telecoms conducted over 200 interviews with IT decision makers at enterprise businesses to discover what networking platforms they're currently using, and their understanding, consideration and usage of SD-WAN.

