

Reduce costs and increase flexibility

How to drive business value from the internet



Enterprises that need greater agility and faster time to market are moving to multi-cloud. As a result, this is seeing a shift to the internet as the new WAN. While the internet might initially seem a big cost saver, trusting your business to best-effort internet brings hidden challenges: what you can't see can cause you the biggest problems.

The internet has long provided connectivity to the home, where inconsistent performance and reliability have been more tolerated than in the business world. Today, however, with large-scale migration to multi-cloud, enterprises are looking to the internet to become their new wide area network (WAN).

The main drivers behind this are the costs and inflexibility of traditional MPLS networks holding digital transformation initiatives back and stopping companies from being competitive. The internet reduces costs even while bandwidth requirements are increasing, and enables greater flexibility in how traffic connects to the cloud.

Challenges of connecting using the internet



The internet offers cost-effective networking between sites and the cloud, but performance issues remain, such as oversubscribing connections by internet service providers (ISPs).



When numerous users want to access the internet, there is congestion, poor performance, and slow or broken connectivity.



Building relationships with multiple ISPs can be risky and time-consuming for connectivity across numerous countries.



Different languages, multi-currency billing, and 24x7 support make running a global WAN over the internet a more complicated exercise than using traditional MPLS.



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Assessing your network needs

Using the internet successfully for your business connectivity requires understanding where you want your business to get to and balancing these requirements versus your risk tolerance. If you're thinking about migrating to the internet, you should consider the following:

22% 

IDC forecasts that cloud infrastructure spending will grow by 22% to exceed \$90 billion in 2022¹

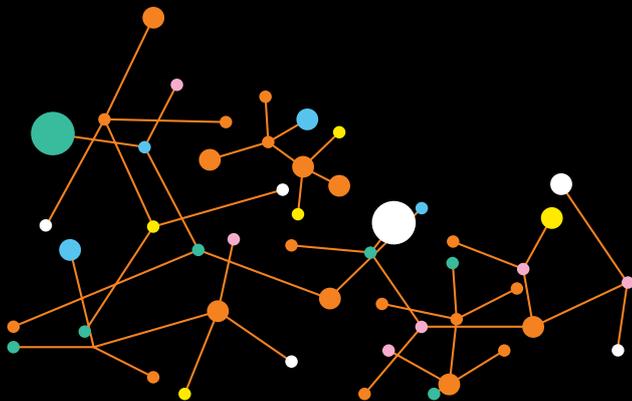
- Do you understand your applications and traffic? Is network performance a business essential, or can your users and applications tolerate some latency?
- Where is your traffic going? Are your users mainly connecting to the cloud or your own data centres?
- How do you procure and operate internationally? Do you contract with multiple ISPs in different countries? How do you select ISPs without local, on-the-ground knowledge? Can you bill in multiple currencies and in different countries?
- To reduce risk, how do you monitor applications and paths in your multi-cloud environment?
- How does the internet align with your wider digital transformation? Most enterprises use the internet as a compliment to their transformation to SD-WAN. Depending on your needs, a mix of internet and MPLS links may work best: how do internet links fit into your transformation strategy?



6 tips to driving business value from the internet

The internet can bring many benefits to your business but also comes with challenges. Orange Business Services can be your trusted partner for a successful migration to the internet, and we recommend the following tips.

- 1 Understand the benefits and risks of moving to the internet.** Not all internet is created equal. Some traffic is a natural fit for the internet, while other traffic can still need the performance offered by MPLS. Orange Business Services consultants can help you analyse your traffic and establish where it makes sense for you to use the internet, stay with MPLS, or mix the two.
- 2 Identify the right type of internet connection.** This means assessing your availability requirements and what levels of risk you are prepared to take. This will affect whether you will need different types of internet connections for your different sites. Orange Business Services can advise you on whether your best option is dedicated business grade, broadband, or even mobile internet.
- 3 Scale your connections appropriately.** Remember that in any move to internet, your traffic will almost certainly grow faster than you expect. So when selecting your link capacity, always factor in likely growth over the next couple of years.
- 4 Simplify global procurement.** Choosing and paying for internet from multiple ISPs across several different countries is complex. You have to manage language barriers, different internet offerings and services, currency fluctuations, and numerous contracts: it can be a time and resource-consuming process. Orange Business Services can operate as your single procurement partner thanks to our relationships with ISPs in 210 countries and giving you a single, central help desk and billing service.
- 5 Integrate with SD-WAN.** Combining internet with SD-WAN can help you ensure reliability, security and user experience (UX). Orange Business Services is an SD-WAN expert and we can offer the SD-WAN overlay you need. Or if you prefer to manage it yourself, provide you with integration and operational support to drive maximum results and ROI from your SD-WAN investment.
- 6 Secure your users and data.** The internet does open up a range of new and different security threats. This can include attacks at network level through to malicious internet sites. Orange Cyberdefense security by design can help you secure your data and users through cloud-based security, making traffic crossing the internet every bit as protected as your internal MPLS traffic.



Find out more about how Orange Business Services can help you access unmatched agility using internet services at www.orange-business.com/en/solutions/connectivity

Contact us on: contact.orangeapac@orange.com



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1. <https://www.idc.com/getdoc.jsp?containerId=prUS49426222>