



SD-WAN “Show Me The Money”

Broadband Communities Summit 2018

R  **N I N**
TECHNOLOGY ADVISORS

About RONIN

We are enablers of broadband infrastructure and services. Our team is fluent in the languages of technology and business, and is able to move between them with ease.

Our team is comprised of career product developers, project managers, engineers, technology strategists, and sales executives who not only love networks, but have built their entire careers in them.

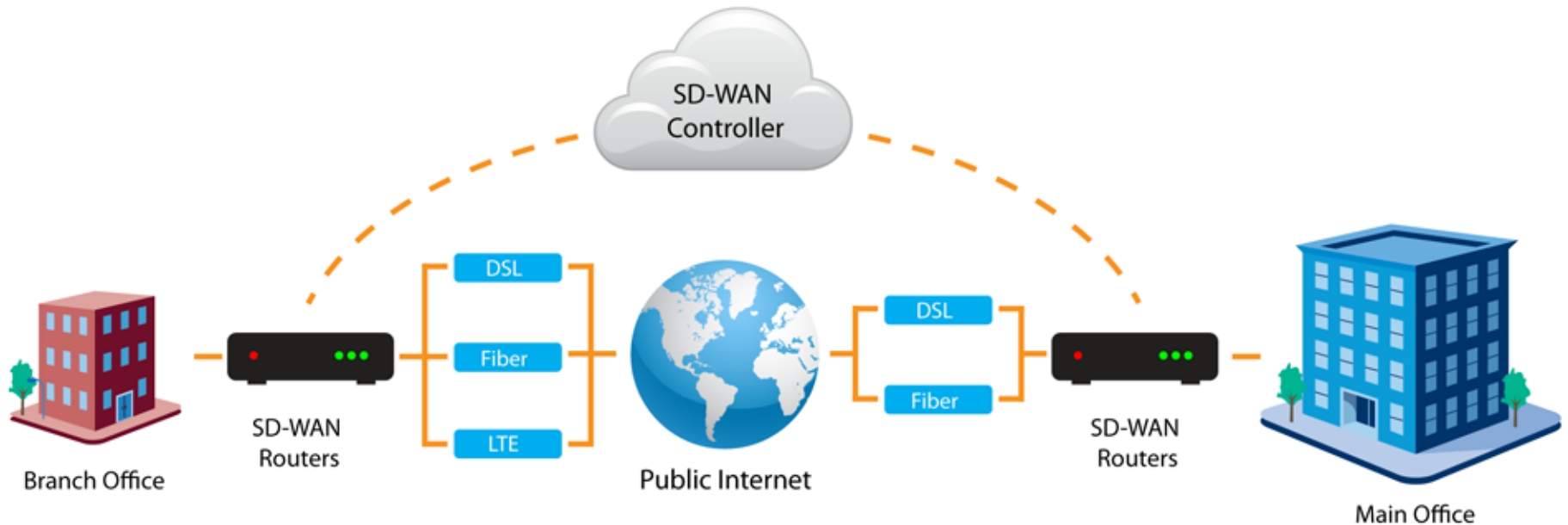
We are not professional “consultants”, we are people who have in most cases stood in our clients’ shoes and felt the rumble of organizations at scale.

Plan-Build-Run Methodology:

We *plan* with the expectation of *building*, and we *build* with the expectation of how we would want to *run* or operate a project going forward. The outcome is we are able to help our clients evaluate their options and the associated risk, benefits and control as they move forward.

SD-WAN and the Market

What is it? How large is the market?



| Service | Est. 2017 Market Size | Est. 2018 Market Size | Projected CAGR |
|---------|-----------------------|-----------------------|----------------|
| SD-WAN | \$400M | \$6B | 90% |

How SD-WAN will impact your business

SD-WAN Observations

1. SD-WAN fills a need/gap in the market to support critical apps over bandwidth constrained connections
 1. Economics for higher bandwidth sites not there
 2. Metro-E services provide higher grade performance and flexibility
2. No access infrastructure required to offer service
 - Phase 1 will be for multi-location enterprise
 - Phase 2 will be anchor tenants
 - Phase 3 will be for any business under 100 employees
3. Every provider must consider whether they will sell commodity access or develop services to meet business customer needs

Building a Technology Roadmap



Questions and Contacts

Let's connect and start talking

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