David Hughes
Founder, CEO and Chairman of the Board

David Hughes founded Silver Peak Systems in 2004 after a year as Entrepreneur in Residence at Benchmark Capital. Through 2013 Hughes drove innovation as CTO, and then more recently, as CEO he has led Silver Peak beyond WAN optimization into the emerging SD-WAN market. Prior to Silver Peak, Hughes was a vice president and general manager at BlueLeaf Networks (2000-2002), where his team developed a unique network switching and transmission system. From 1996 to 2000, Hughes held several positions at Cisco Systems, including director of system architecture for the BPX and MGX product lines, and senior director of product management for the Multi-Service Switching Business Unit. Earlier, Hughes was a key engineering contributor at StrataCom, an early pioneer in frame relay and ATM, which was acquired by Cisco in 1996. Before StrataCom, David worked as an engineer for BNR Japan/Northern Telecom Japan Inc.

Hughes has been awarded more than 50 patents in areas including data acceleration, routing and packet switching, control and scheduling algorithms. Hughes earned his Ph.D. in Electrical and Computer Engineering from Wollongong University, Australia, and holds a BE in Electrical Engineering from Auckland University, New Zealand.
SD-WAN Market Consolidation

SD-WAN market/vendor consolidation will continue with a few vendors separating from the pack and leading the way forward. Enterprises will begin to realize that they need more than just basic SD-WAN functionality to address their evolving requirements at the WAN Edge. Consolidation will force out the vendors that have merely added a handful of rudimentary features in an effort to participate in the SD-WAN market. This will ultimately reduce market noise and confusion and accelerate enterprise SD-WAN deployments globally.
Basic SD-WAN Offerings Fall Short

The inability for basic SD-WAN offerings to address evolving customer WAN requirements will lead to disappointment for some early adopters. Enterprises that started with high expectations for their SD-WAN deployments will hit roadblocks across real-world production environments, concluding that basic SD-WAN is not good enough. They will ultimately realize that they must turn to vendors with proven WAN experience and a unified WAN edge platform.
Enterprises Shift to a Business-First Networking Model

The market will move toward a business-first networking model. Rather than constraining the business with network limitations, a business-first network model explicitly supports and accelerates new business initiatives. Instead of configuring the network one device at a time, IT will be able to describe the businesses’ needs at a high-level. A business-first networking model will be powered by a self-driving wide area network platform that applies automation and machine learning to implement high-level business intent, and will continuously learn and adapt to ensure the network “just works”.
Adaptive Local Internet Breakout Requires Advanced Techniques

Even though most enterprises want to breakout internet traffic locally, they will discover that basic SD-WAN offerings which rely on DPI for application classification fall short of real-world requirements. Advanced classification techniques with automated updates are required to distinguish between white-listed traffic for local breakout vs. traffic that requires further inspection via next-gen firewall or cloud security services.
SD-WAN and UCaaS Come Together

Real-time SaaS services such as cloud hosted voice and video will increasingly become a key driver in SD-WAN deployments. As enterprises transition to broadband, they will expect the quality, availability and reliability meets or exceeds their traditional telephony solutions. SD-WAN and UCaaS providers will partner together to deliver robust high-quality voice services over broadband.
WAN Segmentation – Key to Securing the Enterprise

As the threat landscape shifts, enterprises will search for ways to improve their security architecture and will more broadly deploy WAN segmentation as part of their overall security strategy. The traditional router-centric WAN allows any application in any branch to talk to any other application or branch meaning that if there is a breach anywhere, it can spread everywhere. Advanced SD-WAN platforms will be deployed to simply and consistently segment network traffic across the wide area network to limit exposure and contain threats.
Cloud Security Services Go Mainstream

Cloud security services go mainstream, becoming a simpler and more cost-effective alternative to deploying and continually maintaining complex next-gen firewalls at all branch locations. The SD-WAN edge becomes a natural on-ramp to these services. Advanced SD-WAN edge platforms enable enterprises to fully automate security service chaining and implement a mix of best-of-breed on-premise, data center and cloud security services on an application-by-application basis.
A Unified SD-WAN Platform for Multi-Cloud Deployments

As more enterprises use multiple clouds, SD-WAN will provide a uniform fabric between physical locations and across cloud instances. Automation will make adding new cloud instances easy and fast, despite the inherent complexities and idiosyncrasies of each underlying cloud environment. By utilizing multiple paths between physical locations and each cloud instance, an advanced SD-WAN platform will deliver a more reliable and consistent user experience.
5G Holds Promise as an Attractive SD-WAN Transport Option

In 2019, we’ll see initial pockets of 5G deployment. To date, 4G access has primarily been used as a backup to higher bandwidth broadband internet connectivity because of its relatively low capacity and high cost per bit. 5G wireless access promises higher throughput rates and, if priced appropriately, will become an attractive addition to the portfolio of SD-WAN transport options which today include broadband, DIA and MPLS. 5G could deliver a unique combination of fast deployment, diverse connectivity and high bandwidth that accelerates the adoption of broadband SD-WANs.
Silver Peak, the global SD-WAN leader, delivers the transformational promise of the cloud with a business-first networking model. The Unity EdgeConnect™ self-driving wide area network™ platform liberates enterprises from conventional WAN approaches to transform the network from a constraint to a business accelerant. More than 3,000 globally distributed enterprises have deployed Silver Peak WAN solutions across 100 countries.