

# Channel Chief View

## CloudGenix: A Smarter Way To Build A Network

### Q. Why should solution providers be paying attention to SD-WAN?

**A.** Exponential market growth tops the list. Gartner predicts that 30 percent of enterprises will adopt SD-WAN by 2019 and IDC puts the market at more than \$6 billion by 2020. There's also a perfect storm setting up with hardware refresh, cloud adoption and legacy IT yielding to software-defined fabric. CloudGenix provides an entirely new way to build the WAN—one that is defined by software. The possibilities are immense for client-focused solution providers who understand how CloudGenix addresses the needs of modern businesses.

### Q. What is the catalyst for the transition to SD-WAN?

**A.** There's stagnation in the WAN arena, and if you're not transforming, you're becoming extinct. Cloud adoption including Office 365, UCaaS, AWS, Azure; broadband internet for connectivity; branch router refresh; and WAN capacity expansions are catalysts for SD-WAN. CloudGenix Instant-On (ION) SD-WAN products deliver an application-defined fabric that eliminates the need for routers, requires no expensive proprietary hardware, no routing protocols, and no dependency on carriers. Implementing CloudGenix typically results in 70 percent cost savings and 10X improvement in bandwidth.

### Q. How does CloudGenix solve customer pain points?

**A.** The mandates for IT departments today are to speed time to implementation, migrate workloads to the cloud, lower costs, and deliver applications with business-level SLAs. CloudGenix accomplishes these by allowing disparate WAN networks to be combined—including MPLS, LTE and internet links—into a single, high-performance hybrid WAN fabric. CloudGenix monitors real-time application performance and dynamically allocates WAN bandwidth based upon business priorities and application SLAs. CloudGenix ION provides deep application and network insight that dramatically reduces time-to-problem resolution. With a few clicks in control mode, priorities can be set based on applications. Now, your SLAs are application-defined, not network-based. That's transformative.

### Q. What makes CloudGenix the right SD-WAN partner?

**A.** One of the biggest advantages with CloudGenix is time-to-value. CloudGenix can be rapidly layered onto an environment as an x86 device that connects to our SaaS platform and gets right to work—and can replace your routers whenever you are ready. Second, we've invested heavily in business development, which directly benefits our partners. Our inside sales team proactively brings opportunities to them. Third, being 100 percent channel-sales-driven means we can only reach our goals through strong partnerships. So, we strive to build these relationships on a foundation of mutual trust.

CLLOUDGENIX  
NETWORKS WITHOUT NETWORKING



**Robert Sexton**  
VP, Channel Sales, Alliances

// CloudGenix has revolutionized networking by delivering an application-defined fabric that eliminates the need for routers. //

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