

# VIRTUAL NETWORKS POWER DIGITAL TRANSFORMATION

COMCAST  
BUSINESS

## LAUNCH YOUR JOURNEY WITH ACTIVECORE<sup>SM</sup> SDN AND SD-WAN FROM COMCAST BUSINESS

### TO GO VIRTUAL, REDEFINE YOUR NETWORK

The digital world is shaping the landscape for today's distributed enterprise. Digital transformation—driven by accelerated cloud adoption, ubiquitous mobility and the Internet of Things—has earned a place as a constantly evolving goal for most enterprises. At the same time, businesses are building more applications specifically for the internet. And that requires an internet-friendly and cost-effective network environment.

All of these developments are fueling a skyrocketing demand for bandwidth and flexibility. MPLS networks fall short of modern traffic requirements, with neither the capabilities nor price points to support today's bandwidth needs. Squeezing software-based business processes through yesterday's hardware-centric network pipes is no longer an option. It's time for a new business networking approach: a software-defined networking platform to support your evolving business.

### THE COMCAST BUSINESS ACTIVECORE<sup>SM</sup> PLATFORM— SDN BUILT FOR DISTRIBUTED BUSINESSES

Comcast Business now offers the solution: ActiveCore<sup>SM</sup>, our carrier-grade software-defined networking (SDN) platform capable of being delivered with Gigabit speeds across the nation's largest IP network. ActiveCore<sup>SM</sup> enables your migration from pre-digital legacy networks to the SDN world of centralized software controls that quickly, adeptly and cost-effectively activate and manage resources. It eliminates labor-intensive and time-consuming on-site hardware installations and reconfigurations, and delivers performance and flexibility.

### INTRODUCING COMCAST BUSINESS SD-WAN— A SMARTER NETWORK SOLUTION

The first virtual wide-area network (WAN) offering backed by the power of ActiveCore<sup>SM</sup>, Comcast Business SD-WAN is now available to help you take better control of your digital transformation. With Comcast Business SD-WAN, you can easily:

- Establish smarter network connections that deliver reliable performance, strong economics and an ability to support your evolving business
- Update existing networks and cost-effectively create new ones over Gigabit broadband that give your branch offices enterprise-grade efficiency and agility
- Take advantage of “application-aware” capabilities that select intelligent network routes and allow you to centrally push, manage and update policies across your business for optimal application and network performance
- Minimize dependence on complex, expensive MPLS technology



**Gain control and performance.** Intelligent routing and application visibility can reduce latency and increase application response times.



**Leverage Gigabit speeds with flexible bandwidth options.** Scale to meet evolving needs and prioritize traffic, while ensuring true enterprise-grade branch performance.



**Manage cost and reduce network complexity.** Reduction of expensive hardware can significantly decrease CAPEX.<sup>1</sup>



**Simplify network and applications management.** View and manage the network on any device, for better visibility, insights and decision making.

## **FLEXIBLE, CENTRALIZED NETWORK CONTROL FROM A SINGLE PANE OF GLASS**

Imagine a world where software automation replaces manual installations and configurations, and monitoring the health of your entire distributed enterprise is as simple as viewing real-time network performance snapshots across a single screen. Imagine having unprecedented application and network visibility and control across all locations. The ActiveCore<sup>SM</sup> SDN platform and SD-WAN provide this capability through their direct integration with Comcast Business operational and support systems.

Real-time insights, down to the port and device level, help you better manage apps and traffic from across your software-defined network. You'll have actionable insights on any device, allowing you to quickly act on important business opportunities.

## **WHY COMCAST BUSINESS?**

Yesterday's networks weren't built for today's connected economy. At Comcast Business, we are unlocking the potential of virtualized networks to build the right foundation for increasing cloud-based applications, your digital transformation and even more successful business opportunities.

## **VISIT [BUSINESS.COMCAST.COM/SDN](https://business.comcast.com/sdn)**

Learn how you can accelerate business with a carrier-grade SD-WAN solution designed to flexibly and cost-effectively support today's and tomorrow's distributed applications and workloads.

**COMCAST  
BUSINESS**  
OUTMANEUVER

---

<sup>1</sup> Gartner