5 THINGS TO KNOW ABOUT COMCAST BUSINESS' ACTIVECORE℠ SDN PLATFORM

1 What is SDN?

Software-Defined Networking (SDN) technology is an approach to computer networking that allows businesses to quickly initialize, control, change, and manage their network. SDN enables the development of software-driven cloud architectures by delivering automated, on-demand applications at scale through a centralized console. Through SDN, multiple network technologies can work together in a single view to create a more flexible and agile network that is virtualized and now directly programmable for innovative applications and services. Key benefits include flexibility in network management, quicker service provisioning and agility, greater end-point security, and the potential for lower OPEX and CAPEX costs.

2 What is the ActiveCore℠ SDN platform?

Cloud and digital transformation initiatives have changed the way business gets done, and getting data and applications to and from the cloud – across all business locations – requires a new approach. ActiveCore is a SDN platform from Comcast Business that is "network agnostic" and can deliver network management efficiencies across an entire enterprise.

ActiveCore provides dynamic scalability, service chaining, and a broad set of virtual network functions – including security – that work seamlessly together across your distributed enterprise. ActiveCore enables businesses to centrally provision, change, and monitor multiple network functions at once, leveraging a built-in "end to end" orchestration layer. The result is an agile network that accelerates IT deployments while also reducing cost.

3 Why are ActiveCore, carrier-grade, and Gig-speeds important?

The powerful combination of simplified SDN management, large-scale Gig-speed broadband internet, and fiber Ethernet enables businesses to innovate faster and more cost-effectively than ever before. ActiveCore is built to seamlessly integrate network operations across the entire distributed enterprise. And Comcast Business offers the nation's largest IP network, ensuring reliable connectivity from the first mile to the last. This enables businesses to improve productivity, deliver a better customer experience, and instantly share data across all locations – resulting in a competitive edge.

4 What is unique about ActiveCore?

ActiveCore is unique because it is a Gig-ready platform that brings the power of virtualized network functions (e.g. routing, firewall, WAN optimization) and pairs it with speed and agility to create smarter, more secure branch locations. Some providers stop at the data center, which adds latency, makes routing and service chaining inflexible, and contributes to increased management overhead.

As bandwidth-intensive applications move to the cloud, higher emphasis is placed on agility, scalability, and cost. Legacy networks leveraging T1s that rely heavily on network functions at the data centers are expensive and complex to manage, and just can't keep up with the realities of today's digital business.

5 Why should businesses consider using Comcast Business' ActiveCore?

The ActiveCore SDN platform offers centralized control and deeper visibility across all applications, and will continue to evolve as more network functions are virtualized. Today, ActiveCore offers compelling key business-use cases, including:

- Eliminating bandwidth constraints to allow consistently fast, reliable performance at the branch level that will improve application performance for file sharing, ERP systems, video-assisted learning, unified communications, and much more.

- Enabling higher availability of WiFi/mobile applications such as retail point of service devices that enhance a customer's in-store experience.

- Improving the customer experience, and increasing revenue through faster branch office turn-up with even greater secure connectivity at each location.

- Providing real-time quality insights through a unique digital experience across mobile and desktop devices for all network functions.

- Reducing wasted remote site visits; companies no longer have to contract locally for updates and/or send technicians to local offices for small configuration changes.

With the Comcast Business ActiveCore SDN platform, IT can focus on innovation rather than maintenance for improved business results to outmaneuver the competition.

COMCAST BUSINESS
OUTMANEUVER