

One Solution. Total Branch Control.

SD-Branch Solution Guide



A Turning Point for Branch Networks

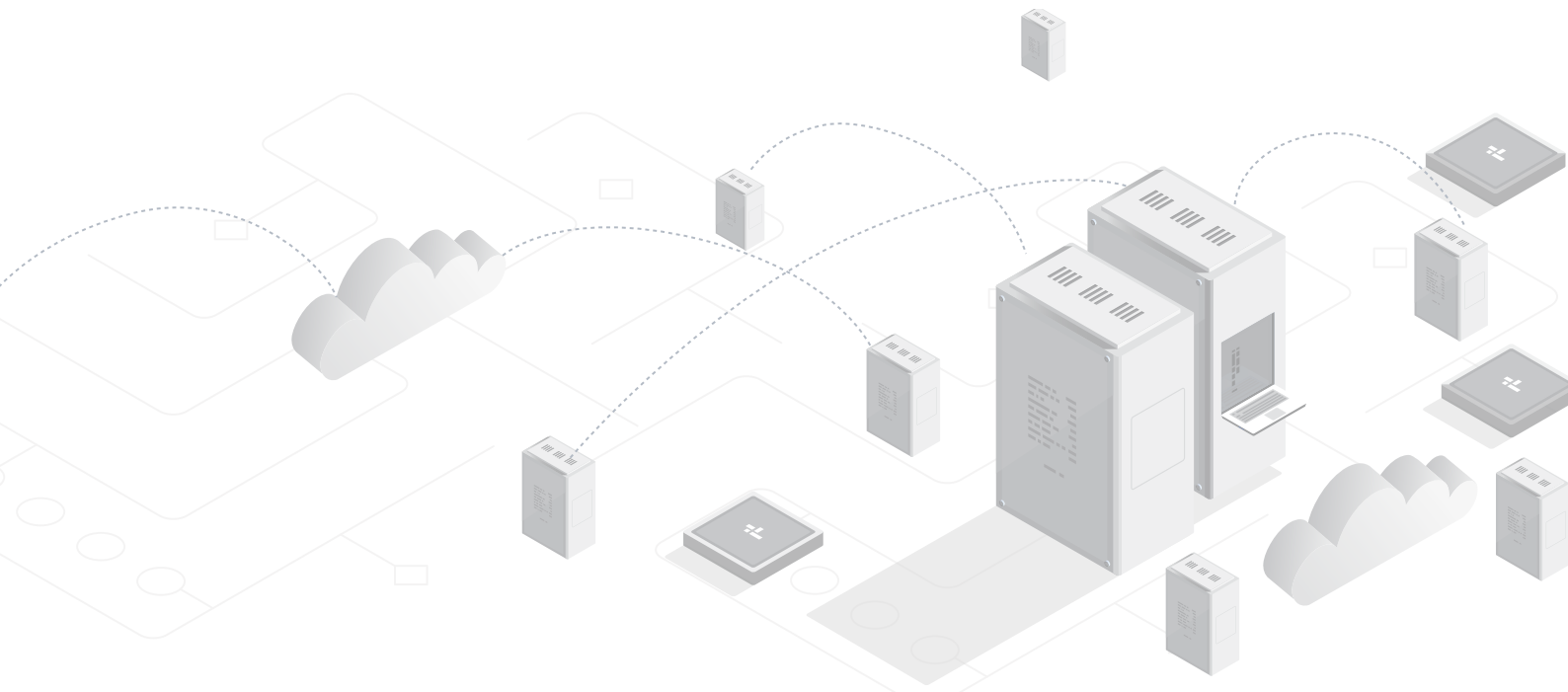
Branch networks face a pivotal moment in their evolution. The traditional multi-vendor, multi-layered architecture no longer supports the agility, security, or scalability required by today's digital-first businesses.

SD-Branch offers a unified, cloud-first networking solution designed to address this shift. It seamlessly integrates four critical layers into a single intelligent platform:

- Connectivity
- Security
- WAN, Wireless LAN Optimization
- Managed Services (Analytics & Insights)

This solution summary provides a strategic overview of SD-Branch as a next-gen architecture for businesses with distributed sites—enabling them to:

- Gain visibility and insights
- Scale operations quickly and efficiently
- Remove multi-vendor interoperability
- Gain centralised, end-to-end network control



Traditional Branch Challenges: The Roadblocks to Digital Growth



Modern IT leaders face several persistent operational and technological hurdles:

- Fragmented network management across WAN, LAN, and security
- Slow rollout and provisioning delays impacting business expansion
- Rising security threats and compliance complexity
- Poor application performance and user experience
- High operational costs and vendor coordination overheads
- Lack of network visibility

Organisations need an integrated solution streamlining branch networking with centralised control and simplified operations.

Major factors that SD-Branch alleviates for businesses



High
Overheads



Low
Operational
Efficiency



Multiple
Vendors



Inconsistent
Network
Performance



Security
Concerns



Fragmented
Network
Management

Introducing SD-Branch: One Platform. Total Control.

SD-Branch integrates software-defined WAN, secure WLAN, built-in cybersecurity, and real-time insights into one seamless offering.

How SD-Branch is transforming Network Management



Cost
optimisation



Faster Rollouts,
Quicker
Go-Lives



Integrated
Security and
Surveillance



Network
Resilience and
Automation



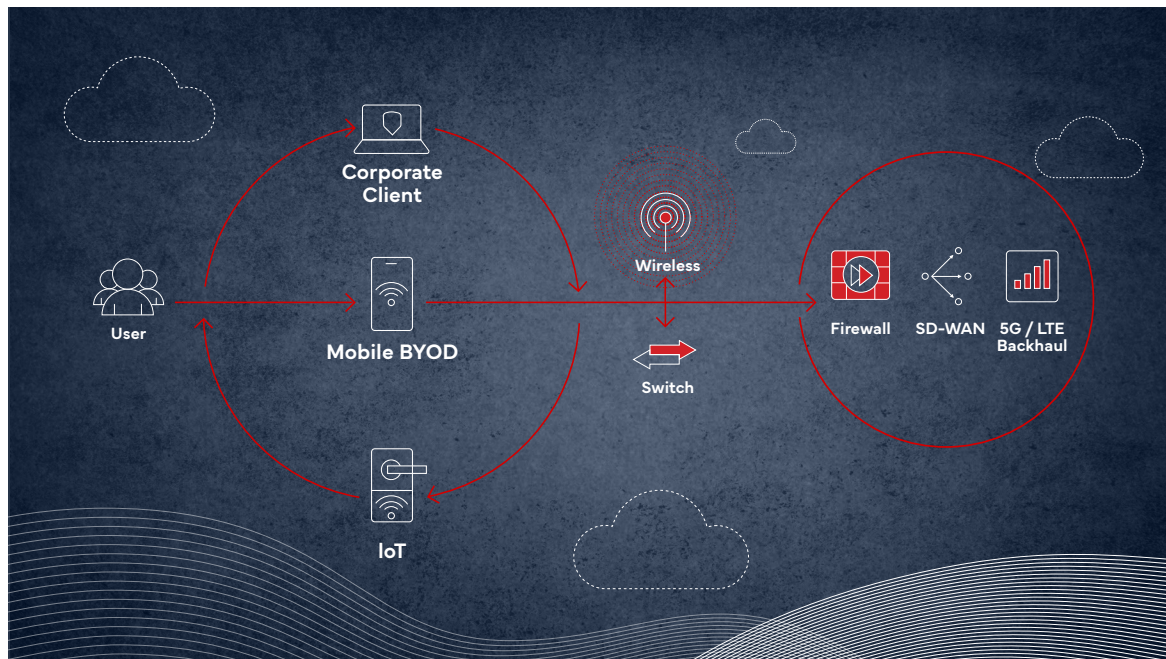
Streamlined
Operations



End-to-End Visibility
and Centralized
Control

It offers unified management of networks across Wireless LAN, SD-WAN and Security underpinned by Airtel's superior network capabilities and managed services.

Core Functionalities: What Powers the New Branch Network



Functionality	Strategic Benefit
WAN & Connectivity	High-speed, media-agnostic options (Leased lines, Broadband, 4G/5G)
Built-in security Layer	ZTNA, UTM, IDS/IPS, malware protection, content filtering
Wi-Fi & LAN Management	Cloud-managed local connectivity and user/device control
Analytics & Insights	Real-time data on network, application performance, and usage
Zero-Touch Provisioning	Rapid, pre-configured deployment at new sites

Business Impact: From Connectivity to Competitive Advantage

Faster Branch Rollouts & Time-to-Market

- Pre-configured provisioning reduces setup time by days/weeks.
- A centralised dashboard shortens troubleshooting and service workflows.

Enhanced Application & User Experience

- Intelligent traffic routing prioritises critical apps.
- Consistent user experience across branches and 2-5% Increase in operational efficiency

Improved Security Posture

- Centralised policy enforcement across LAN, WAN, and Wi-Fi.
- Proactive threat detection and compliance alignment.

Operational Cost Optimization

- Reduced need for onsite IT and multi-vendor management.
- OPEX-friendly model lowers total cost of ownership (TCO) and per branch costing, saving up to INR 15,000 per site with zero touch provisioning.

Visibility & Real-Time Control

- Unified view of performance, device health, and application usage.
- Data-driven insights for strategic planning.

Real-World Use Cases: Transforming Industries with SD-Branch

Industry	Key Use Case Outcome
 Retail	<ul style="list-style-type: none"> • Faster store rollout, better uptime, inventory, and order fulfillment. • Guest insights; better control over shoplifting, non-billing, and surveillance.
 Manufacturing	<ul style="list-style-type: none"> • Seamless operations with high-speed connectivity, real-time monitoring, and IoT enablement. • Local internet breakout for cloud based applications.
 Logistics	<ul style="list-style-type: none"> • Rapid warehouse rollout with consistent configurations and centralized security. • Faster warehouse ops with dynamic traffic routing and actionable insights.
 Hospitality	<ul style="list-style-type: none"> • Secure guest Wi-Fi with promo pages; integration with third-party apps for context-aware experiences. • Seamless integration with third party apps for context and location-aware mobile experiences
 Healthcare	<ul style="list-style-type: none"> • Always-on connectivity for patients and reliable bandwidth for staff. • Secure patient data transfer across locations.
 NBFC	<ul style="list-style-type: none"> • Faster branch rollout and better in-branch experience with built-in security • Local internet breakout to seamlessly access cloud-based applications

Built to Fit Your Business

Flexible Deployment Models:

- On-premises for regulatory environments
- Hybrid Cloud for Data Residency Compliance
- Full Cloud-Based for Agile Transformation

Zero-Touch Provisioning:

- Plug-and-play capability across sites
- Integrated LAN/WAN/Security with minimal configuration

Seamless Integration:

- API-ready architecture for CRM, ERP, and ITSM system alignment

Why Organisations Choose SD-Branch: Built for the Next Wave

1. Key Highlights

- Enables rapid rollout of branch networks within days, not weeks
- Delivers unified network visibility, management, and threat protection in one solution
- Built on a cloud-first, scalable architecture ideal for digital-first Organisations
- Ready for AI/ML and IoT integration across distributed networks
- Designed for future-ready organizations adopting SASE and Zero Trust frameworks

2. Competitive Differentiators

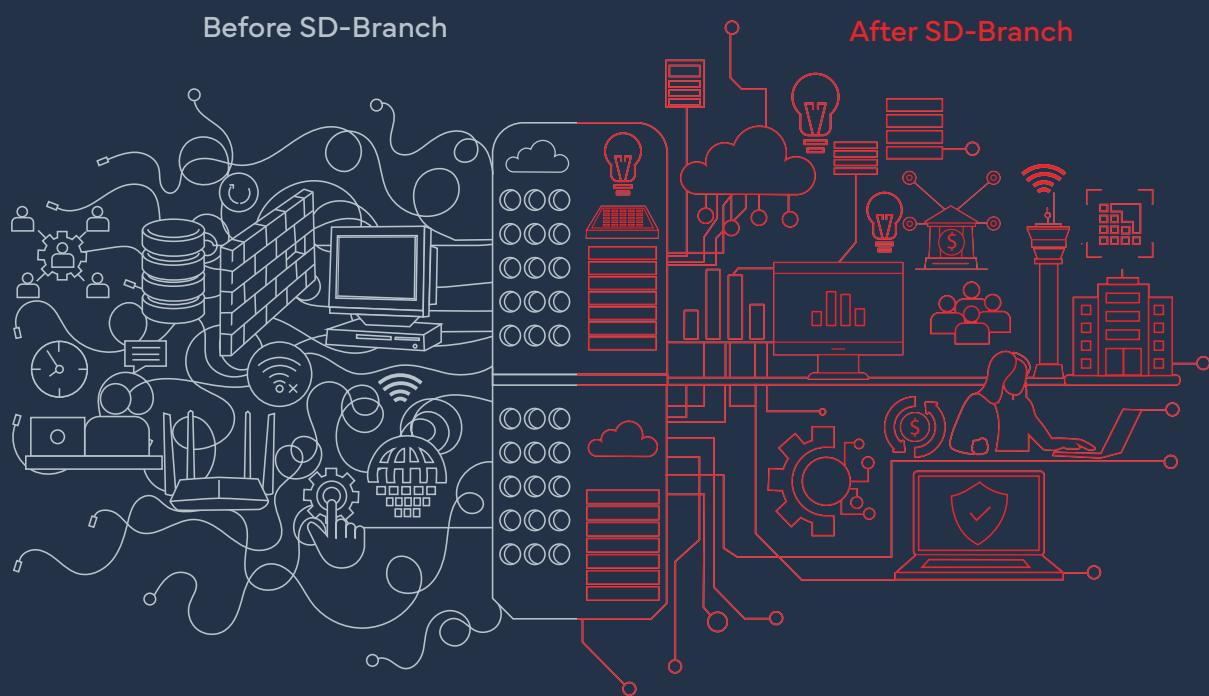
- Faster Time-to-Market – Deploy branch infrastructure in days, not weeks
- Real-Time Insights – Cloud-managed visibility across application and user layers
- End-to-End Network Integration – From SD-WAN to LAN/Wi-Fi and cybersecurity
- Centralized Network Intelligence – Unified dashboard for simplified decision-making

Feature	SD-Branch	Traditional Architecture
Unified Management Platform	Yes	No
Zero-touch provisioning	Yes	No
Integrated security layer	Yes	Fragmented
Real-time insights	Yes	Limited
Multi-site scalability	Yes	Manual Set-up

The Future of Branch Networking Begins Here

SD-Branch is not just a technology upgrade; it's a strategic shift in how organisations build, manage, and scale their network fabric. It eliminates complexity, drives performance, and enhances security—delivering a high-impact, future-ready infrastructure for organisations looking to unlock their full potential.

For business leaders seeking to digitise branch operations with speed, security, and simplicity, SD-Branch provides a holistic solution that evolves with your company.



Thank you for exploring the future of networking with us. Take the next step toward transforming your enterprise with seamless, secure, and intelligent branch connectivity. Begin your journey with Airtel SD-Branch.

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