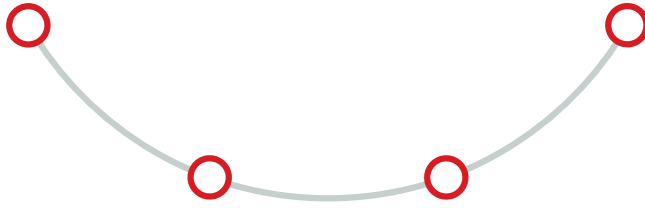


MARKET REALITIES DRIVING SDN



DATA TRAFFIC
is projected to grow over **20%** each year



GLOBAL TELECOM
service revenues are stagnating

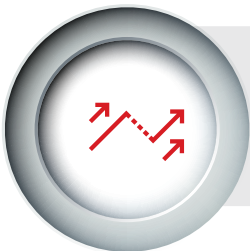


NETWORKS
that are manually managed networks can't sustain growing traffic and efficiency demands



OPERATING EXPENSE
Solving OPEX is high priority - Network operator OPEX is **5x** higher than CAPEX

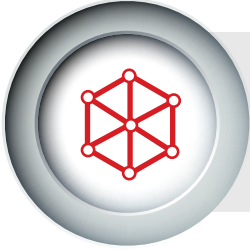
4 KEY BENEFITS FROM SDN



Improved efficiency and scalability



Greater network security



Centralized network provisioning and holistic enterprise management



Lower operating cost and reduced capital expenditures

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