

## Accelerate Your Journey With ActiveCore<sup>SM</sup> SDN and SD-WAN from Comcast Business

### To Go Virtual, Redefine Your Network

Businesses and their distributed enterprise locations grow more dependent on connected resources every day. Most IT functions are migrating to the cloud. Social media, streaming video and music in the workplace, along with mobility and the Internet of Things, are re-shaping the digital landscape of today's modern enterprise. At the same time, businesses are building more cloud-based workloads and 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. Legacy networks fall short of modern traffic requirements, with neither the capabilities nor price points to support today's growing bandwidth requirements. 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 meet and exceed evolving business expectations.

### The Comcast Business Activecore<sup>SM</sup> Platform — SDN Built For Distributed Businesses

Comcast Business offers the solution: ActiveCore, our carrier-grade software-defined networking (SDN) platform capable of delivering Gigabit speeds across the nation's largest IP network. ActiveCore enables your migration from pre-digital legacy networks to the SDN world of centralized controls that quickly, adeptly and cost-effectively activate and manage your 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, Comcast Business SD-WAN can 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
- **Eliminate "vendor lock,"** with our open systems architecture that will support SDN offerings from numerous technology providers
- **Optimize IT budgets** with Comcast Business SD-WAN fixed rate pricing, allowing you to scale your bandwidth consumption with the assurance that your fixed price will not change
- **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
- **Update existing networks and cost-effectively** create new ones over ubiquitous, low-cost Gigabit broadband that give your branch offices enterprise-grade efficiency and agility, while reducing dependence on complex MPLS technology

### 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. Since the Comcast Business SD-WAN and ActiveCore SDN platform are directly integrated with Comcast Business' operational and support systems, customers gain unprecedented application and network visibility and centralized policy-setting control across all locations.

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



#### Future proof your network with a scalable, vendor agnostic SDN platform.

SD-WAN is the first virtualized network function to be delivered on the vendor agnostic ActiveCore platform. As new NFVs are added in the future, you can scale your network as your business needs evolve.



#### Gain transparency and simplify network and applications management.

Our approach to SDN and SD-WAN enable a new view and the ability to manage your network via a single pane of glass, on any device, for better visibility, actionable insights and decision making.



#### 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>

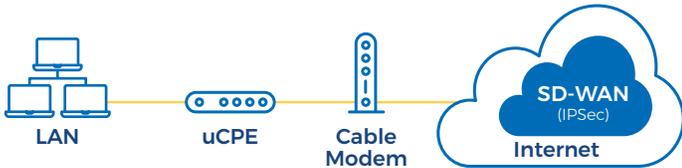
## Wireless Back-up Assures Reliable Continuity

Should your primary internet connection experience an unexpected outage or downtime, ActiveCore's wireless backup service will ensure that your business stays connected, your costs are consistent, and that you continue to have an accurate view of your entire network. This reliable failover service allows your business to protect mission critical applications from unexpected downtime with a predictable, transparent back-up option. ActiveCore's wireless backup service delivers the peace of mind of knowing you have a managed diverse connection with all the visibility and control available on the SD-WAN platform. And it is delivered at flat-rate pricing.

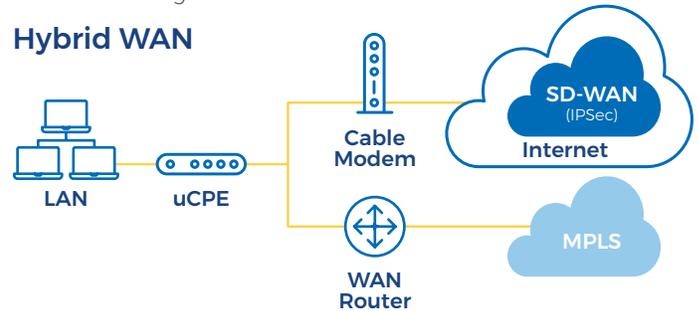
## Provides an "All-Network" Solution

The Comcast Business software-defined approach makes branch connections fast and more agile.

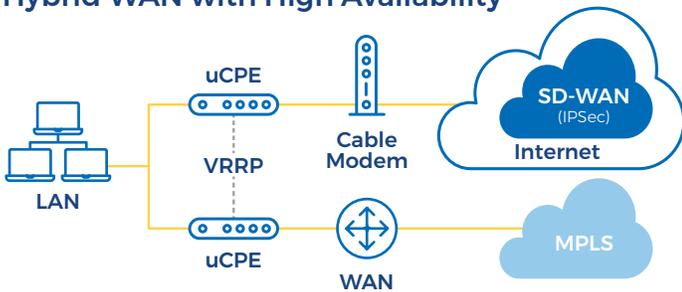
### Pure SD-WAN



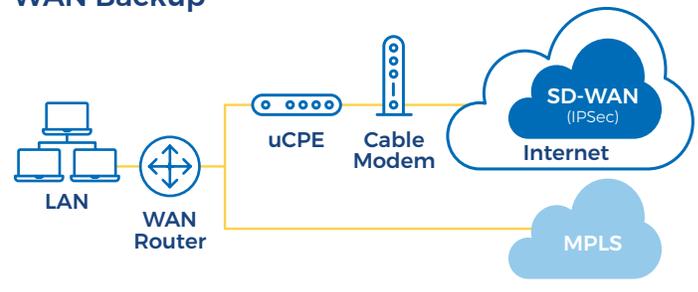
### Hybrid WAN



### Hybrid WAN with High Availability



### WAN Backup



## Awards and Recognition

Leading industry voices are recognizing Comcast Business for innovation and being among the first to meet global standards for SD-WAN. For more detail visit our full list of Awards and Honors at: [business.comcast.com/awards](https://business.comcast.com/awards).



## 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 more successful business opportunities.

### With Comcast Business SD-WAN, you have the backing of

- The nation's largest converged IP network
- The best first mile to last mile coverage
- Gigabit speeds that deliver lightning-fast bandwidth over ubiquitous, affordable broadband
- Extended reach through relationships with leading internet service providers
- Diverse paths and high availability options
- Feature rich SDN-enabled architecture
- Bandwidth scaling
- Customer-defined security policies
- Remote service/self service via Comcast Business portal
- Availability with existing Comcast or customer provided internet
- Hybrid SD-WAN with MPLS option, available as extended provisioning
- Multiple-broadband connection support for up to 4 WAN links per uCPE
- Publicly routable static IP configuration using network address translation (NAT) and port forwarding (PAT)
- Layer 2 Ethernet underlay

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