COMCAST BUSINESS SOLUTIONS ENABLE DIGITAL TRANSFORMATION
GET IN ON THE ACTION.
Dear Comcast Business Solutions Provider,

This booklet is meant to help you grow your revenue in the Digital Transformation Era.

As companies realize their future is distributed and digital, we believe Comcast Business is the linchpin enabling this new era. And our partners are in the right place, at the right time to build their businesses. We have the blueprint for the future and the right solutions for organizations of all sizes.

To succeed in this fast-paced, constantly changing world, organizations need the ability to support employees and digital resources from anywhere at any time with any device while delivering consistent quality of service, security and reliability. An organization, no matter how large or spread-out, has to be as responsive and agile as its smallest competitors. Otherwise, it risks giving up market share to more nimble competitors.

Companies don’t know what they don’t know about digital transformation and most companies are not as advanced as they think they are when it comes to distributed network connectivity.

This is where you (and Comcast Business) come in...with one of the key pieces of creating that distributed enterprise: SD-WAN.

No digital transformation strategy is complete without addressing the network. As the distributed enterprise seeks to optimize its digital assets, it also must take into consideration the underlying infrastructure that makes everything possible.

With SD-WAN solutions, mid-sized to large companies have the option of transforming their network in a cost-effective, simplified way that emulates how cloud infrastructures are managed. SD-WAN solutions promise to play a fundamental role in digital transformation. IDC estimates the market is growing at compound annual rate of more than 90 percent, to reach $6 billion by 2020.

SD-WAN services represent a significant revenue opportunity for our partners: a predicted $13 to $15 billion-dollar market opportunity.

But it doesn't stop there. Comcast Business’ SD-WAN is just the first service built on our ActiveCore platform. ActiveCore is our carrier-grade, gigabit-powered software-defined networking (SDN) platform delivered on the nation’s largest IP network. It allows companies to migrate from legacy networks built for a pre-digital world and enables the virtualization of network functions including SD-WAN and in the future, routing, firewall, WAN optimization and more.

Because digital transformation covers so many areas of the business, a lot of organizations lack the wherewithal to execute it on their own. You, along with Comcast Business, can take the reins and meet the unique demands of business customers with large networks stretching across multiple locations nationwide, while capturing market share and driving growth.

CB is the right company to partner with. We have it all: from broadband to SD-WAN and everything in-between. You will earn money with us and your business will grow with us.

From,
Your Comcast Business Solutions Provider Program Team
WHAT IS DIGITAL TRANSFORMATION AND WHY IS IT SO IMPORTANT?

GETTING STARTED ON YOUR DIGITAL TRANSFORMATION
As enterprises embark on digital transformation, one of the most vexing challenges is determining what the end result will look like. Even organizations with a clear understanding of the current conditions and requirements that shape digital transformation face this issue: The goal post will continue to move as you adjust business processes and operations to leverage new technologies.

Since the personal computer landed on corporate desks in the 1980s, technology has changed constantly. Currently, we are seeing the adoption of AI technology and machine learning models to handle huge volumes of data that humans cannot sift through without help from computers.

With cloud infrastructures firmly in place – and expanding – organizations grapple with the concept of digital transformation, what it means and how it advances business objectives. For the distributed enterprise, getting this right is key because well-executed digitization efforts will help keep stakeholders connected, productive and efficient.

A LOOK WITHIN
But what exactly is “digital transformation?” It boils down to this: leveraging new technology advances and blending them with existing assets to improve business outcomes. It all starts with a look within. The enterprise needs to evaluate how each application, database and hardware component supports the business, and then determine how to align each IT investment it makes to business outcomes, such as faster time to market, better products and happier customers.

The key to digital transformation, therefore, is understanding how improvements to existing IT investments and the addition of new resources work together to produce well-defined business goals.

Collecting and understanding data is key. A company wanting to figure out why certain products sell better than others in certain geographies can find the answers in the data it generates and collects. The same goes for a retailer wanting to determine why checkouts are too slow or a manufacturer figuring out why its assembly lines are less productive.

DIGITAL TRANSFORMATION: leveraging new technology advances and blending them with existing assets to improve business outcomes.

Data is an essential piece of the digital transformation puzzle, but it isn’t the only one. Organizations also must address the same network issues they always have faced – speed and performance, connectivity and bandwidth. Only now there are additional considerations – connecting disparate locations, systems, employees, partners and customers across a distributed enterprise, managing WiFi access points, and determining which digital assets to keep on premise or in the cloud.

BUILDING BLOCKS
Different organizations are driving toward digital transformation at different speeds. Each organization responds to its own drivers and sets its own goals. Each has unique business objectives such as creating new customer experiences and greater operational efficiencies, as well as budgetary, scalability and network readiness requirements to address.

For those in the early stages, it’s important to recognize some of the necessary elements such as WiFi, mobility and cloud infrastructures already are in place, but others will take more time and effort. In the near future, we are bound to see more progress in areas such as turning resources off and on in real time as needed.
Much groundwork for self-service procurement has taken place, but we’ve just scratched the surface. However, software-defined networking (SDN) promises to change that in short order and will be key to digital transformation projects. SD-WAN makes networks more flexible, cost-effective and easier to manage.

“End Game
As new and improved technologies come to market, organizations will need to keep an eye on moving goal posts to adjust their digital transformation plans. Think of digital transformation almost as a living organism – one that is sure to adapt and evolve, sometimes in unexpected ways, needing constant care and attention. As organizations work toward their vision of transformation, they’ll have to be flexible and make adjustments along the way to benefit from technology advances.

To see our 24-page e-book on Digital Transformation, please visit cbquiz.com/digitaltransformation/dt-ebook.html

“For those in the early stages, it’s important to recognize some of the necessary elements such as WiFi, mobility and cloud infrastructures already are in place, but others will take more time and effort.”
WHY THE DISTRIBUTED ENTERPRISE NEEDS COMCAST BUSINESS SOLUTIONS

BRANCH OFFICES ARE THE INTERFACE TO THE BRAND
It all comes down to infrastructure. Comcast Business provides next-generation infrastructure so customers can capitalize on new opportunities across their distributed enterprise. We offer reliable, flexible, and scalable network and security services to handle the complexities of your digital business at an affordable price.

TRADITIONAL BRANCH INFRASTRUCTURE
• Single, Direct Internet Access at HQ
• Expensive MPLS, T1 or Bonded T1 for connectivity
• Plan Old Telephone Service (POTS)
• Limited, to no WIFI coverage or LTE backup
• Minimal visibility into network performance
• Performance from HQ to cloud is best effort
• Manual orchestration, configuration
**OPTIMIZED BRANCH INFRASTRUCTURE**

- Centralized orchestration, provisioning of networking functions
- Centralized control of network performance and apps
- Consistency Branch infrastructure

- Fully maintained HW
- Mitigate rogue IT
- Improved security posture
COMCAST BUSINESS ACTIVECORESM: THE PLATFORM YOU NEED TO DELIVER HIGH END SOLUTIONS

WHAT YOUR CUSTOMERS NEED TO KNOW ABOUT ACTIVECORESM AND SD-WAN FROM COMCAST BUSINESS
ActiveCore is a carrier-grade, gigabit-powered software-defined networking (SDN) platform — delivered on the nation’s largest IP network. Comcast Business SD-WAN is the first service built and delivered on the ActiveCore platform.

ActiveCore allows enterprises to migrate from legacy networks built for a pre-digital world and enables the virtualization of network functions including software-defined wide area networking (SD-WAN), and future ones to include routing, firewall, WAN optimization and more.

Many services providers offer SD-WAN so it is important to identify our solution as Comcast Business SD-WAN and to differentiate between ActiveCore and SD-WAN… especially as we introduce future SDN services. (See Step 3 for differentiators)

HOW TO TALK TO CUSTOMERS ABOUT ACTIVECORE AND COMCAST BUSINESS SD-WAN

STEP 1 — UNDERSTAND THEIR PAIN POINTS
Ask them to describe their network and network management in order to uncover these, which may include:

- **Legacy VPN technology:** MPLS-based IP VPNs are slow, expensive and complex and you are “stuck with it.”
- **Network management:** Routine tasks such as new site deployment, reconfiguration and security implementation are manual, expensive and time-consuming.
- **Security:** Threats, privacy concerns and data integrity continue to escalate. “Nothing in my network is secure, I can be attacked from anywhere. My end users are not sophisticated enough and I have to protect them.”
- **Pricing pressure:** IT budgets are flat; price pressures with high operating costs squeeze profit margins.
- **Bandwidth restraints:** “How do I make the most of what I have?” Cloud adoption, mobility, BYOD, employees/customers accessing business and personal apps/data, the IoT, streaming video and audio are driving skyrocketing bandwidth demand and you are losing control over your network.
- **IT is overwhelmed** with too many options to pick from and don’t know what is good.
- **Are dependent on their carrier** for network visibility and have a general lack of network awareness.

STEP 2 — EXPLAIN HOW ACTIVECORE AND COMCAST BUSINESS SD-WAN CAN HELP
Your customer will likely have more than one of these pain points, but based on the one they seem to focus on most you can begin an important dialogue.

NETWORK AWARENESS
- The ActiveCore SDN platform enables provisioning, reconfigurations and maintenance from a centralized platform.
- ActiveCore is vendor neutral and provides you with best of breed virtualized functions.
- Comcast Business SD-WAN’s “Digital Experience,” is a portal, mobile device or voice application Alexa. It provides automated real-time network insights, application and network visibility (what’s up/down, latency, packet loss and jitter).
- Actionable at-a-glance insights from a centralized portal allow customers to quickly identify network issues at a detailed level without labor-intensive, time-consuming manual effort.

PRICING PRESSURE
- Our universal CPE and VNFs allow you to reduce the number of hardware appliances on premise, reducing hardware, labor, maintenance costs.
- Comcast Business SD-WAN delivers significant cost savings by replacing expensive T1 lines with high-bandwidth, cost effective broadband solutions.
- Comcast Business SD-WAN is a simple pricing structure that allows you to pay a flat rate for service.
- ActiveCore delivers the ability to scale secure, reliable network capabilities without increasing hardware and labor costs with no need to overhaul entire infrastructure.
LEGACY VPN TECHNOLOGY
Comcast Business SD-WAN
• Can replace complex MPLS and limited-capacity, high-cost T1 line installations and long-term contracts.
• Can enable the use of ubiquitous, low-cost high-speed broadband.
• Is a hybrid or pure play offering that allows customers to choose Comcast Business SD-WAN as total WAN solution or to be integrated with any type of legacy access.
• Offers a single pane of glass feature that integrates and displays the entire network of any architecture and any vendor and associated services and VNFs.

BANDWIDTH CONSTRAINTS
• Comcast Business SD-WAN enables highly scalable bandwidth with ubiquitous, high-speed, low cost broadband over DOCSIS 3.1. technology up to lightning fast one-gigabit speeds, and over fiber up to 10 gigabits per second.
• Bandwidth flexibility accommodates EDI, BI or BYOI on multiple sites.
• Maximize your bandwidth by controlling the applications on your network.

STEP 3 — ENSURE THE CUSTOMER UNDERSTANDS THE COMCAST BUSINESS DIFFERENTIATORS
It’s important to articulate the superior benefits of the ActiveCore platform and Comcast Business SD-WAN services compared to our competitors’ offerings.

Comcast Business:
• Has the nation’s largest converged IP network
• Provides the best first mile to last mile coverage
• Offers gigabit speeds that deliver lightning-fast bandwidth over ubiquitous, affordable broadband
• Provides a class of service enabled backbone
• Extends your reach through relationships with leading internet service providers
• Provides diverse paths and high availability options
• Has feature rich SDN-enabled architecture
• Offers bandwidth scaling
• Has customer-defined security policies
• Offers remote service/self service via Comcast Business portal
• Gives you a path forward to network resiliency
  - Reduce barriers to work
  - Reduce downtime
  - Improve quality of experience

FREQUENTLY ASKED QUESTIONS
Q: How mature is Comcast Business in the Software Defined Networking space? 
Very — beginning in 2009, Comcast kicked off our network virtualization initiatives to deliver a better experience to video subscribers and the residential X1 platform was born. Leveraging the development methodologies used for X1, Comcast was able to build other virtualization platforms such as Comcast’s ActiveCore for SD-WAN to support large scale enterprise networks.

Q: How does moving to SDN impact my IT teams?
SD-WAN will provide more insights and tools to complement existing routing and switching staff and expose them to new concepts and technologies. IT teams will continue to need requirements for maintaining on site traditional routing and switching skill sets.

Q: I’m an existing BCI customer and I use Comcast for backup to my primary MPLS. My BCI circuits sit idle until activated by a failure on the MPLS network. How can SD-WAN help me have a more resilient network overall?
With SD-WAN over your BCI circuits, your BCI circuits play a more active role in a hybrid WAN environment and you can choose to route traffic more efficiently over the two networks and improve overall network performance. Hybrid WANs will need to continue to be monitored and managed by your IT team as they review and act upon the informative network data and analytics available to them through SD-WAN.

Q: Why would I put all my eggs in one basket with Comcast, with SD-WAN? If CB has an outage, what happens? If the network is down, SD-WAN comes down too. I don’t feel comfortable having VPN over your network and then if network comes down, everything comes down.
Comcast Business offers the largest converged IP network, providing the best first mile to last mile coverage. With SD-WAN from Comcast Business, you get reliable, consistent performance and our vendor neutral SD-WAN solution that offers multi-WAN capability with gigabit speeds. Our ActiveCore platform provides you the ability to architect and scale your network with your business, and extend your reach with leading internet service providers. Our diverse paths and high availability options—along with our long-term platform vision and industry stability—offer peace of mind that other SDN solutions cannot.
# WE BEAT OUR COMPETITION. YOU OUTMANEUVER YOURS.
Comcast Business Gives Businesses More to Drive Better Performance.

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<th>Service</th>
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<th>Verizon</th>
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<td><strong>Gig-speed Network</strong></td>
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<td>Bringing our Gig-speed network to more businesses in more places across our network</td>
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<td><strong>ActiveCore™ Software-Defined Networking (SDN) Platform</strong></td>
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<td>Carrier grade SDN platform with built-in orchestration that enables multiple virtual network functions, provisioning, reconfigurations and maintenance from centralized portal</td>
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<td><strong>Software-Defined Wide Area Networking (SD-WAN)</strong></td>
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<td>With the power and flexibility of ActiveCore, replaces/augments legacy WANs with centralized software controls; delivers actionable insights, real time data from entire network; Flat-rate pricing regardless of bandwidth</td>
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<td>Up to 4 active, business-grade public &amp; private WiFi networks with WiFi Pro for your customers and employees to promote, protect, and manage your business</td>
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<td>Access to over 18 million Xfinity WiFi Hotspots nationwide keeps you connected to your business on-the-go</td>
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<td><strong>Connection Pro</strong></td>
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<td>Automatic 4G LTE backup using the best of two redundant wireless networks during network and/or power outages for up to 8 hours for internet customers</td>
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<td><strong>Comcast Business SmartOffice™</strong></td>
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<td>Next-gen cloud-hosted HD self-monitoring solutions so you can keep an eye on all of your locations from any device</td>
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<td><strong>Voice Mobility, VoiceEdge Select, Business VoiceEdge</strong></td>
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<td>VoIP and Hosted Voice solutions offering over 35 advanced features including mobile app integration, dedicated network, and options with and without phones</td>
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DOWNLOAD OUR 24-PAGE E-BOOK ON DIGITAL TRANSFORMATION AT CBQUIZ.COM/DIGITALTRANSFORMATION/DT-EBOOK.HTML

This e-book aims to help IT leaders plan and execute a digital transformation strategy across a distributed enterprise, offering guidance on meeting challenges and setting strategic goals, and insight on the technologies and services that are driving digital transformation.

It covers the impact the Internet of Things (IoT), big data analytics, artificial intelligence (AI) and WiFi analytics are having on digital transformation, and how hybrid cloud environments support those efforts.