

## Evolving Networks turbo charge the IT channel with UK made SD WAN

Evolving Networks, the UK's only SD-WAN vendor has announced the launch of its new channel programme in a drive to help System Integrators, MSP's and IT Resellers take on the big telcos in the £multi-billion WAN market.

Having started in 2008 with a simple mission to create software that makes connectivity better, Evolving Networks pioneered the concept of the software overlay, focussing on the concepts of over-engineering and resilience to reliably connect users to their applications, wherever they are.

Evolving Networks develop their own SD-WAN software and deliver it as a managed service via their own hardware, complete with a multi-ISP underlay. This unique technical capability enables a truly integrated service wrap, with full monitoring, automation, orchestration, security and fault tolerance built in.

### Evolving Networks Uniquely delivering an end to end service

Market positioning

	Telco	SD WAN Vendor	MSP	
Network underlay	✓	✗	✗	✓
Intelligent Network Fabric	✗	✗	✗	✓
Software overlay	✗	✓	✗	✓
Managed service	✓	✗	✓	✓

Partners get access to our entire ecosystem of services and tools including bid and sales support, meaning they can stand their new SD WAN service up in weeks, not months

Evolving Networks has built up a solid number of technology partners over the last few years including the likes of iomart, but with aggressive plans for growth built around a desire to grow revenues by 500% in the next three years, the IT channel is becoming much more of a focus.

In addition to launching to the wider channel community, Evolving Networks expect to announce a flagship SD-WAN partnership with a leading global Systems Integrator in the coming weeks.

Having developed the offering over the last decade, Evolving Networks have recently won an impressive string of corporate clients via direct relationships in recent years including the BBC, London Luton Airport, The Rank Group and Bulk with a strong pipeline of business heading into Q3 2021.

"We spent a couple of years building the aircraft, then a few years taxiing to the runway, but now we are ready for take off" said Nick Johnson, CEO of Evolving Networks, "we've actually been delivering managed SD-Connectivity for more than a decade having launched in 2008. Our very first corporate customer is still with us today and now with an increased focus on the channel we are on

track to double our revenues in 2021, and predicting a 500% increase by the end of 2023”.

The Evolving Networks offering now ranges from carrier resilient, multi gigabit single site connectivity solutions, through to fully managed global SD-WANs and also the UKs only fully integrated, one box Work from Home solution, enabling corporates to extend the SD-WAN benefits of resilience, QoS and full monitoring to homeworkers.

PRESS RELEASE



The UK's only fully integrated, one box Work from Home solution, enabling corporates to extend the SD-WAN benefits of resilience, QoS and full monitoring to homeworkers

The value proposition can be boiled down to three main areas.

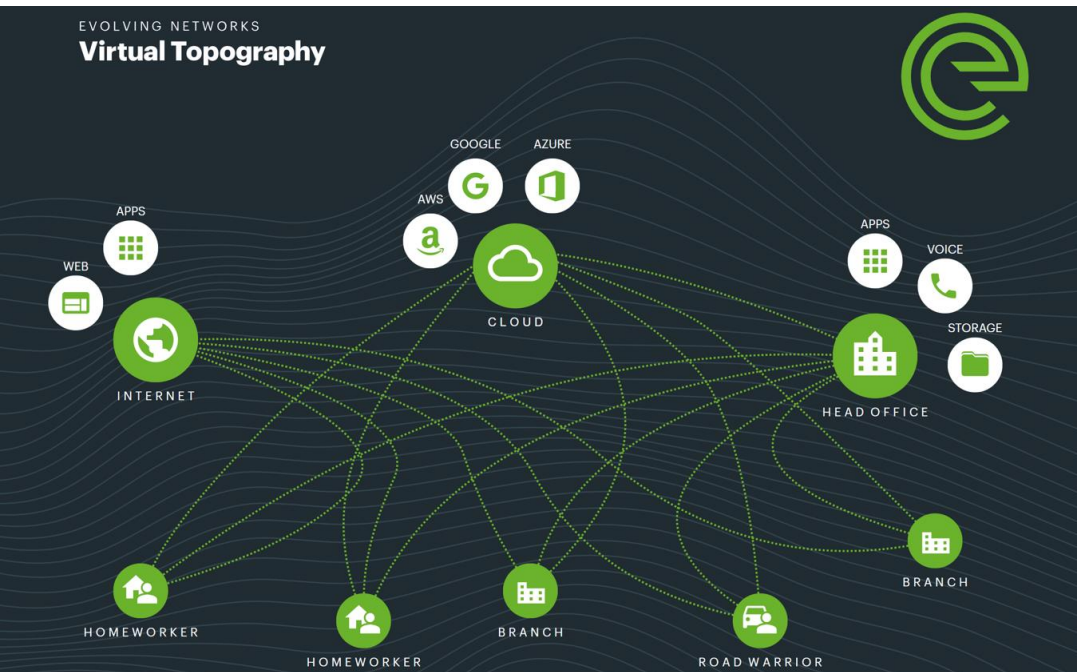
In addition to the core **technological offering** incorporating underlay, overlay, monitoring and orchestration, a unique **engagement methodology** allows businesses to seamlessly migrate away from legacy MPLS providers with a cost effective, de-risked transition. Finally, by engineering fault tolerance into every solution, in-life **service management** is fundamentally re-engineered.

Nic Elliott is the CTO behind the technical offering; “There really is nothing else out there like this, if you started with a blank piece of paper and the idea of building the best network for any given business, this is what you would end up with, and we are years further on than anyone else in terms of building the network virtualisation infrastructure that enables any networking challenge to be solved for any customer.

Over-engineering a network and building in fault tolerance and carrier resilience is all well and good, but what we also do for our channel partners is reverse the flow of information when it comes to in-life service management. Traditionally ISPs and service providers have measured response times in hours and days, and always in a reactive manner. We measure ours in milliseconds and seconds, so rather than have our partners in the middle of a customer/supplier conversation when there is a fault, we vector around network problems, then inform our partners of the work their network is doing proactively to keep their customer moving, strengthening their relationship with the client”.

Nick Johnson again, “this is about giving MSPs the tools to break the strangle hold the big ISPs have on the enterprise, rather than being frustrated by clients endlessly circling through MPLS suppliers, only to be disappointed by their experiences yet again. We are opening up access to the WAN space for businesses who know how to deliver true value to their clients with a very low barrier to entry partnership offering. Partners get access to our entire ecosystem of services and tools including bid and sales support, meaning they can stand their new SD WAN service up in weeks, not months.”

We are looking for partners with the correct cultural fit, who value a consultative solution sell, and who are up for the challenge of taking on the telcos



As part of the drive into the enterprise space Evolving Networks have recently recruited telecoms industry veteran Nick Toft.

Commenting on the maturity of the SD-WAN market in the channel, Nick Toft said; “I’ve watched for the last few years as many MSPs have wrestled back and forth with the idea of building out an SD-WAN practice.

But the simple fact is, to build what we’ve created is complex, expensive and uncharted territory for many IT service providers who have traditionally left the “connectivity” conversation well alone and let the likes of BT, Vodafone and Virgin Media fight it out for this business.

Our approach is to take what we’ve developed over the last decade, plug it into our partners’ businesses and enable our channel partners to deliver huge value to their customers with a connectivity offering that enhances their existing portfolios from day one.

We believe that, with the emergence of SD-WAN, customers now want to place their network business with their incumbent IT MSPs who they trust to deliver exceptional outcomes for them, having been burnt once too often by their telecoms provider.

Our partner programmes enable them to do exactly that so we are looking for partners with the correct cultural fit, who value a consultative solution sell, and who are up for the challenge of taking on the telcos”.