Macquarie Telecom and Cloud Services, known as Australia’s “untelco,” has a reputation for superior customer experiences with their wide array of telecom and cloud services for mid to high commercial segments. Macquarie identified SD-WAN as a way to offer a network management service that delivers the flexibility that has become the hallmark of the cloud era. Learn how they seized the first mover advantage, helped customers focus on business priorities instead of on their network, and quickly built a business based on VMware’s NSX SD-WAN.

1) Create a market-specific customer story – align benefits with customers’ prime business directives, such as focusing on differentiators versus the care and feeding of the network.

2) Simplify the offer – make it familiar and easily comparable to known capabilities, with clear incremental value.

3) Incubate the solution in phases – limit access to specific field sellers and customers, and expand gradually to establish credibility.

High Value for IT Managers, Strategic Value for CIOs

Macquarie’s service focuses on the capabilities that matter most for the market.

- **Software-Defined** – SD-WAN separates the control plane from the data plane so decisions can be made at the application layer. Now IT staff who are unfamiliar with WAN/networking are empowered to make rapid changes or updates across the network.

- **Simplicity** – Whether a public cloud or local/private cloud, the edge can talk to the edge without coming back through a traditional hub and spoke network.

- **Visibility and Control** – Because IT managers are managing at the application layer and at the edge, they have full visibility and control.

- **Link Bundling** – With SD-WAN, packet level routing for link bundling is better, as is error correction.

CIO Value in the Cloud Era

CIOs must make complicated application decisions without impacting network infrastructure. By making the SD-WAN decision now – taking the nimble, clever cloud and pushing it across the network – future application decisions, including working with Azure and AWS, become much simpler.
Simplify the Offer to Expedite Customer and Field Understanding and Accelerate Sales

Customers are used to buying MPLS as a pipe and a box, so Macquarie packaged the SD-WAN offer the same way. By keeping pricing, service levels, and contractual terms the same, customers can easily compare the pros and cons of the two approaches.

Macquarie’s SD-WAN offers the choice to self-manage or consume as a fully managed service. This includes all the structure built into operations systems. Time consuming monitoring and hygiene work can be easily managed by a partner, freeing up IT staff to focus on more strategic priorities.

Incubate the Solution in Phases for Customers and the Field

Prior to making SD-WAN generally available, Macquarie’s emerging technologies team rolled it out to select customers and sales reps, gradually adding a few more at a time over the course of 12 months.

- Customers reduced risk while optimizing for speed.
- Customer demand grew quickly as the tight focus on successful early deployments spread.
- Field sellers were ready and waiting when the opportunity to sell finally arrived.

Target Prospective Customers Using Focused Tools and Collateral

Macquarie focused their story on two audiences: IT managers for whom day-to-day operations would become much simpler and more powerful, and CIOs who could use it to lay the networking foundation for their cloud strategies.

- For IT Managers, mapping their target customer organizations to the relevant decision makers in LinkedIn, (through simple searches as well as LinkedIn’s lead accelerator module) was highly effective.
- For IT Managers, building a single piece of compelling collateral, “SD-WAN in 7 Minutes,” became the top asset on their web site.
- For CIOs and IT Managers, Macquarie focused on case studies that showcase how customers solved problems and the business impacts of solving those problems.

Success

With VMware NSX SD-WAN solution, Macquarie achieved three times their sales goals the first year and expect to double them again in year two. Customer demand for information has been insatiable, giving Macquarie the opportunity to educate their customer base and prospects on what SD-WAN means and how it works. The NSX SD-WAN solution is a simpler product resulting in better internal economics for Macquarie, a new revenue stream, and customers prepped for cloud services. Customers are increasingly asking for strategic application level advice, so Macquarie’s position as the trusted advisor with the premium customer experience will only continue to grow over time.