

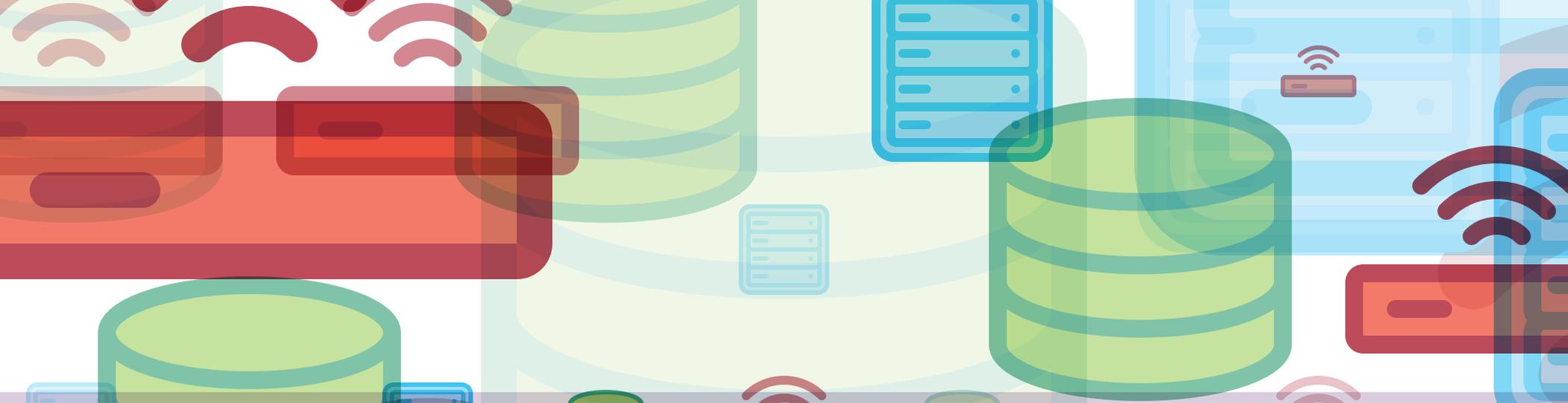
The background is a vibrant purple gradient. It features a pattern of various-sized squares in shades of cyan, orange, and lime green, arranged in a somewhat diagonal, descending sequence from the top-left towards the bottom-right. Some squares have long, dark purple shadows cast to their right and bottom. There are also two gear icons, one in the upper-left and one in the lower-center, both rendered in a light purple outline style.

## USE CASES FOR SDN

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# Software-defined networking in the new business frontier

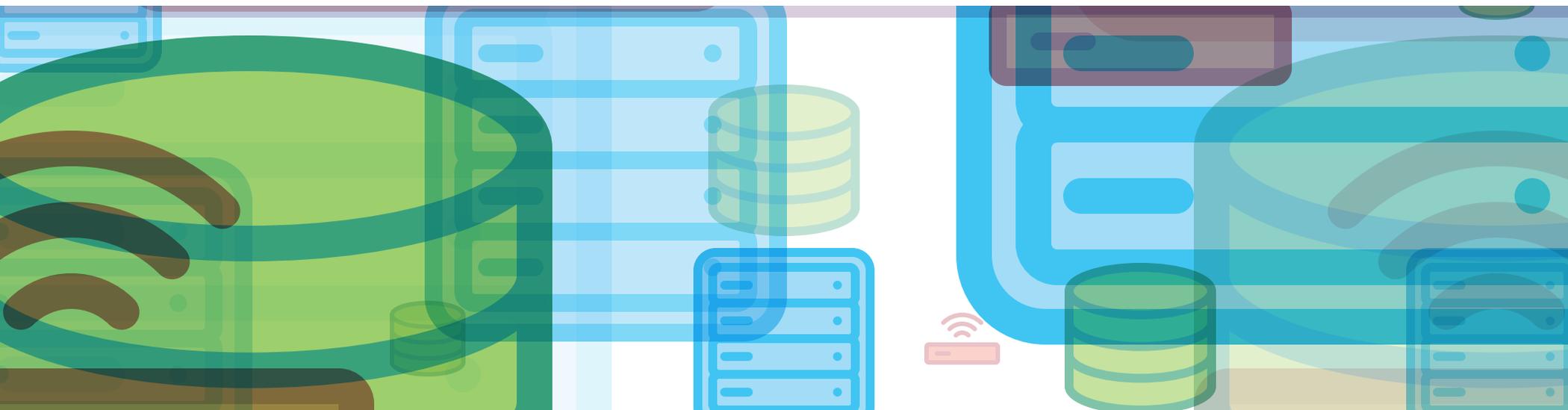
**The key to meeting next-generation agility,  
innovation and application demands**



Your network is the **connective tissue** for your enterprise.

Today's highly interactive applications and volatile traffic patterns demand a network infrastructure that is **more agile, adaptable** and **in sync** with the business it supports — **yours**.

Software-defined networking (SDN) is that approach.



An SDN solution — an integral part of a software-defined environment — can **virtualize your network** and create **centralized controls** to provide more flexibility.

Built on open standards, SDN helps **transform** hardware-intensive networks into **programmable**, software-driven networks that can **automate** and **orchestrate** network services.

When you deploy SDN, you can expect **exceptional business benefits**.

To learn more, read the use cases on the following pages.

## Software-defined environment



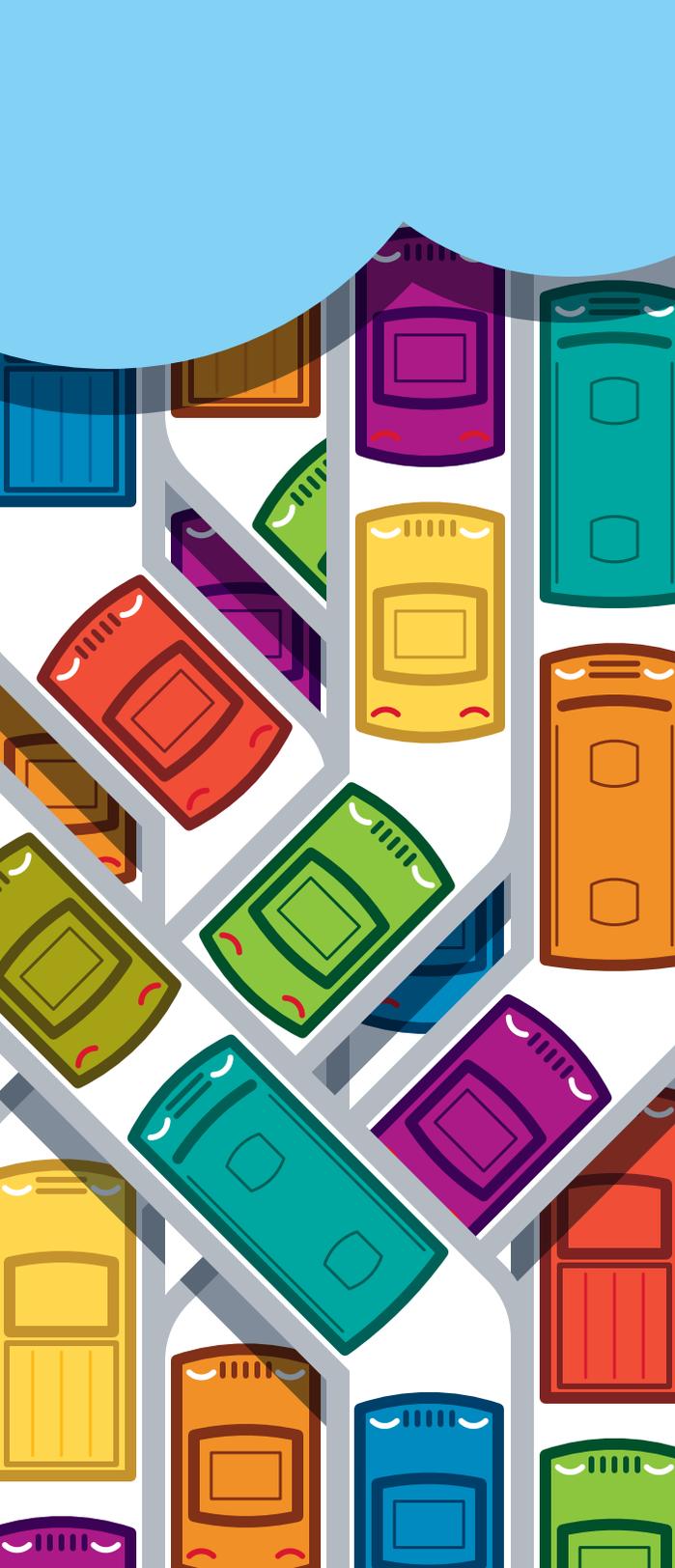
**Software-defined network**



Software-defined storage



Software-defined compute



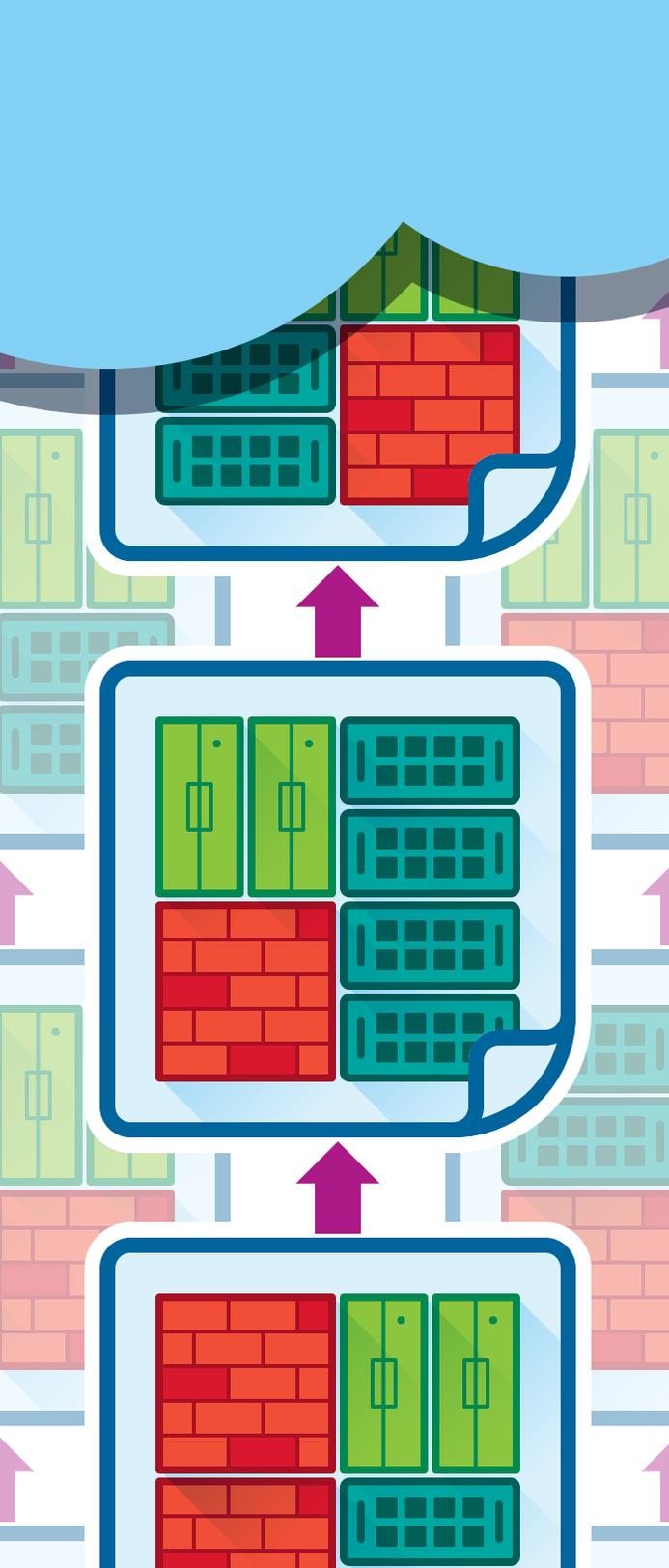
## Use case 1: Burst to the cloud for application scalability and new innovation

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**Traffic volatility** is a fact of life for most companies. By shifting applications and services to the **cloud**, you can cost-effectively acquire the additional server capacity you need.

But **bursting** requires a network that is ready to handle the alternate traffic flow.

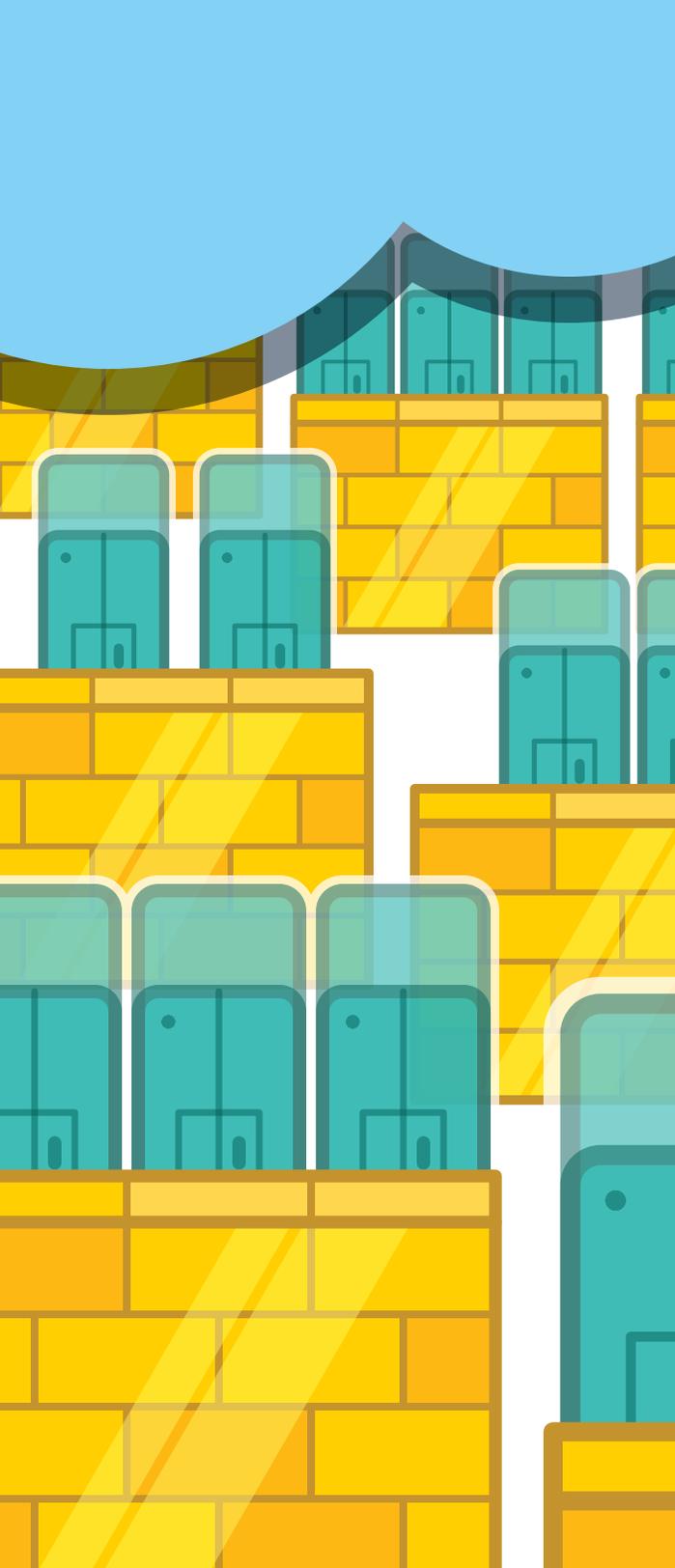
SDN is capable of **rerouting traffic** and **quickly autoscaling** to meet the fast-changing demands of cloud bursting.



## Use case 2: Improve speed to market to increase revenue and business growth

By using SDN, you can create **reusable templates** to deploy **virtualized networks** with all the necessary capabilities—switches, firewalls, load balancing and more—already **automated and orchestrated**.

When you're ready to deploy new applications into production, you can **provision virtualized networks in minutes** by using the appropriately outfitted templates.

An illustration on the left side of the slide shows a data center environment. In the foreground, there are several server racks represented by yellow brick walls with teal server units on top. The background shows more server racks and a blue sky. The overall style is clean and modern.

## Use case 3: Protect internal data center traffic with a distributed firewall

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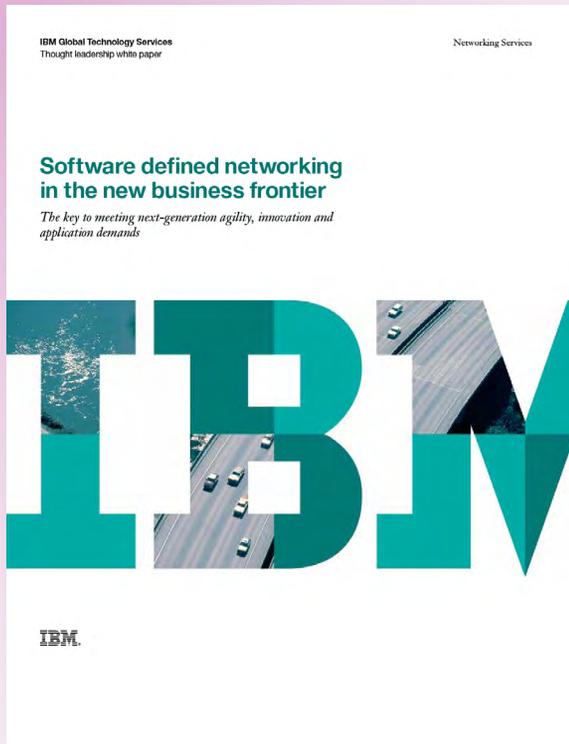
SDN promotes more **targeted protection** while **simplifying firewall administration**.

Instead of relying on a conventional perimeter firewall to protect your entire data center, you can create a **distributed** firewall system by adding **virtual firewalls** to protect each virtual machine.

This additional layer of firewall security helps **prevent a breach** in one virtual machine from leapfrogging to another.

Also, through SDN automation and centralized control, you can quickly view, modify and curb network activity to **limit the chances of a breach** in the first place.

# SDN is the answer to next-gen agility and business growth



A dynamic, intelligent and highly automated and virtualized network environment promotes **more innovation, faster time to market** and **better security**.

Transitioning to SDN requires **thoughtful strategy and design** to prepare your organization and your infrastructure.

To learn how, click [here](#) to read the IBM white paper “Software-defined networking in the new business frontier.”

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