

Enterprise Networking Shouldn't Be Complex

BREAK THE STATUS QUO WITH SIMPLICITY AND FLEXIBILITY



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Are You Getting Real Value Out of Your Network Investment?








Every enterprise task you can think of relies on the network to happen. The network isn't just a part of your organization, it IS your organization. It's the central nervous center that connects people, computers, applications and devices, enabling all kinds of communications: voice, text, video. It bolsters digital tools that supercharge efficiency, productivity, agility, and customer responses.

This network is the strategic weapon of your enterprise, driving next-generation services like mobile concessions, electronic shelf labeling, or even robotic surgeries. All these services are gateways to efficiency, productivity, and revenue, and we're just scratching the surface.

Yet, what's the reality? Corporate networks often fall short of delivering simplicity, flexibility, or that much-needed return on investment (ROI) businesses need to achieve their goals. These networks are still seen as money-gobbling monsters, not profit creators. They are costly, perplexing puzzles to operate and manage, inflexible to adapt to new needs, and brimming with unnecessary expensive features.

Vendor Tax: The Dirty Little Secret of Status Quo Vendors

Enterprises are bearing heavy burdens just to use network equipment from the likes of Cisco, Hewlett Packard Enterprise (HPE), and others. The complexity and extra burdens that these big-name vendors impose? Call it a "vendor tax," creating major hurdles on the road to success:

-  Licensing arrangements as complex as a rat's nest, stealing valuable time and creating headaches for your staff.
-  Exorbitant licensing and operational costs make it an uphill battle to score adequate returns on colossal network investments.
-  Inflexible feature sets tied to hardware stunt growth towards agile and responsive work.
-  Proprietary technologies increase the labyrinth of integration and interoperability, while racking up costs and complexity.
-  Closed ecosystems, no flexibility and no choice force a simple upgrade to become a full infrastructure revamp—stretching beyond budget and scope.

Break the Chains of the Status Quo

Here's the silver lining: You don't have to settle for these high-priced, rigid vendors or their convoluted network solutions. There are alternatives that will lift the burdens off your IT teams and give your enterprise the freedom to reach your goals without skyrocketing costs.

As network hardware licenses come up for renewal, isn't it the perfect time to scrutinize what value your current network vendor is really delivering? Ask yourself the big question: Is your vendor an ally or a roadblock in your company's evolution and in achieving its business objectives?



Most Hardware Renewals Come with High Costs and Too Many Compromises

Are you unnerved by the idea of scrutinizing the real value of hardware renewals? It's only natural. It can be more comfortable dancing with the devil you know than venturing into the unknown, maintaining the status quo.

It's easier, isn't it: to renew those same, draining licenses, to accept the costs and the compromises, to leave even the slightest changes to the network on the back burner? When we've devoted considerable time and energy into mastering complex networks, the pull towards the familiar is nearly irresistible.

Yet, enterprises are at a tipping point. They can no longer afford the complacency of blindly renewing hardware licenses. The "business as usual" mentality with vendors, relationships, and technologies, once a guiding principle as networks emerged and evolved, is now grossly incompatible with current business needs and financial constraints.

The Hidden Costs That Ravage Your Budget

Renewal costs for hardware licenses aren't merely high; they can be gut-wrenchingly steep, surpassing all estimations and budgets. This jarring revelation poses severe ramifications for any business. The recurring costs linked to license renewals are a significant chunk of this problem.

To add insult to injury, businesses are badgered into paying for additional, exorbitantly priced solutions to access indispensable features. The so-called "bundle" options accompanying renewal contracts can be misleading. Bundles that encompass desired products, features, and services often include superfluous, useless elements. This overpacking fosters more unwanted costs.

These costs, if uncontrolled, can thwart enterprises from continually adapting their networks—the very lifeline of their operations— and, subsequently, stagnate their business transformation.

Licenses So Complex, They Devour Resources

Untangling the intricate web of licenses, deciphering baffling quotes, IT teams are drained, expending an unreasonable amount of time, effort, and money on understanding and managing licenses. In some instances, efficiency is a lost cause, and a dedicated resource becomes necessary just to navigate through the labyrinth of vendor licenses.

When IT resources are shackled by licenses, they're not pushing the business forward. They are a cost, not an investment, with little to no tangible return. The bewildering complexity of licensing also heightens the risk of companies overpaying for more capabilities than they genuinely require.



Vendor Services: Atrocious or Non-Existent

Status quo vendors are large, labyrinthine beasts, plagued by unwieldy processes. The consequence? Delivery times for network solutions are more often a roll of the dice than a reliable timetable, overshooting their promised dates. Unless you're a corporate giant with deep pockets, getting these mammoth vendors' time, attention, or even answers, can feel like trying to catch smoke with your bare hands.

Navigating these vendors can be a nightmare. Account representatives are ever-changing, and you're often thrown to the wolves or, in this case, an inexperienced rep who's incapable of addressing your concerns efficiently or effectively. The torrent of mixed messages from different corners of these vendors' organizations further compounds confusion and complexity when you need assistance.

Complicated Solutions Stifle Necessary Evolution

Network solutions that the status quo vendors offer are technically bewildering, taxing to learn, and nightmarish to implement and operate. These shortcomings render it grueling and time-consuming for IT teams to incorporate crucial new capabilities like network automation, which is pivotal for efficient and cost-effective network operations and management. Instead, this kind of management becomes an agonizing maze.

Given the complexity and extensive training associated with legacy enterprise networks, it's hardly surprising that IT teams are worn out and often hesitant to adopt business-critical network advancements: They're the victims of insidious vendor fatigue.

Time for a Change? A Checklist for Evaluating Your Status Quo Vendor



As the waves of dissatisfaction with status quo vendors grow, it might be time to evaluate whether your current vendor is still the right fit for you. You may be seeing signs that point toward the need for a change, and these common pain points may serve as the four horsemen of the apocalypse for your vendor relationship.

- ✓ **Licensing Complexity**
Is it increasingly difficult to manage your licenses due to their complexity? If you're dealing with a variety of licenses for different product lines and you're finding it hard to compare subscription-based licenses and permanent licenses, you're in dire need of simplification. This is a common issue plaguing many organizations.
- ✓ **Forced Adoption of Additional Licenses**
Have you been forced to adopt mandatory licenses for additional solutions that were previously unnecessary? This may be a sign of your vendor's inability to meet your changing needs effectively.
- ✓ **Vendor Neglect**
Is it difficult to get the attention you need from your vendor? Whether it's dealing with an endless array of sales reps who don't understand your account or a lack of ownership from your vendor, it becomes clear that you deserve better.
- ✓ **Protracted Delivery Times**
While the global shipping crisis put pressure on everyone, some vendors are prioritizing larger customers, leaving smaller accounts with extended and unrealistic delivery timelines, a sign of an unfair approach. Your organization should be a priority and it deserves timely service as well.

These common issues are more than minor frustrations; they affect your organizational productivity, efficiency, and bottom line. If these challenges sound all too familiar, it's time to look beyond the status quo and consider the benefits of alternative network solutions.

Status Quo Vendors: Paving the Path to Obsolescence

You may feel trapped by the absence of integration options between legacy equipment and newer products. Are you forced to juggle disparate networks using multiple tools or bleed money on unused licenses? With that comes a universal plea for simplicity, automation, and integration—a clear rejection of the present chaos and confusion, and the fear of being strategically “stuck in the mud”.



High Costs Are Driving Enterprises to Change Network Vendors

“Up until 2012 we had a Cisco-based solution in place. Unfortunately, it started to grow too expensive for us. All the software licenses, support agreements, the 6509 core switches... really costly pieces of equipment. So, we started to look for alternatives. We had resources to invest in the network. We bought 2,000 access points, switches, and everything else we needed from Extreme. That's how it all began.”

Changing Network Vendors is Proving to be a Winning Strategy

“Extreme Networks has been a key partner in helping us to build a smart city that meets the current and future. Believe this: enterprise networking doesn't have to be this daunting. A sea change is on the horizon. IT teams, disentangle yourselves from the clutches of the hardware renewal process with your status quo vendor. Unfurl your sails and explore the ocean of other options. Cutting-edge network solutions from innovative vendors are on the horizon, promising to revolutionize network operations, bolster business evolution, and contain costs.”

Andrzej Kardas, CTO, Swedish Smart City Borås Stad

Hope Shines Bright: Alternative Network Solutions Demand Your Attention



Next-Generation Universal Network Platforms: The Beacon of Streamlined Networking

As the North Star for IT teams—simplifying the delivery of the network capabilities your business needs today and tomorrow— are next-gen, universal network platforms. Harness the power of modern, end-to-end fabric with these platforms, forging a unified network stretching from branch offices to campus networks, the data center, and the cloud. This secure, scalable, and automated network empowers IT teams with unprecedented agility and speed, facilitating them to meet the ever-changing demands and evolving needs.

In this application, the network's flexibility is an invaluable asset because its feature set is independent of the hardware. This decoupling ushers in a new era of adaptability: new deployment models, technologies, and use cases can be incorporated by merely changing the software or features on the network switch or access point. Say goodbye to the specter of technology lock-in.

There's no need to replace hardware or associated licenses as requirements evolve. **The simplicity of this approach is multifaceted:**

- Catalyzes project timelines as procurement decisions hinge primarily on connectivity requirements, with new feature sets conveniently added later.
- Eliminates the risk of network equipment becoming obsolete when deployment models, technologies, or business requirements change.
- Extends the life of network hardware, enhancing return on investment.

Unified Network Management: A Stalwart Ally in Simplifying and Strengthening Network Operations

All network platforms—wired and wireless, SD-WAN, IoT, and third-party— can be managed seamlessly, either on-premises or in a single cloud. With a user-friendly interface and network automation capabilities in place, IT teams can reprioritize their focus towards advancing business goals, freeing them from mundane and time-consuming operational tasks. **This management platform:**

- Significantly boosts the efficiency of network operations by reducing management complexity.
- Minimizes the risk of human errors during repetitive, manual tasks.
- Enables more proactive management, reducing risks and ensuring an optimal user experience.
- Streamlines the application and management of network and security policies.
- Provides a comprehensive analysis of performance, health, and security for every device and user on the network.

Most importantly, devices from status quo vendors and other third-party providers can be managed in tandem with new universal platforms. This allows enterprises to pace their network advancement according to their unique requirements and budget. Thus, they can repurpose the existing infrastructure, accelerating transformation speed while minimizing incremental costs.



Poolable, Portable Licenses: Your Passport Away from Licensing Torment

With the state-of-the-art networking solutions available today, IT teams have a real shot at breaking free from the endless nightmare of licensing that drains their time, money, and resources. Instead of drowning in a sea of complex, device-specific licenses and warranties, they now can:

- Pool licenses and transfer them between devices as needed.
- Activate operating system licenses for network switches in bulk and administer them centrally through the cloud.

There's a single, transparent price for every device management license, and a consistent warranty across all universal network platforms, wired or wireless.

A Brighter Future with an Integrated, Single Network

Embrace a revolution in enterprise networking. Alternative vendors offer network and technology innovations that equip IT teams with the necessary performance, flexibility, and capabilities to propel the business forward. This new era offers a single, fully integrated network that's effortless to purchase, deploy, and manage in one streamlined application. No more unnecessary sacrifices:

- **High-performance, multi-rate switches and routers** with advanced power over Ethernet (PoE) securely address edge, core, and aggregation needs across branch, campus, and data center environments.

- **An SD-WAN** connects users, data, and applications securely and at scale with advanced application performance management that enables the best possible performance for the lowest cost.
- **Industry-leading 6 GHz Wi-Fi** technology with built-in artificial intelligence for IT Operations (AIOps) delivers always-on wireless connectivity.
- **A highly scalable network fabric** unifies, automates, and secures the network from data center to campus to branch, across wired, wireless, and SD-WAN environments.
- **A choice of operating systems** lets IT teams easily repurpose and redeploy network hardware through a simple software change to avoid hardware lock-in and protect investments.

Unrivalled Support Maximizes Return on Network Investments

Choosing the right network partner means never facing support shortfalls. IT teams are provided with constant, easily accessible assistance and solutions. From the first consultation to day-to-day management, engineering experts stand by to mitigate outages and fast-track the realization of value from your network investments. They are your unwavering allies in this journey, enabling a smooth transition into a new era of efficient and flexible enterprise networking.

Let Your Network Take You into the Era of the Infinite Enterprise

There is no need to struggle with status quo vendors or vendor fatigue. Extreme Networks recognizes that the rising complexity and costs IT teams face today are not a sustainable approach to enterprise networking. To resolve these challenges, Extreme has a unique architectural approach to enterprise networks that reduces risks, simplifies operations, and efficiently scales to meet evolving business needs.

With Extreme as their network partner, IT teams can advance into the era of the Infinite Enterprise: An infinitely distributed enterprise that meets users wherever they are, delivers a consumer-centric experience where technology revolves around the user's needs, and enables that experience at scale.

Make the Vision for the Infinite Enterprise a Reality

To take enterprises into the era of the Infinite Enterprise, we provide:

- 1 **One Network** that connects everyone, everywhere through universal platforms—wired, wireless, and SD-WAN—that are securely connected with Extreme Fabric in a single topology across campus, data center, branch office, and cloud.
- 1 **One Cloud** that enables the unified management of everything, with AI—for both Extreme and non-Extreme wired, wireless, SD-WAN, and IoT devices, as well as security and fabric. Choose cloud your way: public, private, local, or hybrid.
- 1 **One Extreme** for certified global professional services, customer success, maintenance, and support. Our experts help you mitigate outages, speed time to value, and maximize the value of your network investment.



With Extreme, the Words Hardware and Agility Finally Go Together

"With Universal Platforms, Extreme is the only vendor providing true agility. I didn't even think agility was possible with hardware."

Zeus Kerravala, ZK Research

Get the Very Best the Industry Has to Offer

With Extreme as your network partner, you gain much-needed simplicity and flexibility while protecting existing network investments.

With the simplest licensing approach in the industry and a single, consistent warranty for all solutions, you have clear business predictability and no hidden costs. Licenses can be moved between wired and wireless devices, and there's just one license for cloud-based and on-site network management options.

In addition, software and feature sets are decoupled from hardware so they can be changed when needed. And you can continue to evolve and redeploy third-party networking solutions and IoT devices, including those from status quo vendors such as Cisco, HPE, Juniper, and others, so there is no need for a rip-and-replace approach. All devices—Extreme and third-party—can be managed through our unified platform.

Finally, your network remains fully compliant at all times with key cloud, information security, and privacy standards to reduce risks and protect data end to end.

Rely on a Trusted Network Partner to Drive Better Outcomes

Innovative organizations around the world rely on Extreme network solutions to improve experiences, drive efficiency, reduce risks, and expand revenue.

Our customers include all types of organizations, from high-profile sports leagues and global enterprises to government organizations, healthcare, and educational institutions. **Here are just a few examples:**



Extreme Is a Recognized Industry Leader

In 2023 Extreme was named a Gartner® Magic Quadrant™ Leader for Enterprise Wired and Wireless LAN Infrastructure for the fifth consecutive year.

In 2023, Extreme was named a Gartner Peer Insights Customers' Choice for Wired and Wireless LAN Access Infrastructure for the sixth consecutive year.

Insight into our customers and why they choose to partner with us, [read our customer stories.](#)

More about the Extreme approach to enterprise networks, [visit our website](#) or [contact our sales team.](#)



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