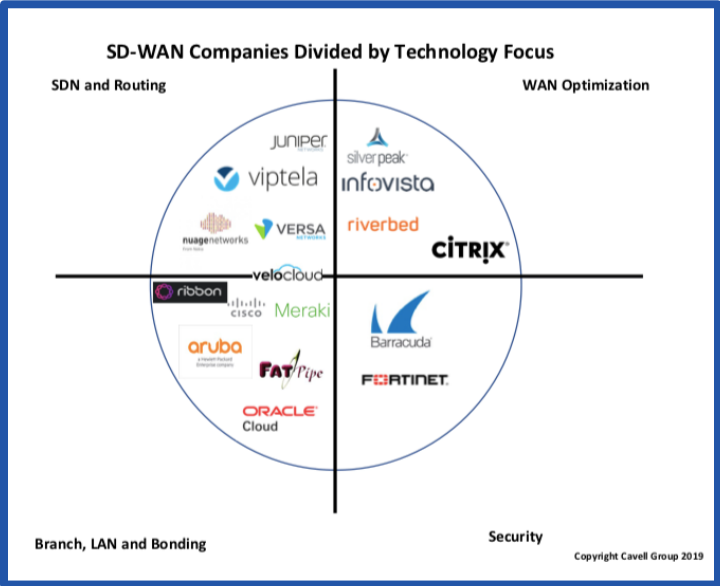


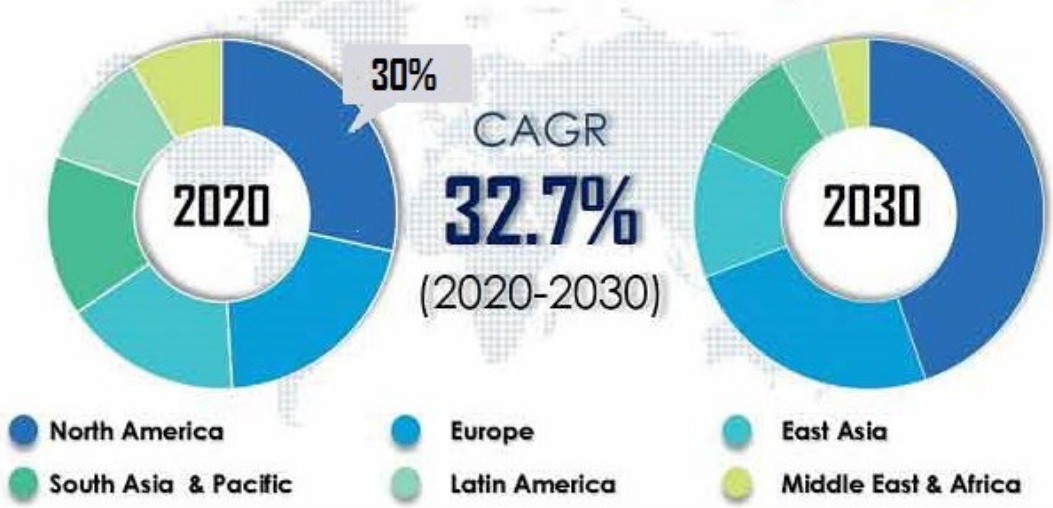
**\$53B SD-WAN Market by 2030**



[Persistence Market Research report](#) indicates SD-WAN market growth reaching \$53M by 2030. The [top five vendors in revenue share](#) for the full-year 2020 were led by [Cisco](#), followed by [VMware](#), [Fortinet](#), [Versa](#) and [HPE/Silver Peak](#) and account for [nearly 2/3rds](#) of the market. [Top reasons for adoption](#) include auto-failover and redundancy (66.8%), simplified management (61%), and cost savings over MPLS (57.7%). Many companies find the lack of bandwidth penalties and increased scalability better than the MPLS limitations. Remote work has contributed to the move to SD-WAN. Retail may provide a new opportunity for SD-WAN as there is a new to lower operational and capitalize expenses and creative solutions like virtual fitting rooms are used to capture customers.



**SD-WAN Market Share (%)**  
By Region, (2020-2030)



Source: Persistence Market Research Note: Market shares not depicted as per actual scale - only for illustration purposes

SD-WAN [centralizes control](#) over network traffic and directs it throughout the WAN to optimize performance. SD-WAN is highly agile and supports connection types ranging from MPLS and DSL cable to LTE.

[SD-WAN Benefits](#) include

- 1) lower WAN OpEx, CapEx, and overall total cost of ownership,
- 2) greater business agility and responsiveness to keep pace with IT innovations,
- 3) supports multiple, secure, high-performance connections, eliminating backhaul penalties imposed by MPLS networks,
- 4) improves performance by enabling load sharing across connections and adjusting traffic flows based on network conditions,
- 5) supports the automated provisioning of, and changes to, premium network services such as VPNs, firewalls, security, WAN optimization, and application delivery control,
- 6) supports zero touch provisioning (ZTP), and
- 7) improves network security by encrypting WAN traffic and segmenting the network to minimize damage if breaches occur.

[Cisco](#) SD-WAN solutions:

