

Executive Overview

- <https://www.aryaka.com/>
- Headquarters: Santa Clara, CA
- Offices in Hamburg, Germany and Bangalore, India
- Founded in 2009
- 450+ Employees
- 18 Patents for Networking and Network Security
- 500+ global enterprise customers
- 40+ Points of Presence (POPs) worldwide
- Consecutive 3x Gartner Peer Insights Customers' Choice Award
- Net Promoter Score: 65+

Product & Service Offerings

Aryaka offers unique, cloud-managed Unified SASE as a Service and high-performing SD-WAN services delivered on a POP-based architecture over a global, dual-layer, private backbone with multi-cloud connectivity. Aryaka's multiple patents allow application acceleration and WAN optimization for both on-site and remote users to be included. Services are offered in flexible management options including Aryaka-managed, co-managed, and customer-managed, and are provided in 3 simple bundles for customers to choose from. The new bundles are market-leading and extremely competitive!

Sales Engineer Take On Best Fit

Aryaka offers one of the most robust, global SD-WAN platforms with POPs connected by their private network backbone around the world. In my opinion, Aryaka is a great fit for clients looking to optimize their global WAN (with branch sites and/or remote users), clients with locations in China that need to get data in or out of China, and clients with an interest in WAN Optimization. Aryaka has also been adding more security functionality to their platform with SWG, CASB, and ZTNA, so they are also a good consideration for single-vendor SASE solutions.

- Sarah Arnstein, SASE Sales Engineer

Key Features & Differentiators

- Aryaka's cloud-managed services delivery based on a purpose-built global private network with POPs around the globe for unified networking and security services offers unique advantages for enterprises.
- Traditional SD-WAN or Security vendors and Telco/Service providers require the stitching together of solutions and services delivery, while Aryaka's SD-WAN and Unified SASE as a Service solutions combine:

- Single-pass architecture with a single management plane, central control plane, and distributed data plane for unified network and security services delivery (ONE PORTAL TO MANAGE WITHOUT SACRIFICING PERFORMANCE FOR SECURITY).
- Distributed policy enforcement across CPE and cloud/POP closet to the users
- A global private network consisting of a Layer 2 and Layer 3 core that guarantees uptime up to 99.999% for Layer 2 and up to 99.99% for Layer 3
- Built-in WAN Optimization and patented application acceleration technologies Integrated Deep Packet Inspection and Application Classification
- SD-WAN functionality, which enables dynamic best path selection, load balancing, forward error correction, and a converged WAN-edge at branch offices with cloud access and VPN connectivity, routing, and optimization in a single, customer premise equipment (CPE)
- Fast and easy multi-cloud connectivity to hundreds of IaaS, SaaS, and UCaaS resources plus extension to additional cloud services via software-defined cloud interconnect
- Secure Branch solution with Next-Gen Firewall as a Service deployed on CPE and in the Cloud/POP.
 - Option for hosted 3rd party NGFW and integrated L3/L4 Firewall and DPI
- Secure Remote Access for remote/mobile users with fully managed VPNaaS
- Secure Internet Access for onsite and remote users with Secure Web Gateway on CPE and in the Cloud/POP
- SINGLE CUSTOMER PORTAL for visibility and control of SD-WAN, SASE, and Last Mile Services configuration and management, reports and ticketing system, and alerts & notifications
- Last Mile Circuits Procurement, Management, and Monitoring across the globe
- Flexible Delivery Options: Aryaka-Managed/Co-Managed/Self-Managed Service including 24x7x365 single point of contact support.
- Flexibility with integrated Gold and Silver Lifecycle services for performance-sensitive or cost-sensitive deployments

Top Industries Served

- Manufacturing
- Transportation
- Retail & Consumer Products / eCommerce
- Other

Ideal Customer Profile

Company: Domestic-only and global organizations with multiple sites and remote/mobile users connecting to Internet/web, applications and workloads in private and public clouds (IaaS, SaaS, UCaaS)

Business Size: 5+ Sites, \$100M+ Revenue

Deployment: SASE Deployment, MPLS replacement, Hybrid Workforce and hybrid app/work load deployment, solve Application Performance/Poor End User Experience Issues

Buyer: CIO, CISO, Head of IT Infrastructure, IT Directors for Network and Network Security

Target verticals: Manufacturing, Technology, IT, Professional Services, Financial Services, Transportation & Logistics, Industrial, Retail & E-commerce, Pharma, Others

Qualifying & Technical Questions

1. Are you looking to modernize, optimize and transform your WAN and Security infrastructure?
2. Are you looking to simplify operations by converging networking and security?
3. Are you looking to reduce your security threat landscape with a unified solution?
4. Do you seek a solution that does not force you to accept trade-offs between performance and security?
5. Do you want to reduce the complexity of managing multiple, stitched together point solutions?
6. Do you want to reduce the burden of dealing with multiple vendors?
7. Are you looking to deploy network and network security at the speed of business and not held back by prolonged deployments?
8. Do you have locations that suffer from network reliability or performance issues?
9. Do these include locations in China? Or far-flung locations?
10. Do you want to connect sites and onsite and remote users with SLA-backed network performance?
11. Do your work-from-home or remote employees experience application performance issues? Are you using more cloud applications and resources, seeking to simplify multi-cloud connectivity? For example: IaaS like AWS, Azure, Google Cloud, Oracle Cloud, Alibaba Cloud, and more SaaS like Salesforce, SAP, Microsoft 365, Box, Wisetech, and more and UCaaS like 8x8, Zoom, Teams, Webex, and more.
12. Do you seek to improve application performance with built-in WAN Optimization (TCP, CIFS, SMB, HTTP/HTTPS)?

Elevator Pitch

Aryaka is the leader and first to deliver Unified SASE as a Service, the only secure network access solution designed and built to deliver performance, agility, simplicity, and security without tradeoffs.

Aryaka meets customers where they are on their journeys, enabling them to seamlessly modernize, optimize and transform their networking and security environments.

Aryaka's flexible delivery options empower enterprises to choose their preferred approach for implementation and management.

Hundreds of global enterprises, including several in the Fortune 100, depend on Aryaka for cloud-based software-defined networking and security services.

Objections & Rebuttals

There are so many vendors in the SD-WAN and Security space. What's different about Aryaka?

True, there are many options. However, Aryaka is the first provider and leader to offer Unified SASE as a Service.

There are only a few vendors that integrate network and security technology with a global private backbone in a seamless way for a unified solution and experience. In the noisy SASE space, Aryaka differentiates itself by delivering a fully integrated, global SASE

platform with its own private network. This demonstrates that Aryaka is ahead of the industry curve in driving integration of security with network transport.

What is Aryaka Unified SASE as Service?

Aryaka Unified SASE as a Service combines several elements that are unique in the industry including:

- Aryaka OnePass (TM) Architecture enables distributed policy enforcement through a distributed data plane, unified control plane and single management pane.
- Aryaka Zero Trust WAN traverses Aryaka's global private network backbone, which operates in more than 100 countries.
- Comprehensive Networking, Security and Observability Services, including the new Aryaka SmartSecure next-generation firewall (NGFW) with secure web gateway (SWG), anti-malware and intrusion prevention system (IPS).
- Flexible Delivery empowers businesses to choose their preferred approach to delivery (Aryaka or third-party) and implementation (managed, co-managed or self-managed).

MPLS-based providers offer low latency and performance, so why should we switch to Aryaka?

Aryaka's global PoP footprint with its built-in WAN optimization and patented application acceleration technologies offers low latency and deterministic performance worldwide, backed up by a single global SLA. In today's hybrid world, where users and apps reside anywhere, Aryaka's cloud-managed service delivery offers the needed performance with much greater agility and flexibility.

I've heard Aryaka is only a good fit for international, global deployments.

Not true. Aryaka has solutions that meet global and national organizations' network and network security requirements with optimized price/performance deployments. Aryaka is an excellent fit for national, intra-regional, and still global deployments for multiple site locations and remote users.

Aryaka offers only a fully managed solution, but no self-service or co-management options.

Not true. Aryaka's Flexible Delivery Options allow organizations to implement the solution their way, at their pace and to choose from self-managed, co-managed and Aryaka-managed service delivery customers have the option to select self-manage or co-manage their networks and security set up via the MyAryaka cloud portal. Or let Aryaka's team manage and configure settings for network and security services on their behalf and use the portal for monitoring and reporting. The Aryaka team will always ensure that no unintended consequences happen.

Aryaka is good for networking, but lacks security solutions.

Not true. Aryaka developed native security solution with Aryaka NGFW-SWG, Anti-Malware and Intrusion Detection and Prevention System (IPS). Aryaka will add to and enhance its security portfolio with DLP and ZTNA solutions.