

B2B Solutions Brief

SOLUTION BRIEF

As digital transformation progresses, the need for a business to connect to customers and business partner grows. This presents fundamental challenges for IT:

- **Scale** - Networks must connect a far greater number of nodes, including partners and customers. This has cause the number of connections to grow exponentially.
- **Agility** - Customers want network connectivity spun-up in hours, not weeks or months. Traditional provisioning methods cannot provide the agility needed in this new economy.
- **Security and Privacy** - This vastly expanded threat surface puts pressure on both security and privacy.

In parallel with these changes, data is becoming a more strategic asset than ever before. Customers want each transaction to reflect the current condition as well as what previously happened.. Furthermore, service models and AI and ML models are increasing, making use of locally-produced data.

This means where data sits is more important than ever. Locally produced data, especially IoT data, is too heavy to move. The business must leave data where it is used, uploading metadata for AI and ML models. The increased number of connected stakeholders can immediately affect the number of decentralized data transactions, thus demanding further effort for security and compliance.

What The New Enterprise Needs

In the past, connecting two businesses was used sparingly. The business might connect a few distributors and partners and perhaps a few major customers, but connecting to other businesses was the exception, not the rule.

It was also a complex, cumbersome task. IT would deploy complex extranets between the two business entities. These extranets had DMZs and had to painstakingly map IP addresses from the two separate, private networks.

This won't work in the modern economy, where business-to-business (B2B) connectivity becomes the rule, not the exception. Provisioning and managing B2B connectivity must be fast and simple. The resulting B2B networks must also be secure, protect data sovereignty, and be able to scale effortlessly.

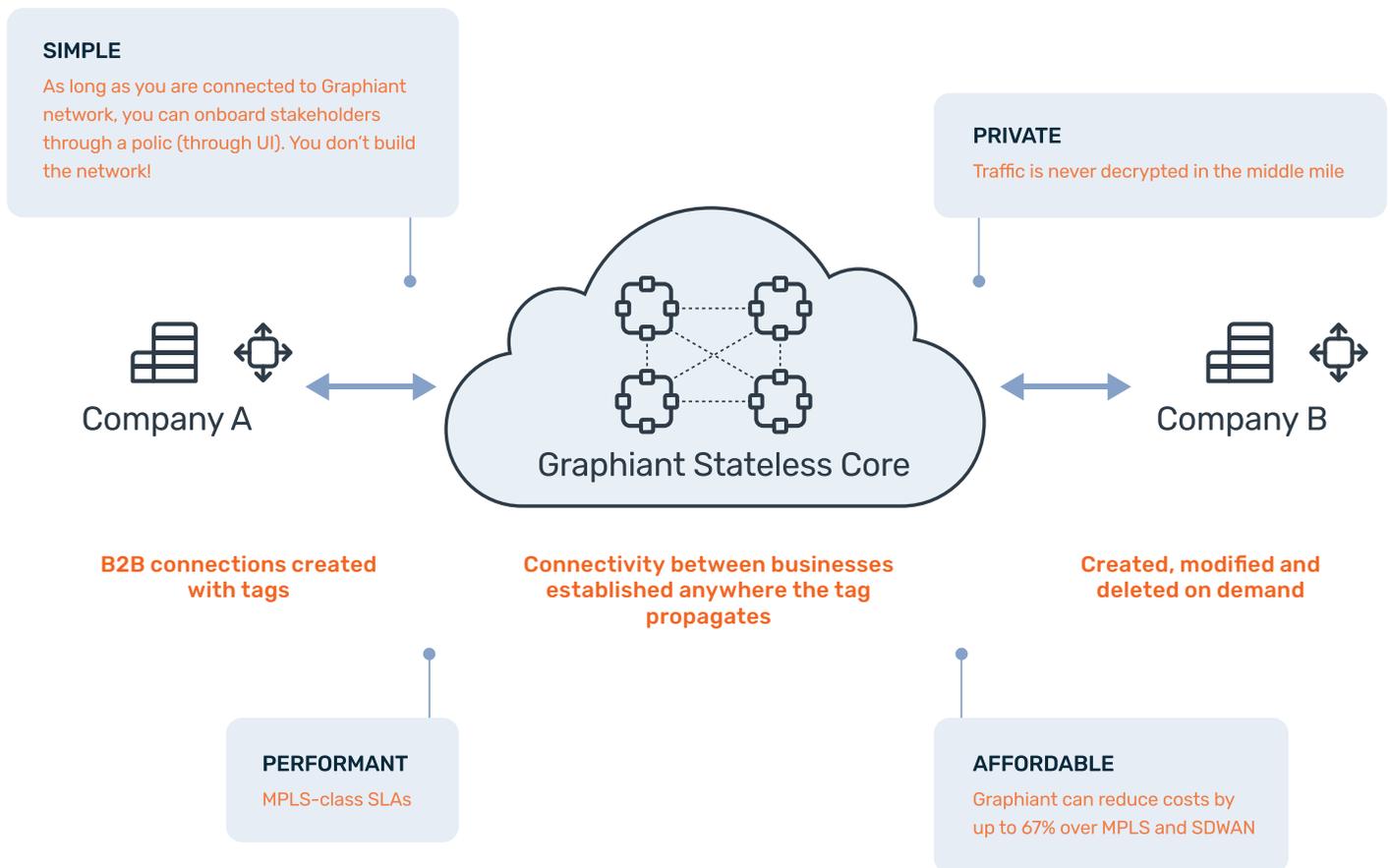
The problem is that the current extranet solutions fall short. When based on MPLS networks, extranets are labor-intensive to provision, change and secure. And MPLS extranets are extremely expensive. Public Internet extranets are less expensive, but inherently less secure and lack reliable performance. Furthermore, public Internet-based extranets are also labor-intensive to provision, change and secure.

B2B Connectivity for the Service-Model Economy

Connecting your enterprise's network to other business networks (customers, partners, distributors, etc.) is quickly becoming the norm. This new B2B connectivity requires:

- **Agility** - Spin-up B2B connectivity in minutes, not weeks or months
- **Speed** - Operate reliably (and predictably) at the speed of business
- **Scale** - Easily scale to orders of magnitude more connections than in yesterday's world
- **Secure** - Security and privacy must be built into the core network, not bolted on as an after-thought
- **Affordable** - Networking is far too expensive today

Here is how Graphiant Network Edge provides B2B Connectivity:



Inside the New Graphiant Network-As-A-Service

The Graphiant Network Edge is a revolutionary new way of providing connectivity. It brings a host of game-changing innovations to enterprise connectivity:

- **As-a-service Connectivity** - Instead of building bespoke networks, IT simply provisions connectivity from a simple, intuitive visual service. This modern GUI-based provisioning makes it simple to provide policy-based network connectivity.
- **Label Switching** - MPLS is expensive and difficult to provision, but it does provide performance, scale and security. This is because it is a private network based on a simple label-switching model that removes complexity from networking. The Graphiant NaaS also employs a private, label-switching core that means:
 - We don't use customer state in the core, which simplifies connectivity and increases throughput.
 - We don't have route or tunnel scalability concerns - security and end to end privacy are embedded in the solution.

Graphiant Network Edge Powers Tomorrow's Connectivity

The value of enterprise networks increases as connections to customers and partners grow. But this requires removing connectivity barriers. Graphiant is powering tomorrow's connectivity to achieve precisely that goal.

[Learn more at graphiant.com](https://graphiant.com)



Next-Gen Networking that is Agile, Performant and Secure

