

AUGUST 2015

SERVICE DESCRIPTION

VIDENS SD-WAN PROOF OF CONCEPT

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1 Overview

The Proof of Concept gives Customers who intend to buy Videns SD-WAN solutions the opportunity to test the solution against predefined objectives in the Customer's real live operational environment. The Proof of Concept is conducted under the condition that the Customer will procure the Videns SD-WAN solution if the results meet the predefined objectives.

The Proof of Concept consists of three major parts:

- A workshop to provide the input for a document, the *Proof of Concept Agreement*, which will describe the scope of the Proof of Concept, the test criteria and objectives;
- Roll out, testing and optimization of the Videns SD-WAN solution at a limited number of representative network locations;
- Creating and presenting the *Proof of Concept Report* document that describes the outcome of the Proof of Concept.

Normally a 2 months pilot period is found sufficient to deploy and execute the Proof of Concept of the Videns SD-WAN solution.

2 Benefits

The Proof of Concept de-risks the Customer's decision to invest, by giving him the opportunity to test the Videns SD-WAN solution against pre-defined objectives. Customer staff and Videns IT Services consultants and engineers will work closely together, exchanging knowledge of the Videns SD-WAN solution and how to manage the Customer's applications from a performance perspective. Experience and information gathered during the Proof of Concept is reusable in the roll-out phase; it gives the Customer the benefit of a quick and easy enterprise-wide deployment of the Videns SD-WAN solution.

3 Deliverables

The *Proof of Concept Agreement* and the *Proof of Concept Report* are the two deliverables of the Proof of Concept.

3.1 Proof of Concept Agreement

The *Proof of Concept Agreement* is the leading document. It describes the scope and the test criteria of the Proof of Concept. The Customer and Videns IT Services will mutually agree and sign this document, before the actual implementation of the Proof of Concept commences.

3.2 Proof of Concept Report

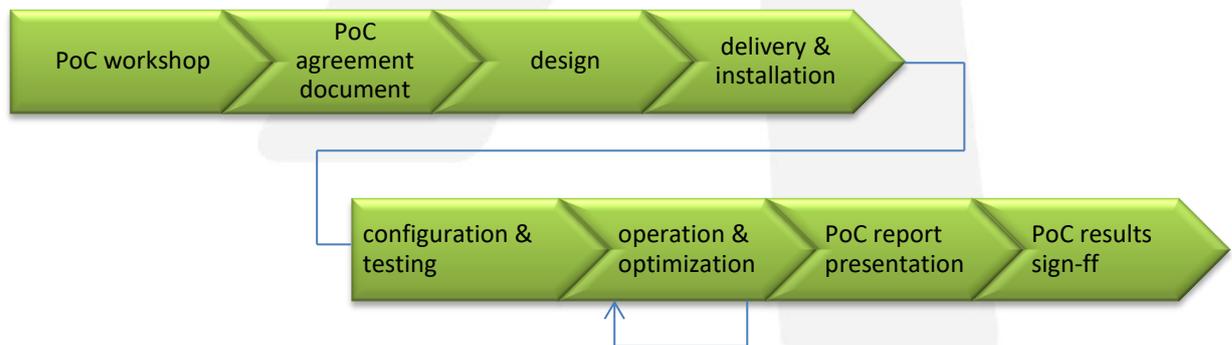
The *Proof of Concept Report* is the final report and will be presented by Videns IT Services to the Customer in Microsoft PowerPoint format. It includes:

- An overview of the legacy network parts and applications in scope, as well as possible bottlenecks and performance issues addressed during the Proof of Concept;
- High and low level designs and configuration details of the Videns SD-WAN solution deployed during the Proof of Concept;
- The results of specific tests (success criteria) conducted during the Proof of Concept, including network and application performance graphs if available/applicable.

This report will then be referenced in the *Proof of Concept Results* document.

4 Process

Videns IT Services uses a PLAN-DESIGN-IMPLEMENT-OPERATE-OPTIMIZE model to execute the Proof of Concept project, as depicted in the following diagram:



4.1 Plan

A workshop is organized as a means to gather the necessary information from the customer and to agree on the requirements and objectives of the Proof of Concept.

The workshop will define:

- The purpose, goals and objectives of the Proof of Concept pilot project;
- The success criteria for the Proof of Concept, with input from all stakeholders;
- How to establish an infrastructure/test environment to support the pilot project activities;
- The Customer's business critical applications;
- The performance objectives for the network and business critical applications;
- The definition of when the requirements are met;
- The scope, including the sites that will participate in the Proof of Concept;
- The Customer project participants;
- The planning and total duration of the Proof of Concept;
- The Videns SD-WAN hardware, software and services that will be provided by Videns for the purpose of the Proof of Concept.

The results of the workshop will be laid down in the *Proof of Concept Agreement*.

4.2 Design

The requirements identified during the workshop will be used to create a detailed design that meets the network and application performance requirements.

This service will be executed in the customer environment as described in the *Proof of Concept Agreement*.

High-level network design

The Videns IT Services engineer will develop the design and make a plan for the Videns SD-WAN solution deployment. The Customer's requirements and functional specifications will be translated into an architectural and topological design, including hardware specifications and identifying the required software modules. The high level design documents include a network topology diagram and kit-lists.

Low-level network design

The Videns IT Services engineer will develop a detailed network design for the Videns SD-WAN solution, including network diagrams and configuration templates for integrating the SD-WAN appliances into the Customer's network. The low level design documents include a LAN study and covers such details as IP addresses, subnets, physical interfaces, cabling, power supplies and rack space for each site.

4.3 Implement

The actual implementation consists of specific services, performed by Videns IT Services, that will be executed in the customer environment as described in the *Proof of Concept Agreement*:

- Shipping and pre-configuration (where required) of SD-WAN appliances;
- Setting up and configuring the customer SD-WAN domain(s) and sites in the orchestrator platform;
- Project Management, overseeing the entire implementation process.

In short, this phase delivers, installs, configures, and integrates system components, tests and validates system operation.

4.4 Operate

Once all installation and configuration is done and all system tests are executed, the SD-WAN will be ready to transport live network traffic. The Customer will be requested to migrate live traffic from the legacy WAN to the Videns SD-WAN. More detailed, the activities during this phase are to:

- Monitor network behavior (load, packet loss, latency);
- Report on application behavior;

- Monitor application transactions;
- Set dynamic thresholds and alerts for network events and issues;
- Enable effective and proactive troubleshooting via continuous packet capture and inspection (allowing the customer to drill-down root cause analysis that indicates whether the problem is at the application, network or server level);
- Customer to report back on user performance perception.

4.5 Optimize

The optimization phase is used to activate step by step the additional SD-WAN features, and to examine the specific impact of these features. Optimization is a continuous loop of changing and acting on the results of the change.

Thus, the activities during this phase are:

- Enabling and tuning dynamic QoS (Quality of Service) and application priorities;
- Monitoring and reporting and tuning of network and application performance against the criteria defined;
- Gathering information for preparation of the *Proof of Concept Report*.

5 Evaluation and Reporting

5.1 Evaluation

All gathered information will be analyzed together with the Customer. The actual measurements will be compared with the requirements and performance expectations and the results will be recorded in the *Proof of Concept Report*.

5.2 Acceptance and Sign-off

The acceptance and sign-off phase is the final step, where the *Proof of Concept Report* is signed as a successful conclusion of the Proof of Concept, indicating that all criteria described in the *Proof of Concept Agreement* have been met.

6 Customer responsibilities

In order to execute a successful Proof of Concept, the customer is responsible for:

- Physical installation of the Videns SD-WAN appliances in the Customer network (unless agreed otherwise);
- Assigning at least one engineer to the project. Preferably, this should be the same person during the entire Proof of Concept project. This person will work together with Videns IT Services consultants and has knowledge of the Customer's network, the application landscape and business priorities of the applications;
- Providing secure remote access to the Customer's network, at least for the duration of the Proof of Concept;

- The possible configuration changes required in the WAN and/or LAN to let the Videns SD-WAN components work properly.

7 Special Conditions

7.1 Exclusions from test results

Any local problems occurring in the Customer's LAN, legacy WAN or Datacenter(s) will be excluded from the Proof of Concept and will not be taken into account of the outcome of the Proof of Concept, meaning that a Proof of Concept can still be successful, even if there are LAN or Datacenter problems.

7.2 Right to prove suitability

If the customer for whatever reason considers the Proof of Concept to be unsuccessful, then Videns IT Services (and its technology providers) will have the possibility to extend the Proof of Concept by 2 months, at no additional cost for the Customer, and with the Customer's full cooperation, in order to prove the suitability of the Videns SD-WAN solution versus the agreed criteria.

7.3 Ownership

All Videns SD-WAN equipment, hardware, software and system components will remain the property of Videns IT services, unless or until other contracts are in place to overrule this. The Customer will be liable for the loss or damage of any equipment provided by Videns IT Services for the purpose of the Proof of Concept.

Any design documents, test reports and all other documents produced for the purpose of, or during the Proof of Concept, will remain the property of Videns IT Services.

8 Appendix 1: Proof of Concept Agreement (TEMPLATE)

This Proof of Concept service agreement (“Agreement”) is made between:

Company name	
Address	
City	
Country	

hereinafter named the **Customer**, and

Company name	Videns IT Services B.V.
Address	Orteliuslaan 850
City	3528 BB Utrecht
Country	Netherlands

hereinafter named **Videns**.

Whereas,

Customer commissions Videns to execute a Proof of Concept of their proposed SD-WAN solution, such Proof of Concept to be conducted in the Customer’s network environment,

Now therefore, the Customer and Videns agree as follows:

1 Proof of Concept service definition

The Proof of Concept will be executed by Videns as described in the Service Description *Videns SD-WAN Proof of Concept* (version 1.0, August 2015, by Videns IT Services), which forms an integral part of this Agreement.

2 Mutual commitment

The Customer and Videns commit to cooperate and to make all reasonable efforts, with the aim of achieving a successful conclusion of this Proof of Concept.

The Proof of Concept is conducted under the condition that the Customer will procure the Videns SD-WAN solution from Videns, as offered to the Customer by Videns, if the results of the Proof of Concept meet the success criteria defined in this Agreement.

3 Contact details

The following persons are designated by each party to represent the Customer and Videns respectively, and will be responsible for the execution of this Agreement.

	for Customer	for Videns
Main Contact		Ruud van Straaten
Title		Managing Director - Operations
Phone		+31 6 31 000 984
e-mail		r.vanstraaten@videns-it.com

4 Project Participants

The Proof of Concept relevant stakeholders are:

Name	Project role	Phone	e-mail	location

5 Proof of Concept success criteria definition

5.1 Objectives for the SD-WAN and key applications

The following objectives are defined:

Subject	Test Objectives	Success Criteria

The results of these tests will be marked as “passed” or failed” in the *Proof of Concept Results* document. The Proof of Concept will be deemed successful if [...] out of [...] tests are “passed”.

6 Scope

6.1 Participating locations

For provisioning and shipment purposes of the SD-WAN appliances, the site details are:

Location	Address	Local contact person	Selected appliance

For initial configuration and installation purposes the following details are used:

Location	WAN IP address	LAN IP address	Number of users	WAN bandwidth

6.2 Key applications marking

The following applications considered as the key applications within the Customer's organization.

Application name	Criticality [High / Medium / Low]	Estimated number of users	Locations that use this application

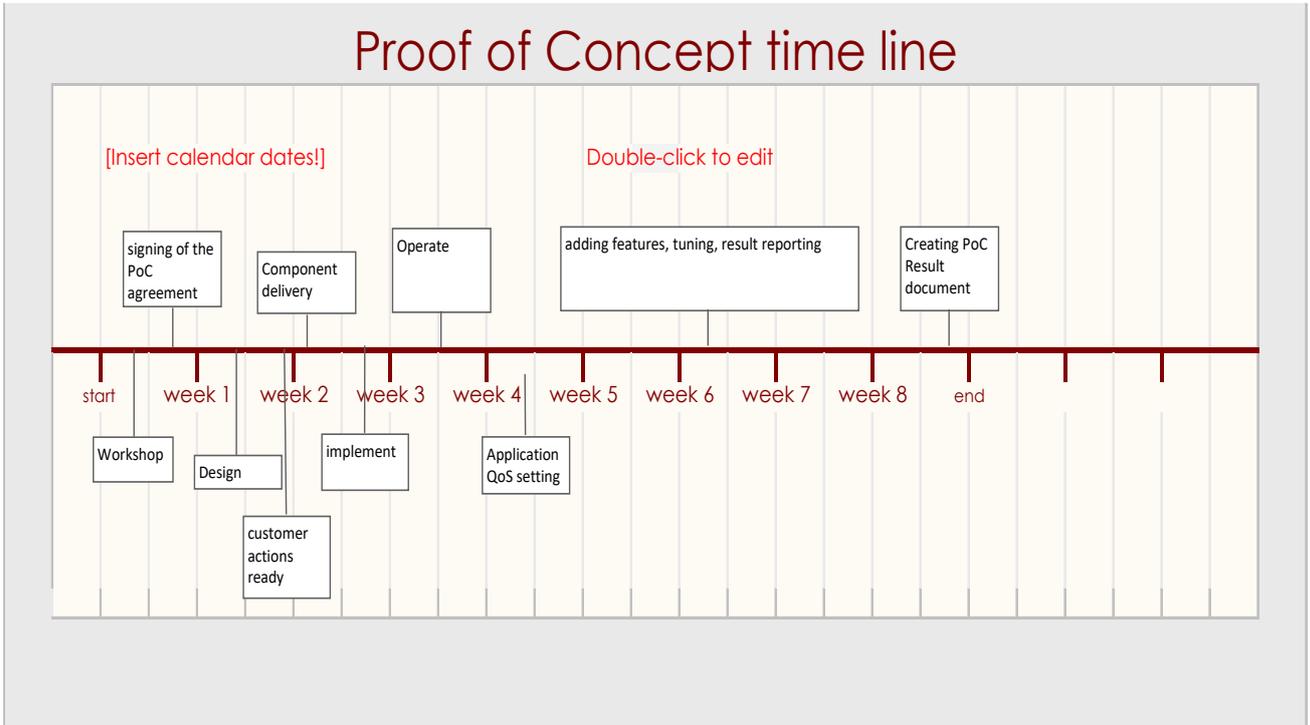
7 Customer actions

Agreed customer actions, required to execute the Proof of Concept:

	Action	Responsible participant	Date ready
1.	Physical installation of the Videns SD-WAN appliances		
2.	Provide secure remote access to Customer's WAN		
3.			
4.			
5.			

8 Planning

The execution of the Proof of Concept will follow the timeline as indicated in the diagram below. The dates indicated are non-binding, estimated target dates and may be amended from time to time, if mutually agreed by the parties.



If the Customer for whatever reason considers the Proof of Concept to be unsuccessful, then Videns (supported by its technology providers, if necessary) will have the possibility to extend the Proof of Concept end date by 2 months, at no additional cost to the Customer, and with the Customer’s full cooperation, in order to prove the suitability of the Videns SD-WAN solution versus the agreed criteria.

9 Charges

Videns will invoice the Customer and the Customer will pay Videns the agreed fee of € [.....] (in words: [.....]) for the Proof of Concept. Changes of the scope of the Proof of Concept may lead to amendment of this fee, subject to the Customer’s and Videns’ mutual written agreement.

10 Ownership

Videns will provide all Videns SD-WAN equipment, hardware, software and system components required to conduct the Proof of Concept. All Videns SD-WAN equipment, hardware, software will remain the property of Videns and will be returned by the Customer to Videns after completion of the Proof of Concept, unless or until overruled by other contracts. The Customer will be liable for the loss or damage of any equipment provided by for the purpose of the Proof of Concept.

Any design documents, test reports and all other documents produced for the purpose of, or during the Proof of Concept, will remain the property of Videns.

11 Limitation of liability

In no event shall Videns be liable for loss of profits, loss of business revenue, loss of data, failure to realize expected profits or savings or economic loss of any kind, or for any indirect, consequential, special, incidental or punitive losses or damages, or for any claims against the Customer by any other person, even if Videns has been advised of or could reasonably foresee the possibility of any such damage occurring.

12 Governing law

This agreement shall be governed and interpreted according to the laws of the Netherlands.

13 Effective Date

This Agreement is dated as of [...-.....-20..] (“Effective Date”),

In witness whereof, each party has caused its authorized representative to sign this Agreement as of the Effective Date.

[Customer name]	Videns IT Services B.V.
Place: Date:	Place: Date:
Name:	Name:
Function:	Function:
Signature:	Signature:

9 Appendix 2: Proof of Concept Results (TEMPLATE)

1 Introduction

This document is considered as the final results report of the Proof of Concept Agreement, dated [..-.....-20..] (“Effective Date”), between

[Customer name]	and	Videns IT Services B.V.
[Address]		Orteliuslaan 850
[City]		3528 BB Utrecht
[Country]		Netherlands

2 Analysis and conclusions

The following reports were used to analyse the results:

Document name	Document version / date

The results for the defined objectives are:

Subject	Test Objectives	Success criteria	Result [Passed / Failed]

3 Acceptance and project sign-off

The parties mutually agree they consider this Proof of Concept [SUCCESSFUL / NOT SUCCESSFUL], and accept the results by signing this document.

[Customer name]	Videns IT Services B.V.
Place: Date:	Place: Date:
Name:	Name:
Function:	Function:
Signature:	Signature: