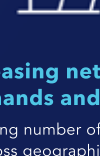


From rigid to agile Unlock flexibility with network-as-a-service (NaaS)

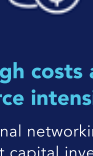
The rise of cloud computing, artificial intelligence, and cyber security is changing how businesses connect. Increasing globalisation has spread operations across neighbouring countries, complicating data flows between different connectivity schemes. Traditional networking models are no longer sufficient, leading to new approaches like network-as-a-service (NaaS).

Key challenges driving network management upgrades for businesses¹



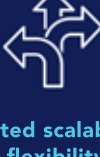
Increasing network demands and size

Increasing number of devices across geographically disparate workplaces requires seamless connectivity and optimal performance.



High costs and resource intensiveness

Traditional networking needs upfront capital investments and ongoing expenses for hardware, software, licenses, and maintenance.



Limited scalability and flexibility for legacy networking

Static nature of hardware-based solutions makes it difficult to adapt to changing requirements without significant time and resource investments.



Security challenges and fragmentation

Piecing together network security with various hardware components and differing connectivity schemes can lead to integration issues and vulnerabilities.

The solution: network-as-a-service

NaaS is an integrated approach to networking in which various network functions, such as routing, security, and network optimisation, are consolidated into a single platform. With NaaS, organisations can access networking resources on demand, including bandwidth, routing, and security, on a subscription basis.

What makes NaaS better than traditional networking?



Simplified connectivity and network management

Single access point to multiple cloud and data centres, streamlining the complexity of managing various connections even across international borders.



Enhanced security

As a managed service, NaaS integrates end-to-end security across the entire network. Centralised network visibility enables early detection of threats and anomalies.



Agility and flexibility

Quickly scale network resources up or down based on demand, without the need for physical hardware installation.



Cost efficiency

Multiple cloud connectivity and on-demand provisioning eliminates expenses like cross-connects and power.



Optimised performance

Features like application-aware routing ensure predictable and optimised pathways, even over the Internet.

Trends to watch in enterprise networking²



Integration of AI and ML into network optimisation



Proliferation of 5G and edge computing to drive NaaS adoption



Increased importance of NaaS for IoT applications

Facilitating seamless NaaS deployment

Asia's fragmented landscape can pose connectivity challenges for multinational organisations. Singtel's holistic network services cater to the diverse requirements of different countries, ensuring seamless connectivity wherever your business operates. Our strong network allows you experience end-to-end services on a global scale.

428 points of presence **across 362 cities**

A comprehensive suite of **connectivity solutions and an ecosystem** of partners

Over **30 cloud access gateways**

Tips for unified NaaS implementation in Asia

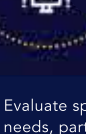


1

Take a security-by-design approach from inception to deployment.

Ensure compliance with relevant industry regulations, especially Internet transport.

2



3

Design the unified network to simplify management and optimise efficiency gains.

Evaluate specific network and connectivity needs, partnering with an experienced provider that can deliver the right strategy and solution.

4



5

Understand the cost model to avoid potential hidden costs in subscription.

Enhance your enterprise's connectivity with Singtel NaaS

Contact Us

1. SDX Central, What is network-as-a-service (NaaS)? Its benefits, its features and what it replaces
2. Voice & Data, Beyond Connectivity: Emerging Enterprise Network Trends Redefining 2024 and Beyond, 2024