

PRODUCT SCORECARD

# Adaptiv SD-WAN

SD-WAN

Improving and Accelerating Enterprise  
Software Evaluation and Selection

<https://www.adaptiv-networks.com/>

<https://www.linkedin.com/company/adaptiv-networks/>

25

References

# Adaptiv SD-WAN

## Product Scorecard Contents

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## How to Use the Scorecard

The Product Scorecard is a comprehensive report designed to help clients make better purchasing decisions.

Data in the report is collected from real end users’ of the product and analyzed in an exhaustive fashion with extensive data analytics.

Use this report to understand whether this product is right for your organization.

NUMBER OF REFERENCES

25



# Adaptiv SD-WAN

## SD-WAN

We're an innovative software technology vendor with a market-leading SD-WAN patent portfolio and we operate our own network of cloud-managed SD-WAN gateways. We combine all the components of a cloud-managed SD-WAN solution into simple Network-as-a-Service licenses that are powered by our cloud network and supported by our experienced network operations team.

<https://www.adaptiv-networks.com/>

The composite satisfaction score (Composite Score) is an average of four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).



8.8/10 COMPOSITE SCORE

## Likeliness to Recommend



SD-WAN CATEGORY

## Plan to Renew



SD-WAN CATEGORY

## Satisfaction that Cost is Fair Relative to Value



SD-WAN CATEGORY

# Vendor Capability Satisfaction

When making the right purchasing decision, use peer satisfaction ratings to decipher Adaptiv SD-WAN's strengths and weaknesses, and determine which capabilities matter most to you. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each core vendor capability providing an ability to understand satisfaction across several business and IT competencies.

How satisfied are you with the following Adaptiv SD-WAN capabilities?

## Product Strategy and Rate of Improvement

44%  
OF CLIENTS  
ARE DELIGHTED

The ability to adapt to market change.  
Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use this data to separate innovators from imposters.



Ranked  
3rd  
of 14 in  
SD-WAN

83%  
SATISFACTION  
78%  
CATEGORY  
AVERAGE

## Ease of Data Integration

26%  
OF CLIENTS  
ARE DELIGHTED

The ability to seamlessly integrate data.  
Use this data to determine whether the product will cause headaches or make data integration easy.



Ranked  
7th  
of 14 in  
SD-WAN

79%  
SATISFACTION  
78%  
CATEGORY  
AVERAGE

## Ease of IT Administration

48%  
OF CLIENTS  
ARE DELIGHTED

Ease of use of the backend user interface.  
This data indicates whether IT personnel will be able to resolve issues and perform configurations efficiently and effectively.



Ranked  
5th  
of 14 in  
SD-WAN

85%  
SATISFACTION  
81%  
CATEGORY  
AVERAGE

## Vendor Support

44%  
OF CLIENTS  
ARE DELIGHTED

The ability to receive timely and sufficient support.  
The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve.



Ranked  
8th  
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SD-WAN

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SATISFACTION  
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CATEGORY  
AVERAGE

## Ease of Implementation

52%  
OF CLIENTS  
ARE DELIGHTED

The ability to implement the solution without unnecessary disruption.  
Successfully implementing new software is necessary to realize its full value and promote end user adoption. This data indicates whether or not the product is easy to implement.



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## Quality of Features

36%  
OF CLIENTS  
ARE DELIGHTED

The ability to perform at or above industry standards.  
Feature quality is just as important as quantity. Use this data to determine if this product will do what you're purchasing it to do, easily, intuitively, reliably, and effectively.



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CATEGORY  
AVERAGE

## Usability and Intuitiveness

40%  
OF CLIENTS  
ARE DELIGHTED

The ability to reduce training due to intuitive design.  
End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.



Ranked  
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82%  
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81%  
CATEGORY  
AVERAGE

## Ease of Customization

38%  
OF CLIENTS  
ARE DELIGHTED

The ability to scale the solution to a business' unique needs.  
Don't get bogged down in a difficult customization; use this data to make sure you can easily achieve the functionality you need for your particular situation.



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# Product Feature Satisfaction

Pay attention to the features you need for your scenario by evaluating peer feature satisfaction ratings. Tolerate low scores on features that do not impact your business, instead focus on scores being high for features that matter. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each feature core to the SD-WAN market.

How satisfied are you with the following Adaptiv SD-WAN features and functionalities?

## SD-WAN

### MANDATORY FEATURES

### Resilience

**56%**  
OF CLIENTS  
ARE DELIGHTED

Connectivity resiliency due to the ability to leverage multiple connections .

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies

Disappoints

**Ranked 2nd**  
of 14 in SD-WAN

**88%**  
SATISFACTION


**81%**  
CATEGORY AVERAGE


### Ease of Troubleshooting

**48%**  
OF CLIENTS  
ARE DELIGHTED

The simplicity of administration and of troubleshooting issues across the SD-WAN.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies

Disappoints

**Ranked 3rd**  
of 14 in SD-WAN

**87%**  
SATISFACTION

**82%**  
CATEGORY AVERAGE

### Load Sharing

**48%**  
OF CLIENTS  
ARE DELIGHTED

Ability to load-share WAN traffic across multiple connections.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies

Disappoints

**Ranked 4th**  
of 14 in SD-WAN

**86%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### Adaptive Traffic


**48%**  
OF CLIENTS  
ARE DELIGHTED

Data traffic across the SD-WAN being adaptive to conditions across the Internet.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 4th**  
of 14 in SD-WAN

**85%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### Quality of Service


**48%**  
OF CLIENTS  
ARE DELIGHTED

Traffic prioritization and optimization for specific network services.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 6th**  
of 14 in SD-WAN

**85%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### Dynamic Routing

**36%**  
OF CLIENTS  
ARE DELIGHTED

Dynamic path selection across the broadband networks across the Internet.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies

Disappoints

**Ranked 7th**  
of 14 in SD-WAN

**83%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### Simple Administration

**36%**  
OF CLIENTS  
ARE DELIGHTED

Ease of network administration across the Wide Area Network.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies

Disappoints

**Ranked 7th**  
of 14 in SD-WAN

**83%**  
SATISFACTION


**84%**  
CATEGORY AVERAGE


### Multiple Connection Type Support


**40%**  
OF CLIENTS  
ARE DELIGHTED

Support of various broadband connection types, including TCP/IP, MPLS, frame relay, and LTE wireless.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 8th**  
of 14 in SD-WAN

**82%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### Flexible Deployment


**36%**  
OF CLIENTS  
ARE DELIGHTED

Ability to deploy wherever broadband connectivity exists.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 9th**  
of 14 in SD-WAN

**81%**  
SATISFACTION


**82%**  
CATEGORY AVERAGE


### SD-WAN Security


**36%**  
OF CLIENTS  
ARE DELIGHTED

Security of the SD-WAN by support of VPN and network security protocols.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 11th**  
of 14 in SD-WAN

**78%**  
SATISFACTION

**82%**  
CATEGORY AVERAGE


### SECONDARY FEATURES


### Application Optimization


**29%**  
OF CLIENTS  
ARE DELIGHTED

Optimization of the performance of applications and services across the Wide Area Network.

DEGREE OF SATISFACTION

Delights 

Highly Satisfies 

Almost Satisfies 

Disappoints

**Ranked 9th**  
of 14 in SD-WAN

**77%**  
SATISFACTION

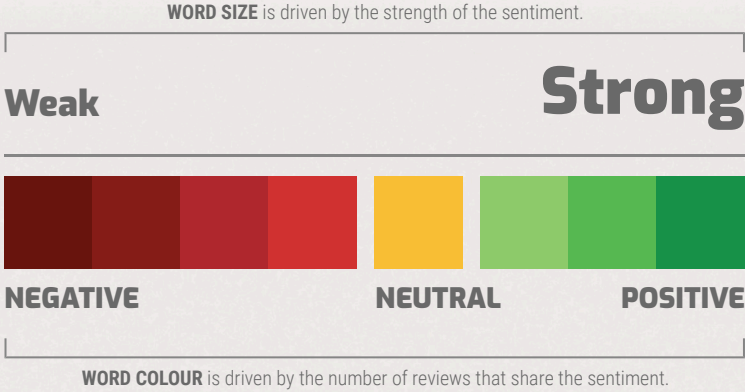
**78%**  
CATEGORY AVERAGE



ADAPTIV SD-WAN

# Word Cloud

As organizations become more and more dependent on software to automate and streamline operations, users are developing strong emotional connections to their applications and vendors. The SoftwareReviews Word Cloud aggregates the most commonly experienced pain points and prevailing opinions held by its users. Use this at-a-glance summary to evaluate the vendor-client relationship and product effectiveness. Additional data about each of the emotional sentiments can be found on the following pages.



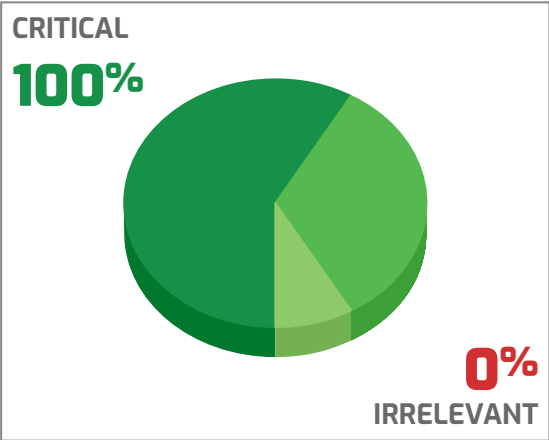




# ADAPTIV SD-WAN Emotional Footprint

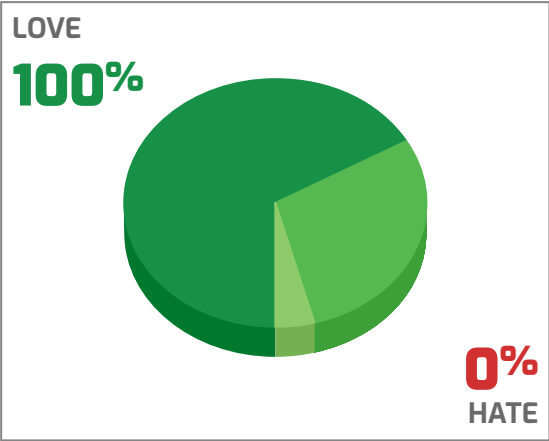
## Importance to Professional Success

How important is Adaptiv SD-WAN to your current professional success?



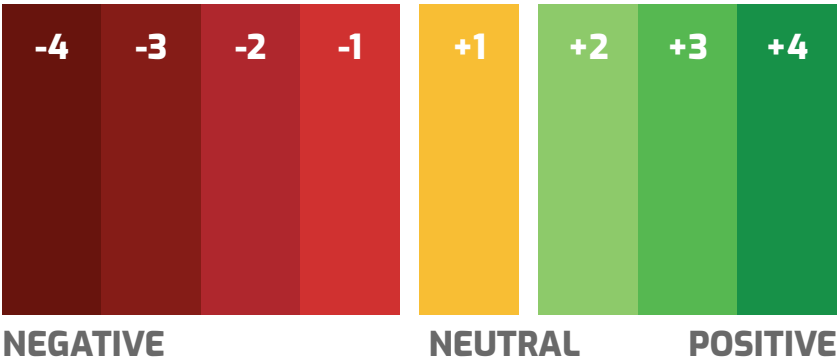
## Strength of Emotional Connection

Overall, describe the strength of your emotional connection to Adaptiv SD-WAN



B2B purchasing decisions not only rely on data and facts, but also gut instinct and emotional inputs. A vendors' Emotional Footprint can influence whether a client chooses to do business with the organization. The information displayed below represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale.

## EMOTIONAL SPECTRUM SCALE



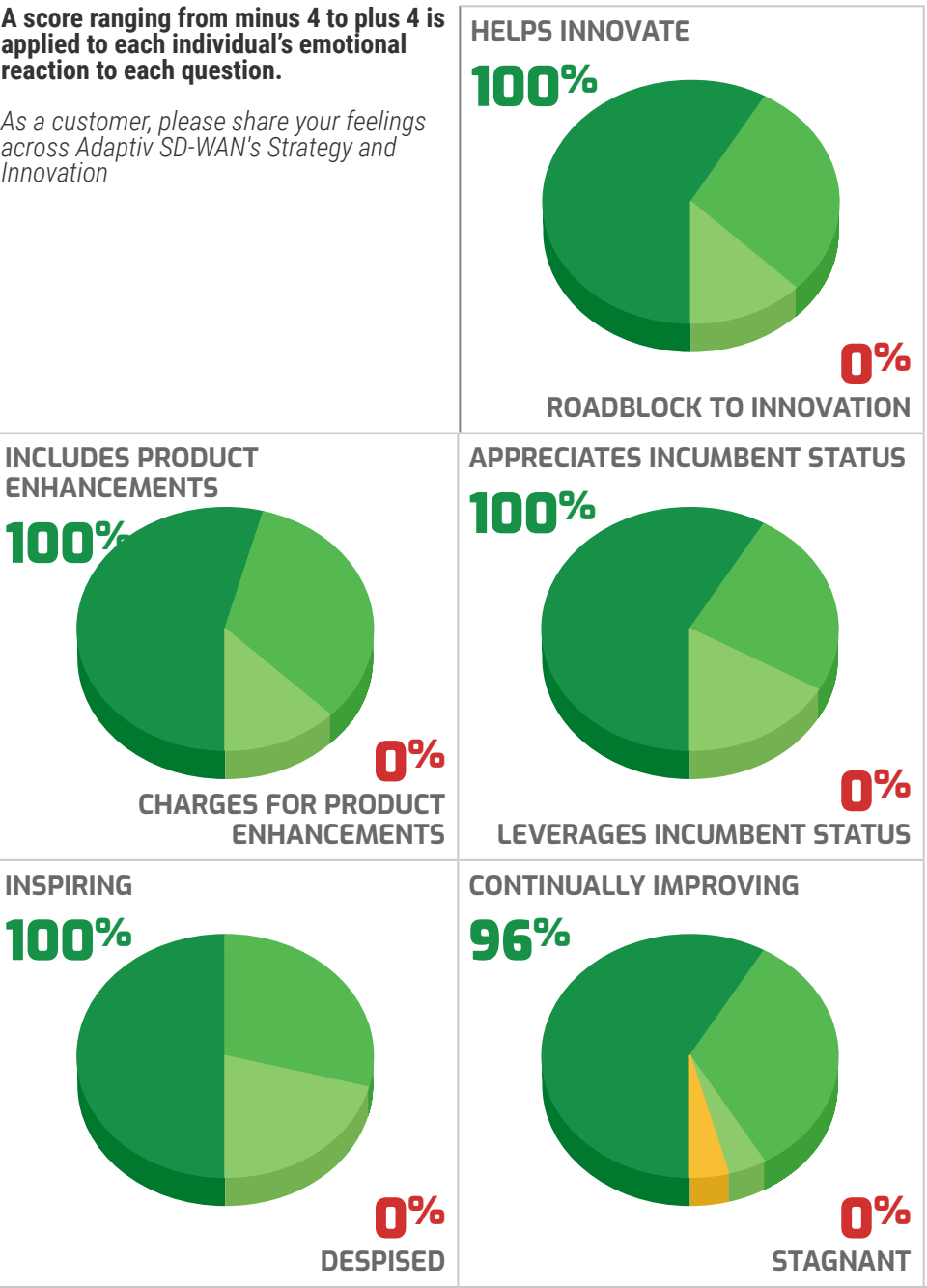
$\% \text{ POSITIVE} - \% \text{ NEGATIVE} = \text{NET EMOTIONAL FOOTPRINT}$

NET EMOTIONAL FOOTPRINT  
**+98**

# Strategy and Innovation

A score ranging from minus 4 to plus 4 is applied to each individual's emotional reaction to each question.

As a customer, please share your feelings across Adaptiv SD-WAN's Strategy and Innovation



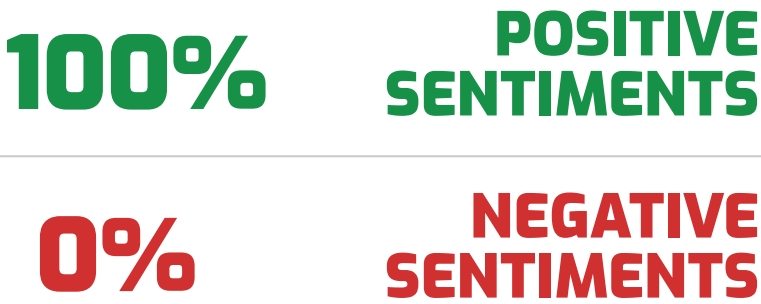
<div>Service Experience</div> <div>As a customer, please share your feelings across Adaptiv SD-WAN Service Experience</div>	<div>EFFECTIVE</div> <div>100%</div> <div></div> <div>0%</div> <div>FRUSTRATING</div>	<div>RESPECTFUL</div> <div>96%</div> <div></div> <div>0%</div> <div>DISRESPECTFUL</div>	<div>EFFICIENT</div> <div>96%</div> <div></div> <div>4%</div> <div>BUREAUCRATIC</div>	<div>CARING</div> <div>96%</div> <div></div> <div>0%</div> <div>NEGLECTFUL</div>	<div>SAVES TIME</div> <div>96%</div> <div></div> <div>0%</div> <div>WASTES TIME</div>
<div>Product Experience</div> <div>As a customer, please share your feelings across Adaptiv SD-WAN's Product Experience</div>	<div>RELIABLE</div> <div>100%</div> <div></div> <div>0%</div> <div>UNRELIABLE</div>	<div>ENABLES PRODUCTIVITY</div> <div>100%</div> <div></div> <div>0%</div> <div>RESTRICTS PRODUCTIVITY</div>	<div>PERFORMANCE ENHANCING</div> <div>100%</div> <div></div> <div>0%</div> <div>PERFORMANCE RESTRICTING</div>	<div>UNIQUE FEATURES</div> <div>100%</div> <div></div> <div>0%</div> <div>COMMODITY FEATURES</div>	<div>SECURITY PROTECTS</div> <div>91%</div> <div></div> <div>0%</div> <div>SECURITY FRUSTRATES</div>
<div>Negotiation and Contract Experience</div> <div>As a customer, please share your feelings across Adaptiv SD-WAN's Negotiation and Contract</div>	<div>FRIENDLY NEGOTIATION</div> <div>100%</div> <div></div> <div>0%</div> <div>HARDBALL TACTICS</div>	<div>GENEROSITY</div> <div>96%</div> <div></div> <div>0%</div> <div>GREED</div>	<div>TRANSPARENT</div> <div>96%</div> <div></div> <div>4%</div> <div>DECEPTIVE</div>	<div>OVER DELIVERED</div> <div>96%</div> <div></div> <div>0%</div> <div>OVER PROMISED</div>	<div>CLIENT'S INTEREST FIRST</div> <div>96%</div> <div></div> <div>0%</div> <div>VENDOR'S INTEREST FIRST</div>
<div>Problem Resolution Experience</div> <div>As a customer, please share your feelings across Adaptiv SD-WAN's Product Impact</div>	<div>ALTRUISTIC</div> <div>100%</div> <div></div> <div>0%</div> <div>SELFISH</div>	<div>FAIR</div> <div>100%</div> <div></div> <div>0%</div> <div>UNFAIR</div>	<div>INTEGRITY</div> <div>96%</div> <div></div> <div>0%</div> <div>LACK OF INTEGRITY</div>	<div>CLIENT FRIENDLY POLICIES</div> <div>96%</div> <div></div> <div>0%</div> <div>VENDOR FRIENDLY POLICIES</div>	<div>TRUSTWORTHY</div> <div>96%</div> <div></div> <div>0%</div> <div>LACK OF TRANSPARENCY</div>



# Relationships and Interaction

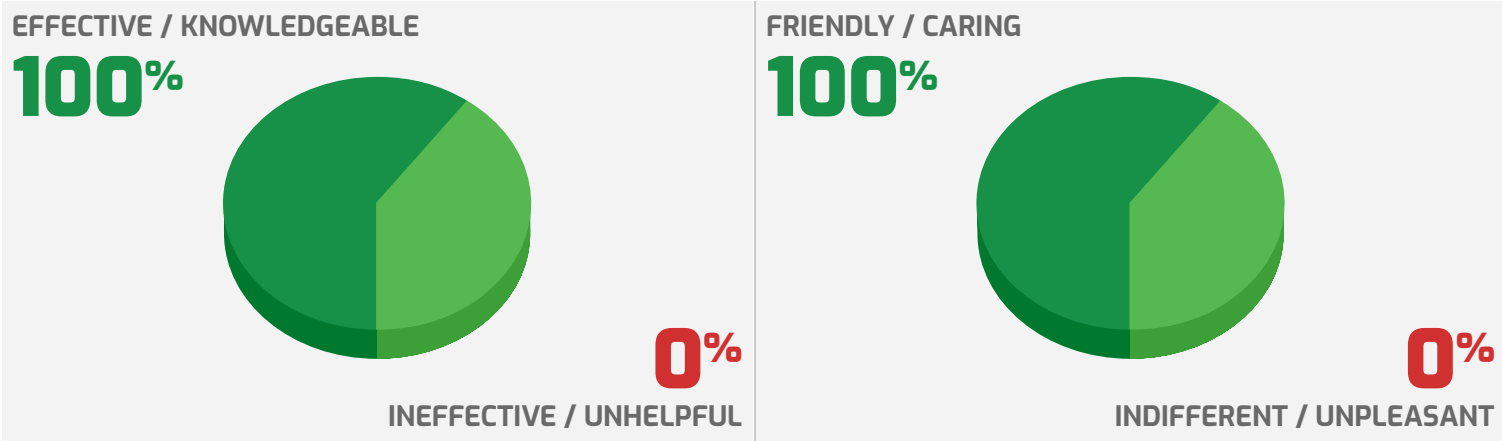
When interacting with Adaptiv SD-WAN your peers express the following positive and negative sentiments across several teams. Use this to assess this vendors' service orientation and ease of partnership.

Based on your interactions and relationships with Adaptiv SD-WAN, please summarize what you experienced

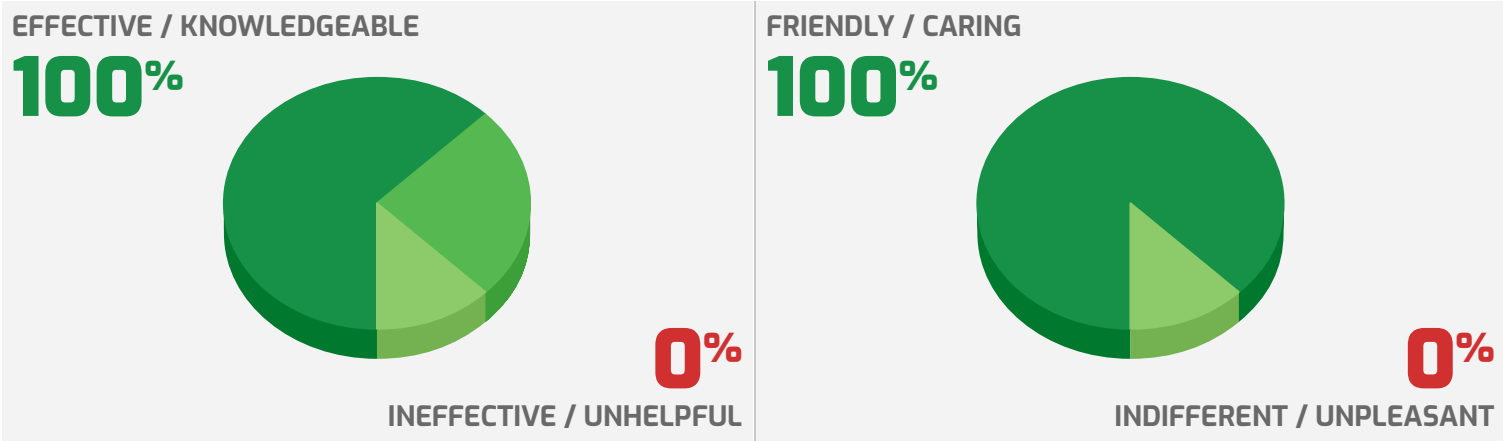


NET  
RELATIONSHIP  
FOOTPRINT  
+100

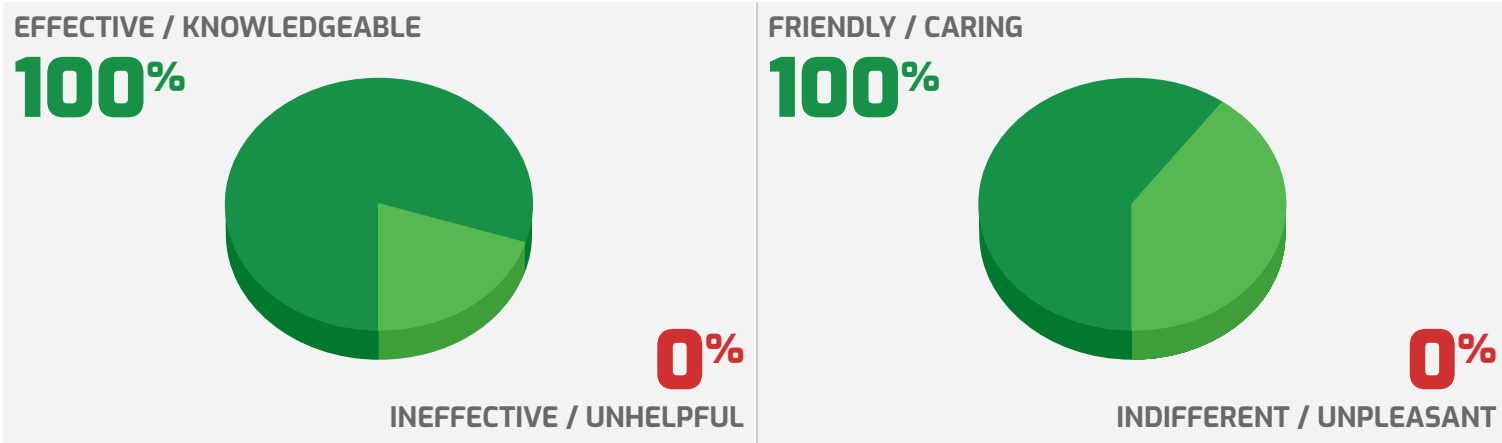
## Sales Team



## Technical and Product Specialists



## Leadership Team





Ioan P.

Role: Information Technology  
Industry: Other  
Involvement: IT Leader or Manager

Recommends 10/10

Set it and forget it!

What differentiates Adaptiv SD-WAN from other similar products?

Customer care and technical support.

What is your favorite aspect of this product?

Low maintenance

What do you dislike most about this product?

Nothing comes to mind right now

What recommendations would you give to someone considering this product?

If you need a solution that just works go ahead and buy it!

Core Competitive Dimensions

Vendor Capability Satisfaction		Vendor Capability Importance
3	Availability and Quality of Training	-
3	Breadth of Features	-
3	Business Value Created	-
-	Ease of Customization	-
-	Ease of Data Integration	-
3	Ease of Implementation	-
3	Ease of IT Administration	-
3	Product Strategy and Rate of Improvement	-
2	Quality of Features	-
3	Usability and Intuitiveness	-
3	Vendor Support	-

Product Feature Satisfaction		Product Feature Importance
3	Adaptive Traffic	-
3	Dynamic Routing	-
3	Ease of Troubleshooting	-
3	Flexible Deployment	-
3	Load Sharing	-
3	Multiple Connection Type Support	-
3	Quality of Service	-
3	Resilience	-
2	SD-WAN Security	-
3	Simple Administration	-
-	Application Optimization	-



Kevin F.

Role: C-Level  
Industry: Other  
Involvement: Vendor Selection and Purchasing

Recommends 10/10

No snake oil here, 100% uptime is true!

What differentiates Adaptiv SD-WAN from other similar products?

It's the people from the top down, this organization is truly grassroots which really aligns with OUr company as well. I can speak to anyone at Adaptiv at anytime which as an MSP makes us feel great about representing this product. Now with their HomeEdition SD-WAN for WFH employees, they have many of the same benefits without any hardware to set up as it completely software-based WAN. Simple to set up and deploy, incredibly easy to maintain.

What is your favorite aspect of this product?

Virtually set it and forget it!

What do you dislike most about this product?

Nothing I can think of

What recommendations would you give to someone considering this product?

Talk to your MSP and learn all the different flavors and solutions within SD-WAN that Adaptiv offers.

Core Competitive Dimensions

Vendor Capability Satisfaction		Vendor Capability Importance
4	Availability and Quality of Training	3
4	Breadth of Features	4
4	Business Value Created	2
4	Ease of Customization	3
4	Ease of Data Integration	3
4	Ease of Implementation	3
4	Ease of IT Administration	3
4	Product Strategy and Rate of Improvement	3
4	Quality of Features	4
4	Usability and Intuitiveness	3
4	Vendor Support	3

Product Feature Satisfaction		Product Feature Importance
4	Adaptive Traffic	3
4	Dynamic Routing	3
4	Ease of Troubleshooting	3
4	Flexible Deployment	3
4	Load Sharing	3
4	Multiple Connection Type Support	3
4	Quality of Service	3
4	Resilience	3
4	SD-WAN Security	3
4	Simple Administration	3
4	Application Optimization	3

Cost, Organization, and Architectural Fit	
Architectural Fit	3
Sales Experience	3
Cost	3
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Vendor Reputation	3
Vendor Market Share	3
Skill and Staff Fit	3
Social Responsibility	3



Waqas A.

Role: Information Technology  
Industry: Other  
Involvement: Vendor Selection and Purchasing

Neutral 8/10

This is awesome product

What differentiates Adaptiv SD-WAN from other similar products?

This is easy to use and support is good

What is your favorite aspect of this product?

Ease of use

What do you dislike most about this product?

Nothing as such

What recommendations would you give to someone considering this product?

Atleast try once

Core Competitive Dimensions

Vendor Capability Satisfaction		Vendor Capability Importance
3	Availability and Quality of Training	6
3	Breadth of Features	4
2	Business Value Created	4
2	Ease of Customization	4
3	Ease of Data Integration	3
2	Ease of Implementation	8
3	Ease of IT Administration	4
2	Product Strategy and Rate of Improvement	5
3	Quality of Features	4
3	Usability and Intuitiveness	6
3	Vendor Support	5

Product Feature Satisfaction		Product Feature Importance
3	Adaptive Traffic	1
3	Dynamic Routing	2
4	Ease of Troubleshooting	1
4	Flexible Deployment	3
3	Load Sharing	3
2	Multiple Connection Type Support	2
3	Quality of Service	3
4	Resilience	2
3	SD-WAN Security	2
3	Simple Administration	3
3	Application Optimization	3

Cost, Organization, and Architectural Fit	
Architectural Fit	2
Sales Experience	2
Cost	1
Existing Relationship	2
Managing Risk	3
Political Reasons	2
Previously Installed	2
Vendor Reputation	2
Vendor Market Share	3
Skill and Staff Fit	2
Social Responsibility	1



**Richard D.**  
Role: C-Level  
Industry: Other  
Involvement: Vendor Selection and Purchasing

Recommends **10/10**

Super product, flexible and leading edge

What differentiates Adaptiv SD-WAN from other similar products?

Cloud based, easy to use, excellent interface, cost effective

What is your favorite aspect of this product?

It is so easy to set up and use.

What do you dislike most about this product?

There is nothing I dislike about it.

What recommendations would you give to someone considering this product?

Just use it. It is so good for your business.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	4
4	Breadth of Features	4
4	Business Value Created	4
3	Ease of Customization	4
3	Ease of Data Integration	4
4	Ease of Implementation	4
4	Ease of IT Administration	4
3	Product Strategy and Rate of Improvement	4
4	Quality of Features	4
3	Usability and Intuitiveness	4
4	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	Adaptive Traffic	3
4	Dynamic Routing	3
4	Ease of Troubleshooting	3
4	Flexible Deployment	3
4	Load Sharing	3
4	Multiple Connection Type Support	3
4	Quality of Service	3
4	Resilience	3
4	SD-WAN Security	3
4	Simple Administration	3
4	Application Optimization	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	2
Sales Experience	2
Cost	3
Existing Relationship	2
Managing Risk	2
Political Reasons	2
Previously Installed	2
Vendor Reputation	2
Vendor Market Share	2
Skill and Staff Fit	2
Social Responsibility	2



**David F.**  
Role: Consultant  
Industry: Other  
Involvement: Vendor Selection and Purchasing

Recommends **9/10**

Very professional; no pressure, welcoming, honest

What differentiates Adaptiv SD-WAN from other similar products?

I am still investigating and re-viewing; that being said, the dashboard and ease of deployment.

What is your favorite aspect of this product?

Dashboard, it is modern and full of details.

What do you dislike most about this product?

Have not played with it enough to make this determination.

What recommendations would you give to someone considering this product?

provide uptime stats from the past year.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	2
3	Breadth of Features	2
3	Business Value Created	2
3	Ease of Customization	2
3	Ease of Data Integration	2
3	Ease of Implementation	2
3	Ease of IT Administration	2
3	Product Strategy and Rate of Improvement	2
3	Quality of Features	2
3	Usability and Intuitiveness	2
3	Vendor Support	2

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	5
3	Dynamic Routing	5
3	Ease of Troubleshooting	5
3	Flexible Deployment	5
3	Load Sharing	5
3	Multiple Connection Type Support	6
3	Quality of Service	5
3	Resilience	5
3	SD-WAN Security	5
3	Simple Administration	5
3	Application Optimization	5

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	2
Sales Experience	2
Cost	2
Existing Relationship	2
Managing Risk	2
Political Reasons	2
Previously Installed	2
Vendor Reputation	2
Vendor Market Share	2
Skill and Staff Fit	2
Social Responsibility	2



**Liz S.**  
Role: Sales and Marketing  
Industry: Other  
Involvement: Business Leader or Manager

Neutral **8/10**

Very supportive Vendor

What differentiates Adaptiv SD-WAN from other similar products?

Myconnect is very beneficial

What is your favorite aspect of this product?

MyConnect is usefull for VPN optimization

What do you dislike most about this product?

Apps are not integrated or configured out of the box

What recommendations would you give to someone considering this product?

Very supportive team

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	5
2	Breadth of Features	5
3	Business Value Created	5
2	Ease of Customization	5
2	Ease of Data Integration	5
2	Ease of Implementation	5
3	Ease of IT Administration	5
2	Product Strategy and Rate of Improvement	5
2	Quality of Features	5
2	Usability and Intuitiveness	5
4	Vendor Support	5

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	2
3	Dynamic Routing	2
3	Ease of Troubleshooting	2
2	Flexible Deployment	2
3	Load Sharing	2
3	Multiple Connection Type Support	2
3	Quality of Service	2
3	Resilience	2
3	SD-WAN Security	2
3	Simple Administration	2
2	Application Optimization	2

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	2
Sales Experience	2
Cost	3
Existing Relationship	2
Managing Risk	2
Political Reasons	2
Previously Installed	2
Vendor Reputation	2
Vendor Market Share	2
Skill and Staff Fit	2
Social Responsibility	2





Mark H.

Role: Sales and Marketing  
Industry: Other  
Involvement: Business Leader or Manager

Recommends 10/10

Easy to setup, and use great value, Better voice

What differentiates Adaptiv SD-WAN from other similar products?

Ideally suited for the SME market, ideal with UCaaS services

What is your favorite aspect of this product?

Does what it says at a good price

What do you dislike most about this product?

Nothing springs to mind

What recommendations would you give to someone considering this product?

If you are trying to improve your QoS and network availability especially with voice and video services this product is ideal.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	2
3	Breadth of Features	2
4	Business Value Created	13
4	Ease of Customization	1
3	Ease of Data Integration	0
4	Ease of Implementation	7
3	Ease of IT Administration	0
4	Product Strategy and Rate of Improvement	4
3	Quality of Features	1
4	Usability and Intuitiveness	3
4	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	1
4	Dynamic Routing	1
3	Ease of Troubleshooting	1
3	Flexible Deployment	1
4	Load Sharing	1
4	Multiple Connection Type Support	1
3	Quality of Service	4
4	Resilience	2
3	SD-WAN Security	1
4	Simple Administration	2
3	Application Optimization	1

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	4
Sales Experience	4
Cost	5
Existing Relationship	6
Managing Risk	4
Political Reasons	4
Previously Installed	4
Vendor Reputation	4
Vendor Market Share	3
Skill and Staff Fit	6
Social Responsibility	4



Konstantinos C.

Role: Sales and Marketing  
Industry: Other  
Involvement: Business Leader or Manager

Neutral 8/10

Easy to use

What differentiates Adaptiv SD-WAN from other similar products?

Feature rich

What is your favorite aspect of this product?

Admin console

What do you dislike most about this product?

the ability to scale to larger connections

What recommendations would you give to someone considering this product?

yes, great for multi site environments

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	2
3	Breadth of Features	2
2	Business Value Created	2
3	Ease of Customization	2
3	Ease of Data Integration	2
3	Ease of Implementation	2
3	Ease of IT Administration	2
3	Product Strategy and Rate of Improvement	2
3	Quality of Features	2
3	Usability and Intuitiveness	2
2	Vendor Support	2

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	3
3	Dynamic Routing	3
3	Ease of Troubleshooting	3
3	Flexible Deployment	3
3	Load Sharing	3
3	Multiple Connection Type Support	3
3	Quality of Service	3
3	Resilience	3
3	SD-WAN Security	3
3	Simple Administration	3
3	Application Optimization	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	4
Sales Experience	4
Cost	5
Existing Relationship	4
Managing Risk	4
Political Reasons	4
Previously Installed	4
Vendor Reputation	4
Vendor Market Share	4
Skill and Staff Fit	4
Social Responsibility	4



Dave B.

Role: C-Level  
Industry: Other  
Involvement: IT Leader or Manager

Recommends 10/10

fair price, great quality

What differentiates Adaptiv SD-WAN from other similar products?

cost for the value is great

What is your favorite aspect of this product?

web portal is quite easy to use

What do you dislike most about this product?

sometimes support is a bit hard to understand

What recommendations would you give to someone considering this product?

give it a try

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	3
4	Breadth of Features	3
4	Business Value Created	3
4	Ease of Customization	3
4	Ease of Data Integration	3
4	Ease of Implementation	3
4	Ease of IT Administration	3
4	Product Strategy and Rate of Improvement	3
4	Quality of Features	3
4	Usability and Intuitiveness	3
4	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	Adaptive Traffic	2
4	Dynamic Routing	2
4	Ease of Troubleshooting	2
4	Flexible Deployment	2
4	Load Sharing	2
4	Multiple Connection Type Support	3
4	Quality of Service	2
4	Resilience	2
4	SD-WAN Security	2
4	Simple Administration	2
4	Application Optimization	2

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	4
Sales Experience	4
Cost	4
Existing Relationship	4
Managing Risk	4
Political Reasons	4
Previously Installed	4
Vendor Reputation	4
Vendor Market Share	4
Skill and Staff Fit	4
Social Responsibility	4

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Murtaza H.

Role: Sales and Marketing  
Industry: Other  
Involvement: Vendor Management and Renewal

Recommends 10/10

Great product and value for money

What differentiates Adaptiv SD-WAN from other similar products?

Ease of use

What is your favorite aspect of this product?

User friendly dashboard and great support

What do you dislike most about this product?

Nothing as such

What recommendations would you give to someone considering this product?

Not much to add

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	-
4	Breadth of Features	-
4	Business Value Created	-
4	Ease of Customization	-
-	Ease of Data Integration	-
4	Ease of Implementation	-
4	Ease of IT Administration	-
4	Product Strategy and Rate of Improvement	-
4	Quality of Features	-
4	Usability and Intuitiveness	-
3	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	-
4	Dynamic Routing	-
4	Ease of Troubleshooting	-
3	Flexible Deployment	-
4	Load Sharing	-
4	Multiple Connection Type Support	-
4	Quality of Service	-
4	Resilience	-
4	SD-WAN Security	-
3	Simple Administration	-
4	Application Optimization	-



Syed N.

Role: Sales and Marketing  
Industry: Other  
Involvement: Initial Implementation

Neutral 8/10

Informative survey

What differentiates Adaptiv SD-WAN from other similar products?

More productive

What is your favorite aspect of this product?

Prices level

What do you dislike most about this product?

Warranty system

What recommendations would you give to someone considering this product?

I will recomend this product to our other group of companies

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
2	Availability and Quality of Training	-
3	Breadth of Features	-
2	Business Value Created	-
2	Ease of Customization	-
2	Ease of Data Integration	-
2	Ease of Implementation	-
2	Ease of IT Administration	-
2	Product Strategy and Rate of Improvement	-
2	Quality of Features	-
2	Usability and Intuitiveness	-
2	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
2	Adaptive Traffic	-
2	Dynamic Routing	-
3	Ease of Troubleshooting	-
2	Flexible Deployment	-
2	Load Sharing	-
2	Multiple Connection Type Support	-
2	Quality of Service	-
2	Resilience	-
2	SD-WAN Security	-
2	Simple Administration	-
2	Application Optimization	-



Saahil A.

Role: Sales and Marketing  
Industry: Other  
Involvement: IT Development, Integration, and Administration

Recommends 9/10

Efficient and Honest but pricey

What differentiates Adaptiv SD-WAN from other similar products?

Efficient and Transparent with ease of use

What is your favorite aspect of this product?

Ease of Use

What do you dislike most about this product?

Nothing but manageable

What recommendations would you give to someone considering this product?

Go for it and Try it.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	2
3	Breadth of Features	2
3	Business Value Created	3
4	Ease of Customization	2
3	Ease of Data Integration	2
4	Ease of Implementation	2
4	Ease of IT Administration	2
3	Product Strategy and Rate of Improvement	2
3	Quality of Features	2
4	Usability and Intuitiveness	2
4	Vendor Support	2

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
2	Adaptive Traffic	3
3	Dynamic Routing	4
3	Ease of Troubleshooting	3
3	Flexible Deployment	3
3	Load Sharing	3
2	Multiple Connection Type Support	5
3	Quality of Service	3
3	Resilience	4
3	SD-WAN Security	3
3	Simple Administration	4
3	Application Optimization	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	5
Sales Experience	6
Cost	3
Existing Relationship	3
Managing Risk	3
Political Reasons	4
Previously Installed	3
Vendor Reputation	3
Vendor Market Share	3
Skill and Staff Fit	3
Social Responsibility	3



Raheel B.

Role: Vendor Management  
Industry: Other  
Involvement: Business Leader or Manager

Recommends 10/10

Economical, Ease of use, flexible in deployment

What differentiates Adaptiv SD-WAN from other similar products?

Simple configuration and ease of management

What is your favorite aspect of this product?

Scalability

What do you dislike most about this product?

Nothing much

What recommendations would you give to someone considering this product?

All sort of recommendation when needed

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	-
4	Breadth of Features	-
4	Business Value Created	-
3	Ease of Customization	-
3	Ease of Data Integration	-
3	Ease of Implementation	-
3	Ease of IT Administration	-
4	Product Strategy and Rate of Improvement	-
4	Quality of Features	-
4	Usability and Intuitiveness	-
3	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	-
3	Dynamic Routing	-
3	Ease of Troubleshooting	-
3	Flexible Deployment	-
3	Load Sharing	-
3	Multiple Connection Type Support	-
3	Quality of Service	-
3	Resilience	-
3	SD-WAN Security	-
3	Simple Administration	-
3	Application Optimization	-



Sumanth R.

Role: Information Technology  
Industry: Other  
Involvement: IT Development, Integration, and Administration

Recommends 9/10

Easy to deploy and manage

What differentiates Adaptiv SD-WAN from other similar products?

Its the ease of implementation and management

What is your favorite aspect of this product?

User Interface

What do you dislike most about this product?

Nothing much

What recommendations would you give to someone considering this product?

They can test the product and they will definitely like it.

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	3
3	Breadth of Features	3
3	Business Value Created	3
2	Ease of Customization	3
3	Ease of Data Integration	3
4	Ease of Implementation	3
4	Ease of IT Administration	3
3	Product Strategy and Rate of Improvement	3
3	Quality of Features	3
3	Usability and Intuitiveness	3
3	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Adaptive Traffic	3
3	Dynamic Routing	3
3	Ease of Troubleshooting	3
4	Flexible Deployment	3
3	Load Sharing	3
3	Multiple Connection Type Support	3
3	Quality of Service	3
3	Resilience	3
3	SD-WAN Security	3
4	Simple Administration	3
2	Application Optimization	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	3
Sales Experience	3
Cost	4
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Vendor Reputation	3
Vendor Market Share	3
Skill and Staff Fit	3
Social Responsibility	3



Jeff B.

Role: Sales and Marketing  
Industry: Other  
Involvement: Vendor Selection and Purchasing

Recommends 10/10

Fantastic Product. Good Support as well

What differentiates Adaptiv SD-WAN from other similar products?

Product ease of use and support...

What is your favorite aspect of this product?

Client's love it...

What do you dislike most about this product?

I haven't had any negative feedback as of yet

What recommendations would you give to someone considering this product?

Talk to one of their engineers first...

Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	3
3	Breadth of Features	3
3	Business Value Created	3
4	Ease of Customization	3
3	Ease of Data Integration	3
3	Ease of Implementation	3
4	Ease of IT Administration	3
3	Product Strategy and Rate of Improvement	3
3	Quality of Features	3
3	Usability and Intuitiveness	3
4	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	Adaptive Traffic	3
3	Dynamic Routing	3
3	Ease of Troubleshooting	3
3	Flexible Deployment	3
3	Load Sharing	3
3	Multiple Connection Type Support	3
4	Quality of Service	3
4	Resilience	3
3	SD-WAN Security	3
3	Simple Administration	3
3	Application Optimization	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	3
Sales Experience	3
Cost	4
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Vendor Reputation	3
Vendor Market Share	3
Skill and Staff Fit	3
Social Responsibility	3

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