



## Transforming Public Broadband Access into a High-Performing Service, Masergy Announces Masergy Performance Edge™

*Broadband Connections Perform More Like Private Ethernet Circuits, Helping Home Offices, Branch Locations, and Businesses of All Sizes Deliver Predictable Application Experiences*

DALLAS — **July, 20 2021** — Masergy, the software-defined network and cloud platform for the digital enterprise, announced today its latest patent-pending innovation which is aimed at solving a fundamental problem with broadband internet transport. The new SD-WAN and SASE capability, Masergy Performance Edge™, minimizes packet loss over public broadband connections, making them perform more like a private Ethernet circuit.



“Masergy Performance Edge™ is revolutionary because it turns the low-cost, low-performance access methodology into a high-performing service meeting the demands of today’s digital-first businesses,” said Zeus Kerravala, Founder and Principal Analyst, ZK Research. “It saves precious IT dollars and removes the productivity uncertainties of working from home all within a SASE environment.”

Most companies have become more dependent on broadband since the 2020 pandemic, but it hasn’t always served them well — particularly in cases where guaranteed performance is needed. According to an [Altman Solon 2021 State of SD-WAN Study](#), 50% of IT leaders using only public access say their application performance is insufficient, and 48% say the cost savings don’t justify the lower quality of service. Inherently broadband is a “best effort” technology unfit for real-time data applications like voice and video conferencing. Thus, broadband often fails to deliver the performance needed, causing losses in productivity, sales, and revenue.

“Masergy is working to ensure our clients’ new need for broadband doesn’t impact their business continuity. Remote work success shouldn’t hinge on network connectivity types, and we’ve created Masergy Performance Edge™ to make sure it doesn’t,” said Chris MacFarland, CEO, Masergy. “Masergy pioneered software-defined networking 20 years ago. We were the first to market with AIOps integrated in our SD-WAN and SASE solutions, and we’re already on the path to autonomous networking — so there’s no better company to revolutionize broadband, making it the high-performance, predictable service everyone wants it to be.”

Masergy Performance Edge™ is available with Masergy’s [Managed SD-WAN Secure](#) and [SASE offerings](#) and uses proprietary network architecture along with industry standard and compatible routing algorithms to enable businesses of all sizes to realize increased efficiency and productivity. It provides these key benefits:

- **Better Performance:** Minimize packet loss over public broadband connections for more predictable application experiences
- **Less Expensive:** Save up to 70% compared to the cost of a private line and reduce outages with AI-powered performance visibility
- **Fast to Install:** Connect new sites in days versus weeks and boost existing broadband circuits for immediate results



[Learn more about Masergy Performance Edge](#)

## **About Masergy**

Masergy is the software-defined network and cloud platform for the digital enterprise. Recognized as the pioneer in software-defined networking, Masergy enables unrivaled, secure application performance across the network and the cloud with Managed SD-WAN, UCaaS, CCaaS and Managed Security solutions. Industry leading SLAs coupled with an unparalleled customer experience enable global enterprises to achieve business outcomes with certainty. Learn more and follow us on our [blog Transforming Enterprise IT](#), [Twitter @Masergy](#), [LinkedIn](#), and [Facebook](#).

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