Nomination: 20220

Innovating SD-WAN Migration: Maestro Tools Shaping the Next Wave

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Page: General Information

Name of Organization / Company

Cisco Systems India Pvt ltd

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Page: Entry Information

Entry Title

Innovating SD-WAN Migration: Maestro Tools Shaping the Next Wave

Category

N01 - N07 - Award for Innovation in Technology > N02. Award for Innovation in Technology Management, Planning & Implementation > Computer Industries

Submission Format

An Essay of up to 625 Words

Essay

Innovating SD-WAN Migration: Maestro Tools Shaping the Next Wave

Technology Awards

N02. Award for Innovation in Technology Management, Planning & Implementation

Executive Summary

The CX Centers SAO(Software Automation Orchestration) Tools Automation Software development team played a pivotal role in the success of Project Maestro, an ELT-funded initiative designed to migrate top-tier customers from the End-of-Life (EOL) Viptela SD-WAN product to a single, streamlined SD-WAN solution. With a goal to secure $220M in renewal value from the top 200 customers, the team overcame substantial technical and operational challenges to develop and deploy critical tools, achieving significant business outcomes. Through frugal engineering, agile practices, and innovative automation, the team not only mitigated customer attrition risks but also enhanced operational efficiency and delivered measurable results, positioning Cisco as a leader in SD-WAN migration and innovation.

Challenges

1.EOL Product Landscape: Viptela edge routers and OS entered EOL stages, creating urgency for customer migrations:

a. vEdge 100/1K LDOS: January 31, 2026

b. vEdge 200/2K LDOS: January 31, 2028

c. A certificate outage in May 2023 accelerated the migration need.

2. Attrition Risks:

a. Loss of SD-WAN customers increased the likelihood of losing cross-portfolio renewals, risking $130M in potential renewal value.

b. Competitors such as Fortinet and Palo Alto Networks posed significant threats.

3. Tool Readiness:

a. Existing tools lacked documentation and compliance with Cisco Secure Development Lifecycle (CSDL), requiring urgent re-engineering.

b. Minimal team handover and dependencies on legacy systems complicated development.

Actions Taken

1. Engineering Ownership:

a. Assumed responsibility for Branch Migration Tool (BMT), Readiness Assessment Tool (RAT), and Sastre Pro tools.

b. Ensured full compliance with CSDL, rebuilding from fragmented codebases with minimal legacy knowledge.

2. Tool Enhancements:

a. Developed BMT Cloud 3.0 with RADKit integration and Sastre support, reducing migration time from 1:45 hours to 5 minutes; bringing in 95x efficiency improvement.

b. Released RAT 2.4.x with enhanced readiness assessments and robust user adoption.

c. Optimized Sastre Pro, achieving 200,000+ downloads and increasing SD-WAN community engagement.

3. Innovation and Efficiency:

a. Built a Splunk-powered Usage Analytics Dashboard for real-time tool performance insights.

b. Deployed Maestro CloudOps Center to streamline AWS build management and instance observability.

c. Introduced agile practices, leading to a rapid MVP launch in Q3 FY24 and operational expenditure savings.

4. Collaborative Excellence:

a. Partnered closely with delivery SMEs, customers, and the Cisco field teams to refine tools.

b. Integrated user feedback into workflows and interfaces adhering to Cisco Design Theory.

Resulting Impact

1. Business Growth:

a. Secured $47.9M in attributed bookings in FY24, with $16.4M in Q4 alone.

b. Prevented attrition of key customers such as Shell, Costco, and AT&T, preserving renewal opportunities worth $130M.

2. Operational Efficiency:

a. Achieved a 95x improvement in migration delivery efficiency using BMT Cloud 3.0.

b. Reduced engineering efforts significantly with automation-driven solutions and frugal engineering.

3. Tool Advancements:

a. Delivered reliable, scalable tools for migration readiness and implementation.

b. Laid the foundation for BMT 4.0 and extended capabilities of RAT for broader assessments.

4. Recognition and Trust:

a. Earned high praise from CX leadership and Maestro project leads for technical excellence and ownership.

b. Strengthened customer trust in Cisco's SD-WAN solutions, minimizing competitive losses.

Stakeholder's feedback
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Kindly check in attached file

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in technology since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?
Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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