

Dominating Disruption: Featuring Dorado Software

By: Scott St. John

Disruption is relentless and not everyone survives. Our species and its predecessors have had to contend with tremendous changes over millions of years just so that we could be here today. In fact, we have survived [five mass-extinction events](#), [six plagues](#), and [the Kardashians](#) – so far. Survival is no small feat. But there are significant differences between simply surviving change, enduring survival, and actually thriving through disruption.



Those are important distinctions. Some, like the [woolly mammoth](#), may have been able overcome a single change, but were unable to weather the waves of disruption that followed. Others, like the rough-and-tumble [bumble bee](#) – which had the distinction of being recently added to the endangered species list – have been able to endure persistent changes but eventually began to dwindle by failing to evolve with their environment. Then there are those, like we humans – or [ants](#), who have thrived upon disruption to achieve a dominance over the environment while others gave way to extinction.

Think about which of these examples best describes your organization. Are you thriving by capitalizing on disruptive change or are you just hanging on to survive? Or, have you overcome tremendous change in the past just to see the end closing in as the next wave of disruption continues to swell in front of you?

The struggle is still very real. Even now, according to the book [Sustaining Life](#), dozens of species face extinction every day. This is not unlike the myriad of companies falling daily into the digital divide or being crushed by the weight of their own transformation projects. [Dell Technology Research reported](#) a "Digital Crisis Looms," stating that digital startups will make their business obsolete within three to five years. And they made that prediction two years ago. The fact is survival is fraught with risk, and the key to thriving is adaptation. And that begins by understanding the nature of disruption.



Taking the Change out of Disruption

Disruption can be defined as anything that changes the current order of an existing process.

Introducing a rock into a stream disrupts the flow of the stream. By its very nature, technology changes the current order of an existing process. And it really doesn't matter the technology example you choose, whether that be the advent of the wheel or the iPhone. New technology *is* a change to an existing process.

But, it stands to reason that if you were able to eliminate change, you would eliminate disruption. That's not to say that you can stop changes from occurring; but you may be able to eliminate the effects of some changes. If a rock diverts the flow of stream, you may be able to remove the rock. If the rock is too large, you could revert the stream back to its initial flow.

The challenge is understanding which changes you *must address* and those you *should address* in order to capitalize upon them. From there, you must determine which effects of change *can be* reduced or eliminated altogether, and the *best method* to achieve each.

And it doesn't hurt to be able to foresee these changes before they occur, or to have friends that can help you through the disruption. But this is where things get complex, particularly when your survival depends on it.

The technology-imbued world in which we live and work has seen monumental waves of disruptions in just the last few decades. We've seen the introduction of the Internet, mobile phones, tablets, social media, and more. Today, we are facing disruptive technologies such as network virtualization, cloud computing, artificial intelligence, and the proliferation of the Internet of Things. What's more alarming is the collective totality of all these disruptions as they come together and converge in a hybrid environment.

Words like "software-defined" and "virtual" send shivers through even the most battle-hardened IT veterans, and for good reason too. But there is a sizable opportunity to be gained by dominating these disruptive technologies, as an enterprise or service provider organization. For example, [IDC forecasts](#) the Software-Defined Wide Area Network (SD-WAN) market will exceed \$8 billion within the next three years. [Research and Markets estimates](#) that software-defined networking (SDN) and Networks Functions Virtualization (NFV) investments will reach \$22 billion by 2020. This looks a lot like an opportunity to thrive. But how?

Enter Dorado Software

I recently had the opportunity to interview Tim Sebring, the CEO and founder and Vicki Crozier, the vice president of marketing for [Dorado Software](#) to discuss how to mitigate the impact of these technical disruptions.

"It comes down to simplicity, automation, and choice," Sebring told *Pipeline*. "The more an organization can aggregate the effects of change into a single solution, automate actions, and the more flexibility they have to work within a hybrid environment; the more likely they will be able to thrive as new technologies emerge."

Dorado is a leading provider of Resource Management, Performance Monitoring and Service Orchestration software that helps enterprises, service providers, NFV Infrastructure and virtual network function vendors accelerate the time-to-benefits of virtualized cloud-based infrastructures. Dorado's products provide a solution with packaged and extensible capabilities to orchestrate, monitor, and provide closed-loop automation of both physical and virtual network functions in multi-vendor and evolving ecosystems. Dorado has been helping service providers and enterprises contend with disruptive technologies for twenty years.

"Handling disruption is in our DNA," Sebring added. "We've always been helping our clients transition operationally to new infrastructures and integrate new technologies."

In the beginning, Dorado specialized in helping service providers with IP-based and network transformation. Over the decades that have followed, Dorado has helped its clients with major infrastructure shifts, such the introduction of Multiprotocol Label Switching (MPLS) and digital transformation as operators began to introduce media-rich content, such as video, into their service

offerings. Today, Dorado is leading the charge in transformation with [network virtualization](#), [cloud](#), Software-Defined Networking, and Management and [Orchestration](#) (MANO) technologies.

"What we're really good at is helping organizations transform in a heterogeneous world made up of disparate things. Our customers live in a constantly changing environment, with an influx changing infrastructure and new technologies – with many, many moving parts. Our job is helping them eliminate disruption, so they can capitalize upon the benefits of change."

Sebring went on to explain that the company is seeing significant transformation related to cloud-based and native-cloud technologies and they have been undergoing a transformation of their own to better serve their customers.

"This is a new era of transformation and a transition away from traditional, purpose-built software and hardware into a new, software-defined world. This changes things, and we've had to incorporate that dimension into our products while staying true to our core values of simplicity, automation, and vendor choice."

Cruzing through Disruption

Dorado has recently launched a new, flagship product called Cruz. Cruz incorporates Dorado's decades-long experience enabling its clients to leverage different networking, application, and content technologies in heterogeneous environments – and adds key cloud considerations for the new, software-defined world." As our clients' infrastructure has been transforming over the last few years with technologies like SDN and instances such as SD-WAN, SDDC, HCI, and software-defined storage, we have restructured our business and our products to support more of the holistic, management and operations of a converged datacenter environment."

Instead of end users having to manage multiple, disparate systems and consoles, Dorado's Cruz product is a single, consolidated platform that includes off-the-shelf applications that monitor and collect data from applications, systems, storage, and networking functions. Cruz then provides automation capabilities back to the various network elements and other components to create a zero-touch environment for many operational tasks.

For example, Cruz includes specialized dashboards for individuals responsible for monitoring network health and provides stock automation for many common tasks. Cruz also provides the tools to implement more sophisticated, custom automation that can be created by the user as well.

As more networks and services rely on virtual-network and cloud components, managing both the traditional and cloud environments together is fundamental to mastering the shift to a software-defined world and to dominating disruption today. Like rocks in a stream, having the ability to choose where to redirect the flow to optimize results is the key to capitalizing on change.

For example last year, [Ribbon Communications \(formerly Sonus\) and Dorado announced](#) they had introduced a cloud-optimized diameter signaling controller to enable service providers to centrally manage and automate NFV-based solutions for Diameter and SS7 from a single, virtual platform.

"The Sonus announcement is an excellent example of today's transformation," said Sebring. "We looked at the Sonus solution as a cloud-based application and as such were able to spin up new instances of the application, monitor it, and then turn it off when certain parameters have been met. That's automation."

Embracing Disruption

Surviving in today's world of continual disruption depends on your ability to identify the changes you should address, and determine the best method to achieve optimal results with minimal operational impact. Products like Cruz help organizations embrace disruption by allowing them to capitalize on new, emerging technologies. It provides a way to consolidate disruptive technologies into a single platform where they can be leveraged where and as necessary, while automating

functions to minimize operational impacts.

What kind of organization are you now, and what type of organization would you strive to be: a lumbering woolly mammoth, a nose-down bumble bee, or an industrial colony looking to capitalize on the next disruption?

Disruption can be daunting, but it is also an opportunity to thrive. Don't fear disruption, embrace it. Companies like Dorado Software are here to guide you along the way.