

# Technologies' Impact ON THE NETWORK

& what your customers are focused on

Network World is uniquely positioned to provide insight into the network and IT decision-makers responsible for the digital nervous system of the connected enterprise: the network. This infographic illustrates the technologies impacting the network and pinpoints where IT executives are with initiatives within existing and emerging technologies.



## IT GROWING IN IMPORTANCE

### HEADCOUNT INCREASES:

Headcount is expected to increase by an average of

**17%**



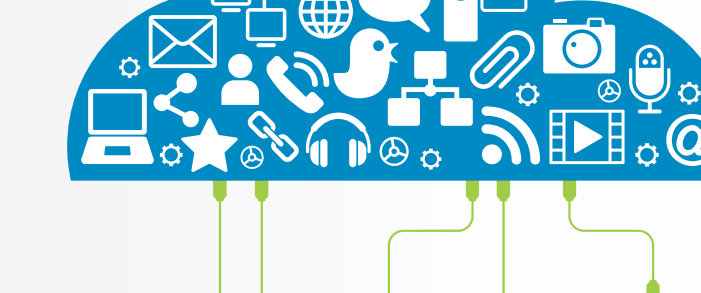
### NEW ROLES, FUTURE SUCCESS:

Enterprise organizations are creating new positions focused on new technologies:



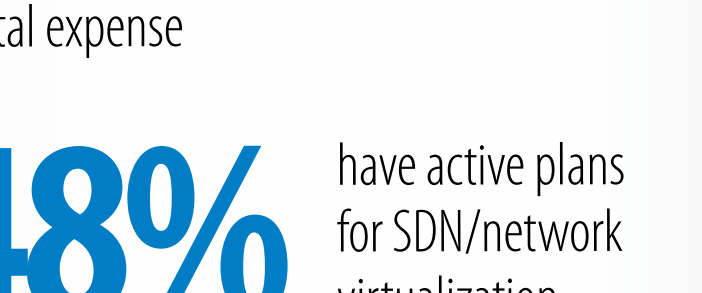
### GROWTH IN IT SPENDING CONTINUES:

**75%** say budgets will hold firm or increase for 2014



Those who say budgets will rise estimate an increase of

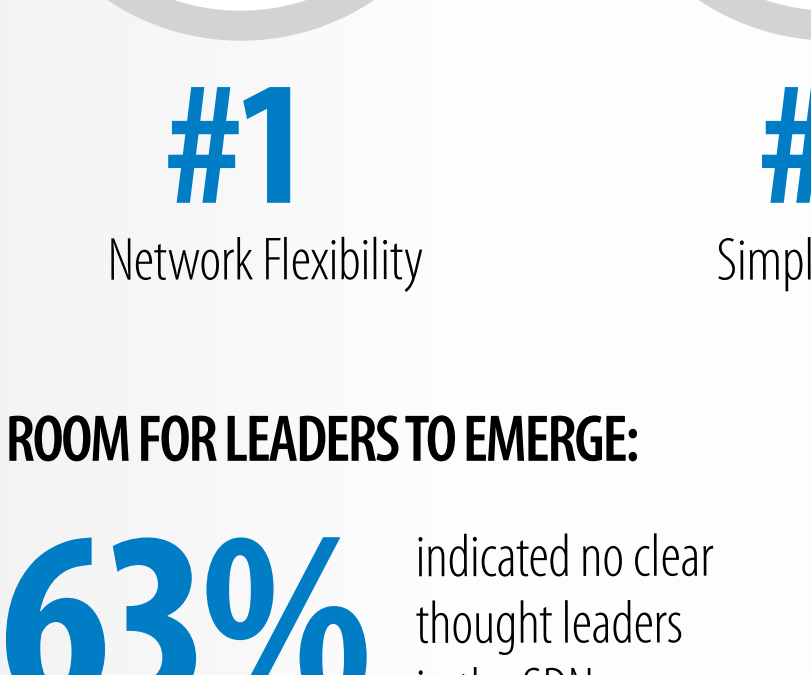
**16%**



## EMERGING TECHNOLOGIES DRIVING TECH INVESTMENT

**49% AGREE**

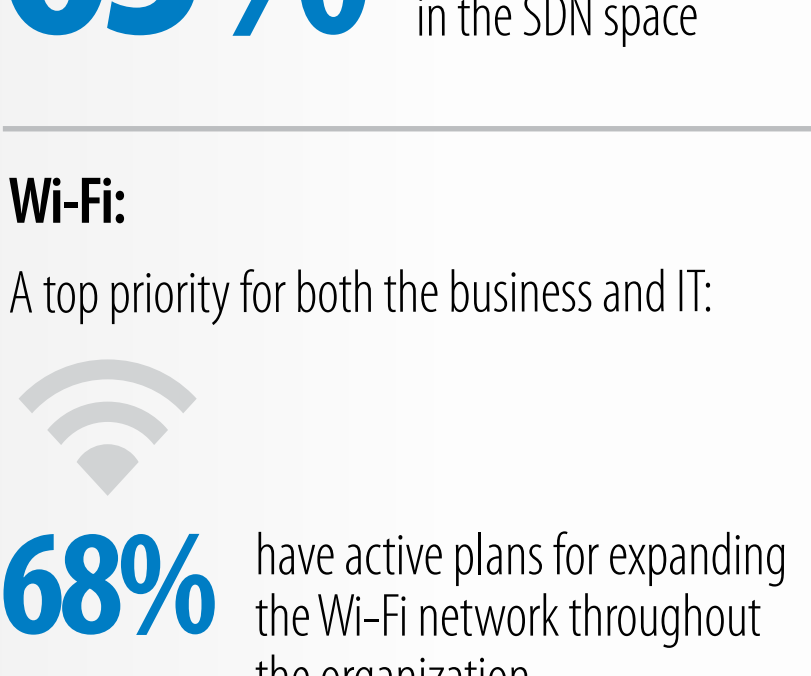
emerging technologies will increase IT organization's ability to pool IT resources and reduce siloed resources thus driving up utilization rates



### SOFTWARE-DEFINED NETWORKING (SDN):

Proponents say SDN can help centralize and simplify control of the network while reducing capital expense

**48%** have active plans for SDN/network virtualization



### TOP 3 BENEFITS OF SDN:



### ROOM FOR LEADERS TO EMERGE:

**63%** indicated no clear thought leaders in the SDN space



### Wi-Fi:

A top priority for both the business and IT:

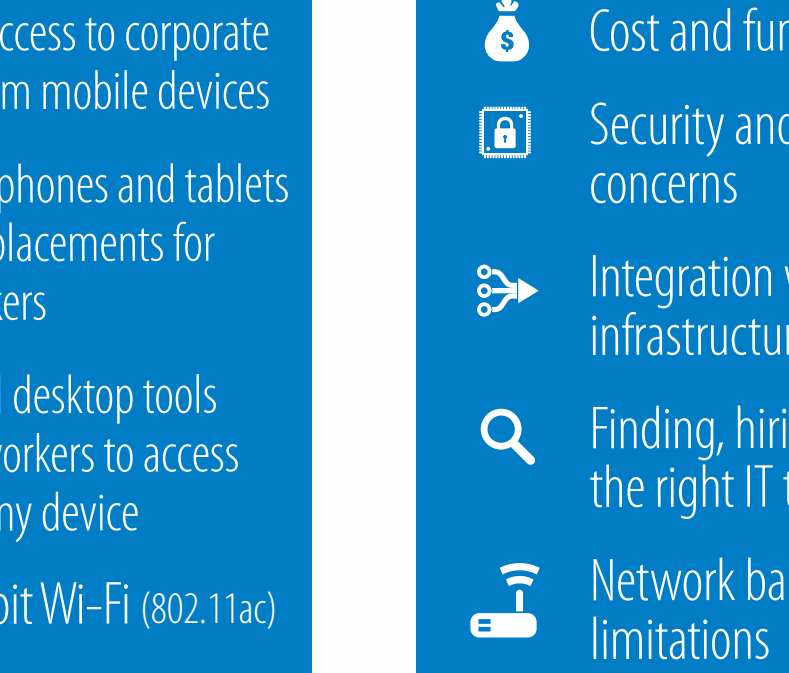
**68%** have active plans for expanding the Wi-Fi network throughout the organization

**47%** agree that 802.11ac (Gigabit Wi-Fi) will be critical to keeping up with demand for wireless access

### MOBILITY:

As work becomes more global and with employees more dispersed and mobile, support for mobile devices is gaining attention.

**40%** agree that increasing/enabling mobility will be a top technology objective within the next 12 months



**76%** have active plans for expanding access to corporate resources from mobile devices

## TOP TECH INITIATIVES AND CHALLENGES

### NETWORK/DATA CENTER

**INITIATIVES**

- Tools to gauge application performance
- Desktop virtualization
- SDN/network virtualization
- Storage virtualization
- Infrastructure-as-a-service

**CHALLENGES**

- Ensuring availability (uptime)
- Protecting against data breaches/leaks
- Ensuring business continuity
- Finding, hiring and retaining the right IT talent
- Optimizing end-to-end IT service delivery

### PRODUCTIVITY

**INITIATIVES**

- Expanding access to corporate resources from mobile devices
- Using smartphones and tablets as laptop replacements for mobile workers
- Using virtual desktop tools that allow workers to access work from any device
- Using gigabit Wi-Fi (802.11ac)
- Having formal support for tablets

**CHALLENGES**

- Cost and funding
- Security and privacy concerns
- Integration with existing infrastructures
- Finding, hiring and retaining the right IT talent
- Network bandwidth limitations

### SECURITY

**INITIATIVES**

- Next generation firewalls
- Data loss prevention (DLP)
- Securing access for BYOD programs
- ID management solutions
- Corporate data encryption

**CHALLENGES**

- Employee awareness & cooperation
- Budgetary constraints/demonstrating ROI
- Protecting against threats from outside the organization/APTs, DDoS
- Managing security/addressing risks around mobile devices, BYOD
- Maintaining industry, government and regulatory compliance

## BUSINESS AND TECHNOLOGY OBJECTIVES

IT's role with business and technology objectives align closely with the priority of lowering operation costs



### KEY BUSINESS OBJECTIVES:

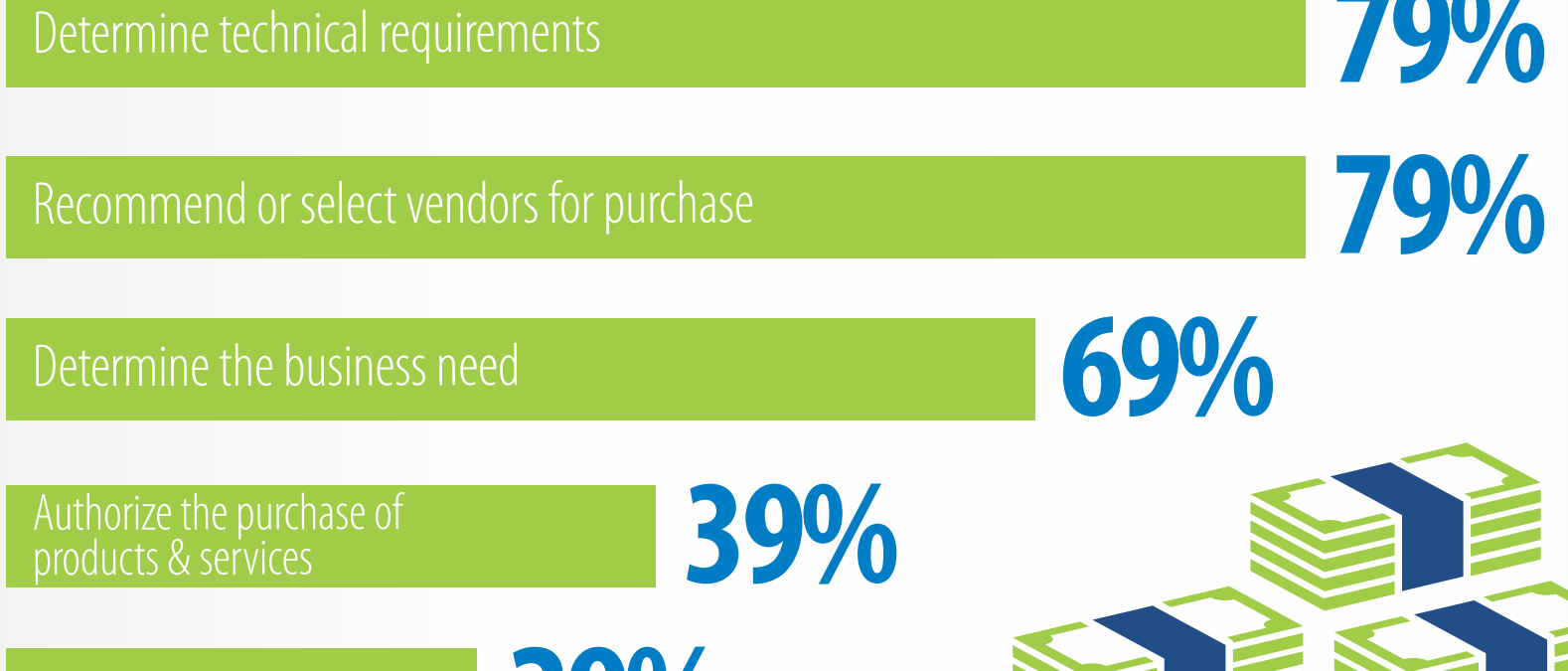
**54%** of enterprise organizations place importance on improving business process efficiencies



**38%** of enterprise organizations place importance on spurring innovation



### TECHNOLOGY OBJECTIVES OF HIGH IMPORTANCE:



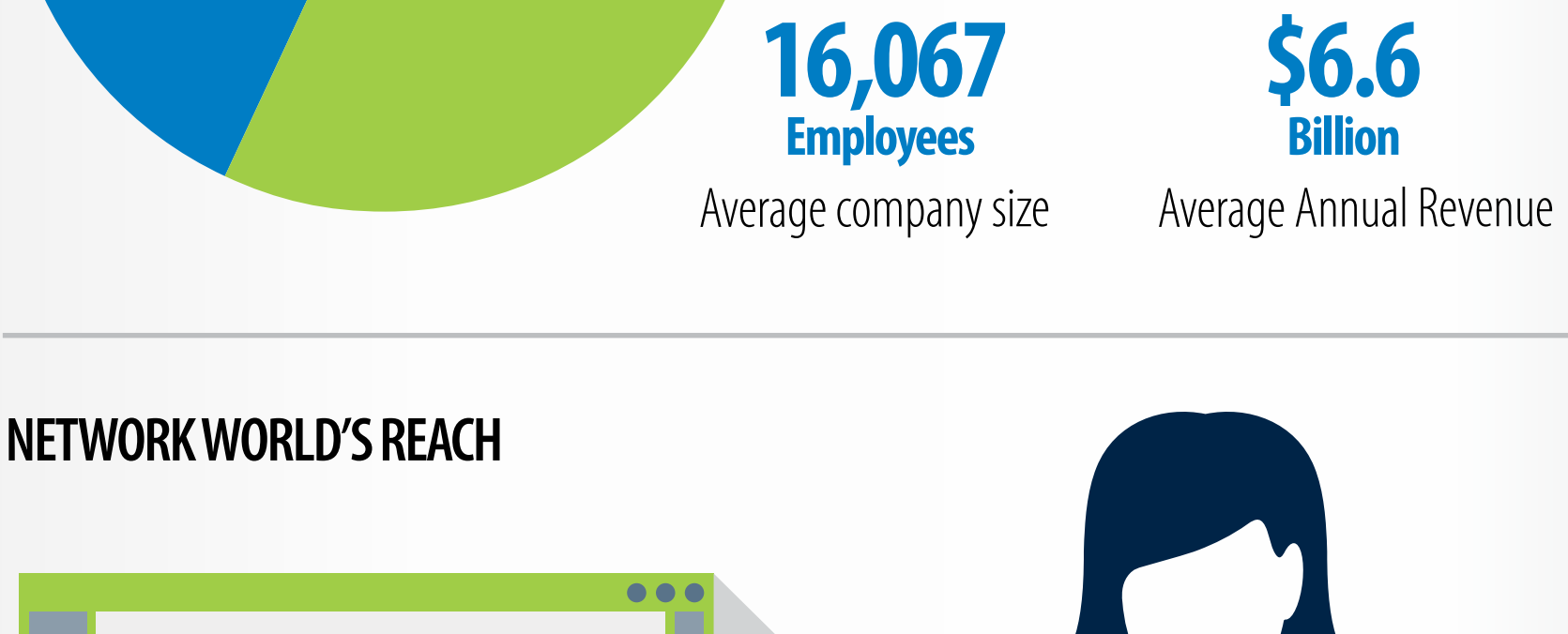
## THE NETWORK WORLD AUDIENCE

WE SURVEYED THE NETWORK WORLD AUDIENCE TO GET THEIR PERSPECTIVE. HERE'S WHAT WE LEARNED ABOUT THEM:

**39%** of respondents are the top IT executives in their organization

Purchase influence extends across multiple areas with respondents involved in an average of 8 different tech areas.

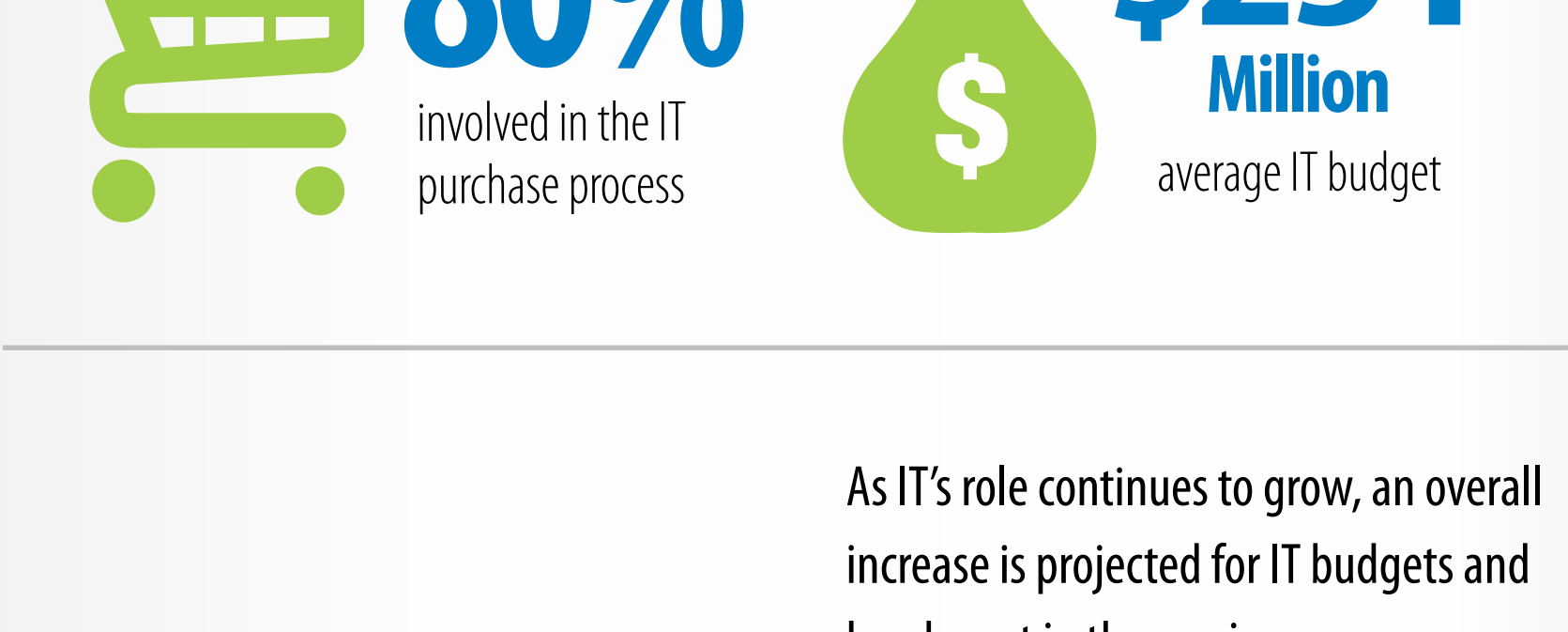
### IT EXECUTIVES HIGH INVOLVEMENT IN THE PURCHASE PROCESS:



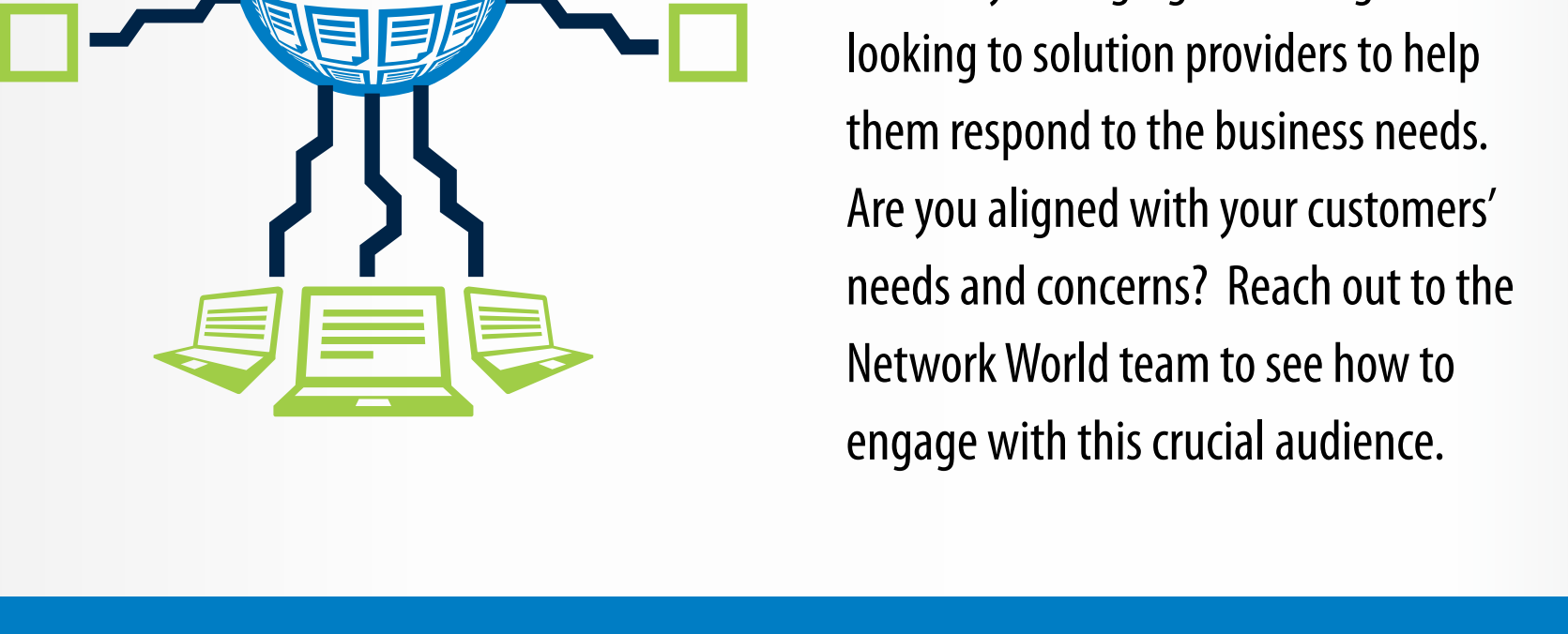
### JOB TITLE BREAKDOWN:



### NETWORK WORLD'S REACH



### NETWORKWORLD.COM VISITOR'S PURCHASE AUTHORITY:



As IT's role continues to grow, an overall increase is projected for IT budgets and headcount in the coming years. Organizations are preparing for changes driven by emerging technologies and are looking to solution providers to help them respond to the business needs. Are you aligned with your customers' needs and concerns? Reach out to the Network World team to see how to engage with this crucial audience.