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Accelerating your business through network readiness

An innovation imperative

E-book

The network innovation imperative



In today's rapidly evolving landscape of businesses, schools, and governments, mere wired and wireless connectivity is no longer sufficient. The need of the hour is for organizations to embrace digital transformation or risk being left behind.

However, understanding the network infrastructure and management investments required for effective modernization can be an overwhelming task, especially for smaller organizations.

That's where this insightful E-book comes in, serving as a companion to the Auvik Network Innovation Assessment. Its purpose is to guide you in assessing your organization's position on the journey toward building a network capable of supporting seamless digitization, thus ensuring your competitiveness in the modern era.

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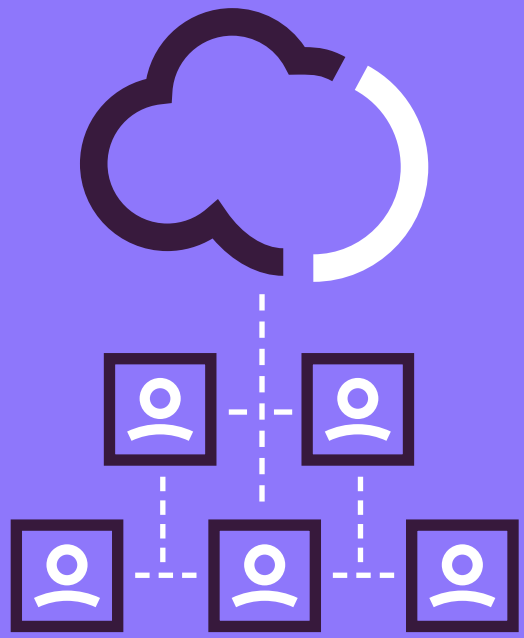
The network: more than a utility

From small independent businesses to large corporate enterprises, modern businesses rely on resilient and flexible network connectivity to flourish. In the not-so-distant past, networks served as necessary utilities in bigger companies, and smaller businesses viewed them as optional luxuries. Nevertheless, the convergence of numerous factors has elevated the significance of networks throughout organizations of all sizes and across industries.



What are those factors?

Some that we cover in this E-book include:

1. Enterprise mobility
2. IoT
3. The rise of digital natives
4. An increasingly omnichannel world
5. Digital twins
6. Greater adoption of remote and hybrid work

Enterprise mobility is a way of life

From implementing BYOD (“Bring Your Own Device”) initiatives to replacing traditional paper and analog tools with smart devices like tablets, the network has evolved into a catalyst for business models and a driving force behind work processes. This transformation affects every aspect of the network, spanning from the datacenter to the endpoint device. As a result, there is an exponential need for faster speeds, comprehensive visibility, and seamless monitoring and management.

Furthermore, network failures now have a far-reaching impact on all individuals interacting with your business. Take, for instance, the consequences of unreliable Wi-Fi—these are more than a minor annoyance. Rather, they lead to a variety of disruptions to your mobility-driven business model. Such disruptions result in subpar customer and employee experiences, causing significant challenges for your Help Desk and network teams.

Navigating these challenges requires an innovative network—one with deep documentation and monitoring capabilities for switches, routers, WiFi access points, and controllers that support mobility initiatives.

This proactive approach enables swift problem resolution and facilitates adaptive network planning.

Enterprise mobility is an approach to work in which employees can do their jobs from anywhere using a variety of devices and applications. (TechTarget)

Device examples:

- Smartphones
- Tablets
- Mobile inventory scanners
- Mobile payments/POS
- Wearables

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Get ready: iot is here to stay

The Internet of Things (IoT) is not just a passing trend. In the near future, there will be over 40 billion connected devices.[1] Businesses need to prepare for the constant connectivity and data generation that comes with it.

Innovative organizations are embracing IoT for a multitude of reasons. It allows for more efficient energy usage, smarter physical security, and the ability to engage customers with personalized, real-time offers based on their location. This opens up countless opportunities to improve operations, pleasantly surprise customers, and boost profits.

However, adapting to IoT often requires changes to both wired and wireless networks, as well as the ability to monitor network devices and traffic effectively. If your business wants to stay ahead in this connected world, it's essential to understand and embrace the power of IoT.

In the near future, there will be over

40 billion

connected devices

[Frost & Sullivan][1]

The rise of digital natives: embrace the future

As Millennials take on leadership roles and Gen Z establish themselves in the workforce, the fundamental makeup of organizations is changing. A new breed of employees, known as digital natives, is emerging. These individuals have grown up in a digital world and have never known anything but mobile-first technologies and wireless connectivity.

For businesses, it's crucial to recognize and meet the expectations of these digital natives. They expect a seamless digital experience and will gravitate towards companies that can provide it. This goes beyond just a preference; they are as unfamiliar with old-school technologies like Ethernet cables as they are with floppy disks!

Organizations that fail to innovate and prioritize their network services risk losing not only talented employees but also potential customers in their prime spending years.

Moving forward, having a high-performing, resilient, and flexible network will be a fundamental requirement for business operations. Your network must provide reliable uptime while also being adaptable to changes.

While problems and outages are inevitable, being able to prevent and quickly respond to them will help you stay competitive with the evolving workforce.

Digital native *(n.)*

A digital native is a person who grew up with the presence of digital technology or in the information age.[2]

38% Millennials and Gen Zers currently comprise 38% of the overall workforce.

58% Within 10 years, digital natives are expected to account for over 58%, making us the dominant generation in the workplace.

1/3 About one third of digital natives are the sole decision-makers for departmental purchase decisions.

1/2 About half of all product researchers are digital natives.[3]

TechTarget[2]

The Future of Commerce[3]

Why omnichannel and digital twin strategies are essential

Consumers expect the convenience of accessing products and services anywhere. Organizations that embrace omnichannel strategies meet this expectation by providing seamless digital experiences alongside their brick-and-mortar interactions.

But it doesn't stop there. Forward-thinking organizations are taking it a step further by creating "digital twins" of their infrastructure, systems, and processes. These digital replicas serve as a safety net in case of disaster, enable businesses to model and simulate changes, and even design and replicate new elements of their operation.

By utilizing tools like network mapping, inventory management, and configuration backup, IT teams can fully leverage the power of digital twins to drive innovation and stay ahead of the competition.

In an increasingly connected world, the importance of omnichannel strategies and digital twins cannot be overstated. Make sure your organization is staying ahead of the curve and capitalizing on these game-changing strategies.

Digital twin *(n.)*

A digital twin is a virtual representation of a real-world entity or process.[4]

Omnichannel *(adj.)*

An omnichannel approach to sales, marketing, and customer support that seeks to provide customers with a seamless and unified brand experience, regardless of which channel they use.[5]

15%

Digital twins can lead to up to a 15% reduction in CAPEX and OPEX.[6]

89%

Companies with omnichannel customer engagement strategies retain 89% of its customers average.[7]

45%

45% of IT pros surveyed by Auvik say that success in their organization is measured by End-User Experience.[8]

Tech Target[5]

Tech Target[6]

McKinsey[7]

Softtek Blog[8]

2023 Network IT Management Report, Auvik

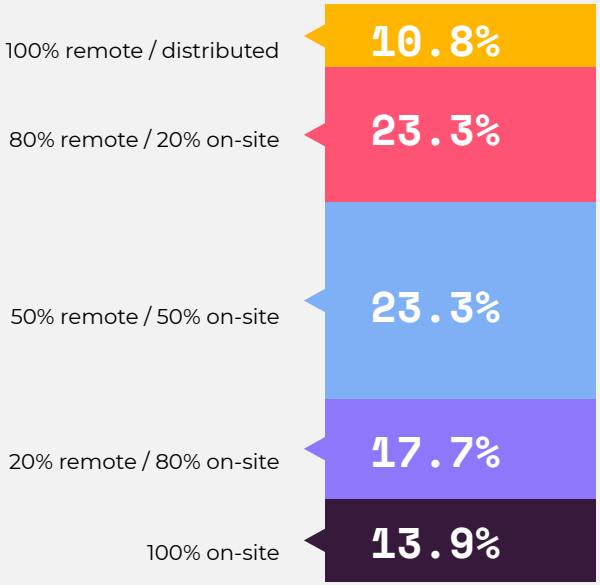
Embracing remote and hybrid work: a new era

The COVID-19 pandemic propelled the adoption of remote work to new heights, converting even the most hesitant employers and employees into strong advocates for the “work from home” and “work from anywhere” models. As a result, networking requirements have evolved, placing a greater emphasis on secure remote access and extending network capabilities to wherever employees may be located.

Creating a seamless work-from-anywhere experience goes beyond having high-performance infrastructure in place. It also entails expanding network monitoring and visibility to unfamiliar territories and navigating through increasingly complex troubleshooting scenarios.

Although some organizations are gradually returning to the office, remote and hybrid work is here to stay. In order to thrive, businesses must prioritize network innovation by establishing the necessary infrastructure to adapt to these new realities and demonstrate the agility to meet shifting network demands.

Auvik’s 2023 Network IT Management Report shows a great deal of variation among companies when it comes to hybrid and remote work:



48% of global knowledge workers will be working hybrid or fully remote by the end of 2023.

51% of companies have had trouble keeping employees connected in the last 18 months.

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The network innovation mandate: transforming your network for success

Your network is the backbone of your business—it is crucial that it remain up-to-date and efficient. To support the diverse range of devices, business applications, work preferences, and evolving consumption models requires a network with a dynamic infrastructure backed by a strategic approach to business investment.

Unfortunately, many networks have been operating in a reactive mode for years. Expansions, upgrades, and true innovations have been put on hold, while tools that could enhance network efficiency have been underutilized. “Keeping the lights on” has become the norm for many businesses.

With the relentless demands of digitization, you may wonder where your network stands and how it can become an agent of innovation. By taking the Auvik Network Innovation Assessment, you have made the important first step toward understanding your network’s potential and discovering how it can serve as a catalyst for innovation.



56%

of CEOs said that their digital improvements have already improved profits.[9]

$3.4T

Global spending on Digital Transformation is expected to reach $3.4 trillion in 2026.[10]





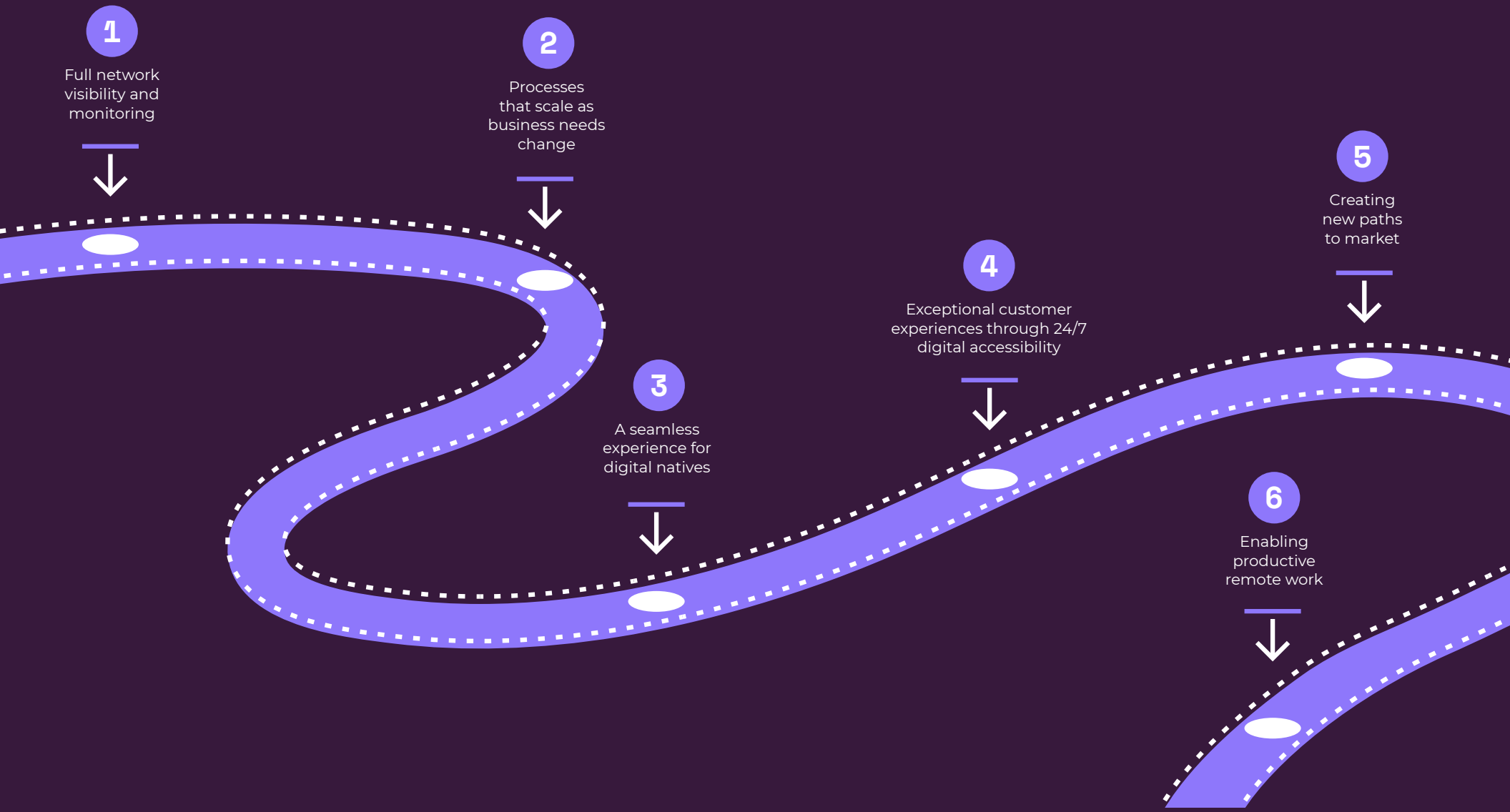
97%

of CIOs/CTOs agree that networks are vital for enabling outcomes related to business growth.[11]

[9] Zippia

[10] IDC

[11] NTT


1
Full network visibility and monitoring
2
Processes that scale as business needs change
3
A seamless experience for digital natives
4
Exceptional customer experiences through 24/7 digital accessibility
5
Creating new paths to market
6
Enabling productive remote work

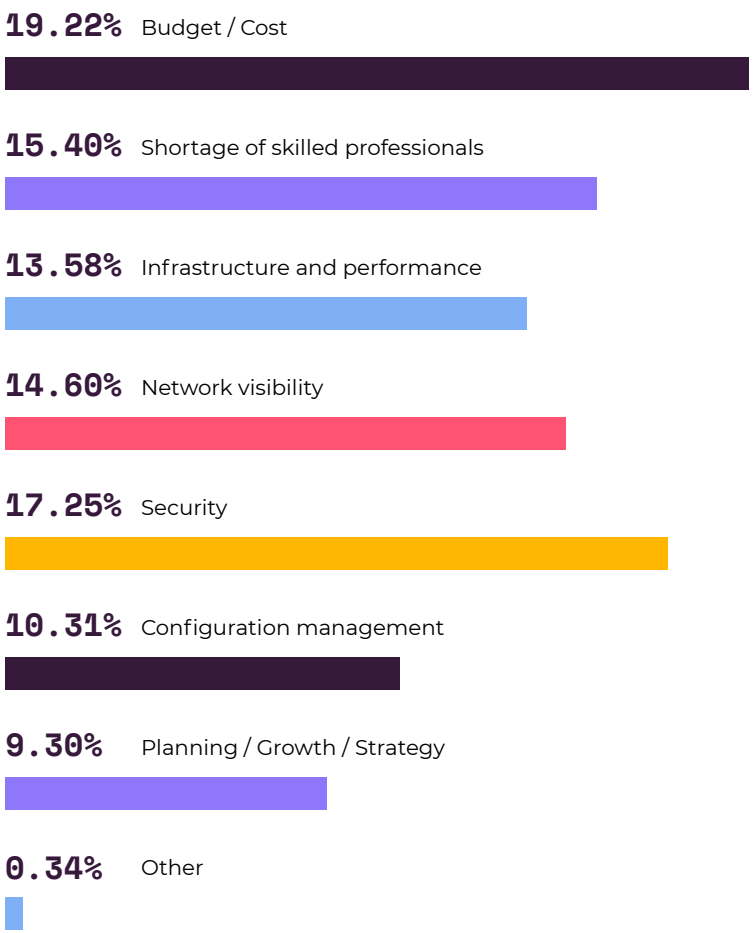
Overcoming challenges to network innovation

Networking teams often face various obstacles that hinder network innovation. Auvik's 2023 Network IT Management Report highlighted three common challenges amongst IT organizations: budget constraints, security concerns, and a shortage of skilled professionals. These challenges may seem like valid reasons to deprioritize network innovation.

Rather than allowing them to impede progress, it's crucial to approach network innovation strategically. By creating a solid business case that highlights the benefits of network innovation and showcasing how it actually addresses these challenges head-on, organizations can pave the way for both improved networking capabilities and business outcomes.

With a proactive and innovative mindset, networking teams can overcome these barriers and unlock the full potential of their networks. By embracing network innovation, organizations can not only stay ahead of the curve but also drive efficiency, enhance security, and achieve sustainable growth.

What are some of the challenges facing your team?



[12] *2023 Network IT Management Report*, Auvik

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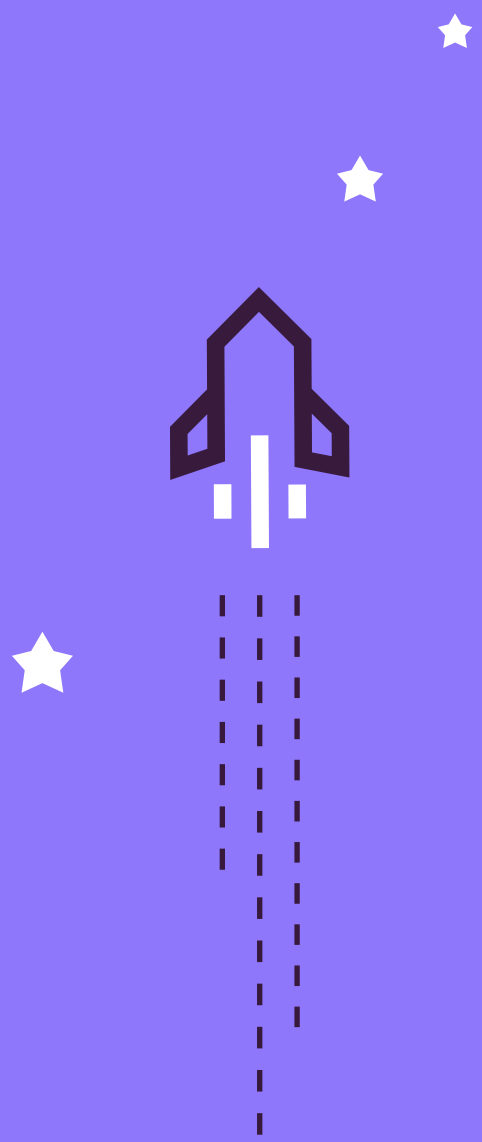
Next steps towards network innovation

Organizations equipped with innovative networks are adept at meeting the demands of enterprise mobility, IoT, omnichannel experiences, digital twins, the expectations of digital natives, and remote and hybrid work.

Companies seeking this level of innovation must have effective network monitoring and management for these challenges and the ability to implement the necessary changes and upgrades with efficiency and precision.

If you're reading this E-book, there's a good chance you have taken the Auvik Network Innovation Assessment to understand where you are on this journey. (But if you haven't taken it yet, no worries, you can find it here!).



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Whether you're just starting or further along in your network innovation journey, the Auvik team has recommendations to propel you to the next level. And if you're considering cloud-based network monitoring and management, we've got you covered.

What should you consider at each stage of the innovation maturity journey?

Getting started

Your network is a blank canvas for the digital strategies of the future. Focus on mapping, documentation, and inventory on your journey to manageability and scale.

Operational

It's time to move beyond "keeping the lights on." Focus on eliminating network surprises through proactive monitoring that helps you solve problems faster.

Keeping steady

Having sufficient network resources means you've centralized operations and are keeping the ship steady. Ask yourself, how could the network be used more strategically?

Strategic

Your network is a strategic enabler throughout the business. How can you push the boundaries of the network to further surprise and delight your customers and coworkers?

Visionary

Your network is best-in-class! You've adopted next-gen technologies—and are getting the results to validate your efforts! Cloud-based network monitoring works alongside you to help you stay ahead.

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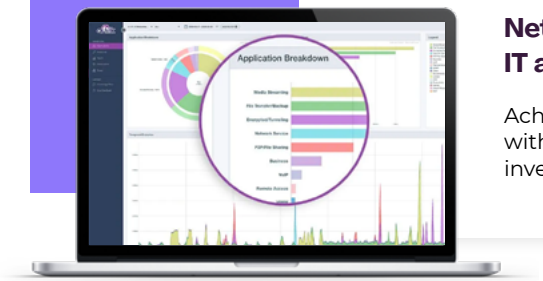
True network visibility and control in under an hour

Visibility



Network monitoring and IT asset management

Achieve a complete network view with real-time, automatic discovery, inventory, & documentation.

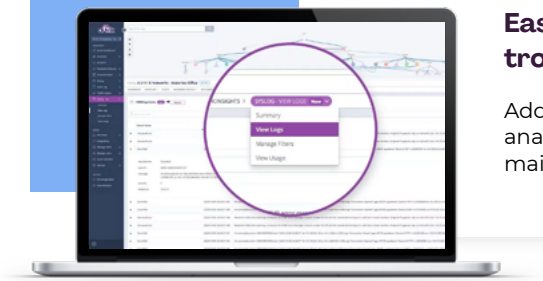
Analyze network traffic intelligently

Easily identify who's on the network, what they're doing, and where their traffic is going.

Navigate networks with an interactive map

See multiple sites or drill down into specific devices using an intuitive interface.

Simplicity



Easy monitoring and troubleshooting

Address network issues instantly, analyze problems with syslog, and maintain connectivity.

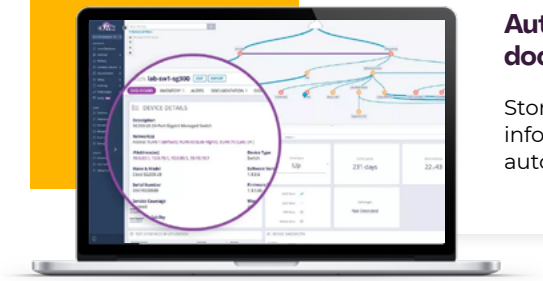
Manage distributed sites efficiently

Manage multiple sites globally through one standardized dashboard.

Access the network from anywhere

Troubleshoot issues without ever leaving your desk.

Automation



Automate documentation

Store serial numbers, support information, and more, automatically.

Easily define roles and configure permissions

Make access control a breeze by integrating with your existing identity provider.

Create powerful workflows with APIs

Integrate with third-party applications by pulling data like alerts, inventory, and all historical stats.

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How a free trial of network management can help you



Visualize the network

Get true network visibility and control with real-time, automatically updating maps.



Speed up troubleshooting

Automated device documentation and config backups mean all of your information is in one place.



Get ahead of network issues

Out-of-box alerting has 50+ customizable options to let you know whenever something changes.



Reduce on-site visits by your team

Access networks remotely, make command line changes, and more, without leaving your desk.

Try Auvik Network Management yourself!

Start trial

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