

April 2017



nextmedia  
**technology**

**SURVEY RESULTS**

So the rest of your organisation is going digital  
– what about the network?

## KEY FINDINGS: ABOUT THE RESPONDENTS

- ▶ The survey attracted 235 respondents – a high-quality sample with:
  - 40% working in large organisations (1000+) and the rest fairly evenly spread across small and mid-sized businesses
  - 6% being CIOs or equivalent, 36% being IT managers/directors, and another 21% being IT professionals
  - The most represented sectors being IT, manufacturing, banking/finance, government/defence, telecommunications, health/community services, and education.

## **KEY FINDINGS: THE DIGITAL NETWORKING MARKET**

- ▶ There appears to be some resistance to adoption of digital networking – 41% of respondents have no plans to do so
- ▶ However, the majority of respondents have an appetite for the technology – 32% have plans to adopt digital networking, 22% have already started the migration and 6% have completed the migration
- ▶ Most respondents' organisations are still in the early stages of the journey to digital networking, with 22% very siloed and hardware-centric, and 35% end-to-end but still hardware-centric
- ▶ However, a quarter of respondents have started adopting SDN, and a further 19% are software-defined across all aspects of the network
- ▶ And while only 7% have a fully automated network, 47% have begun automating their network.

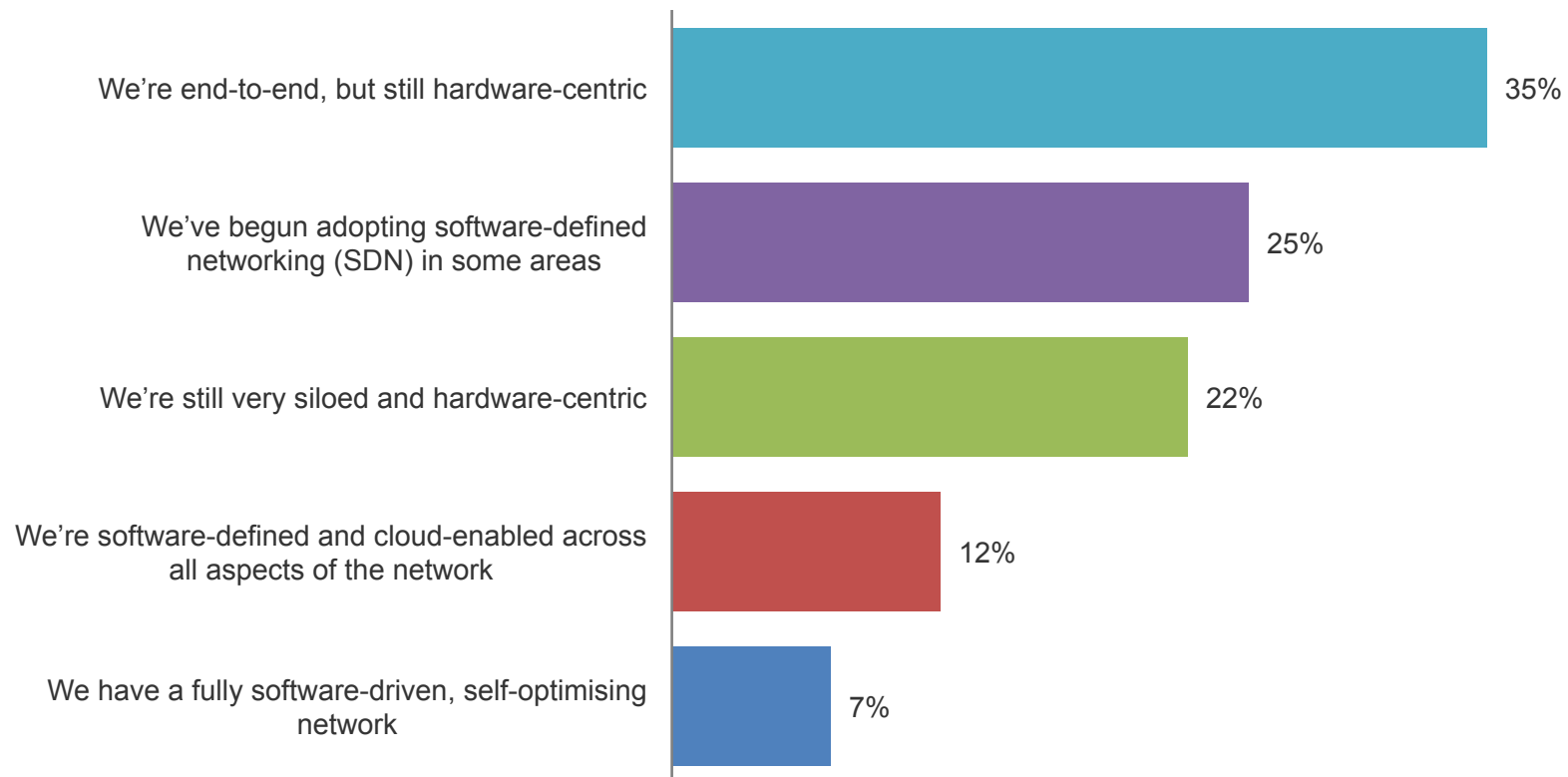
## **KEY FINDINGS: BENEFITS OF DIGITAL NETWORKING**

- ▶ According to respondents, the key benefits of digital networking are: automation and rapid deployment (with 72% selecting this option), real-time analytics and improved network availability (62%), and reduced complexity and greater efficiencies (58%).
- ▶ Nearly half (49%) see embedded network security and compliance as a benefit – and there's clearly a need for it, with 60% conceding their network edge is only “fairly secure” and 14% admitting “it leaves a lot to be desired”.
- ▶ Other benefits nominated by respondents include: aggregate lower-cost connection technologies, scalability/cloud, on-the-fly response and configuration, WAN options, targeted activity for network traffic, simplified network management, cost reduction/cheaper than MPLS.

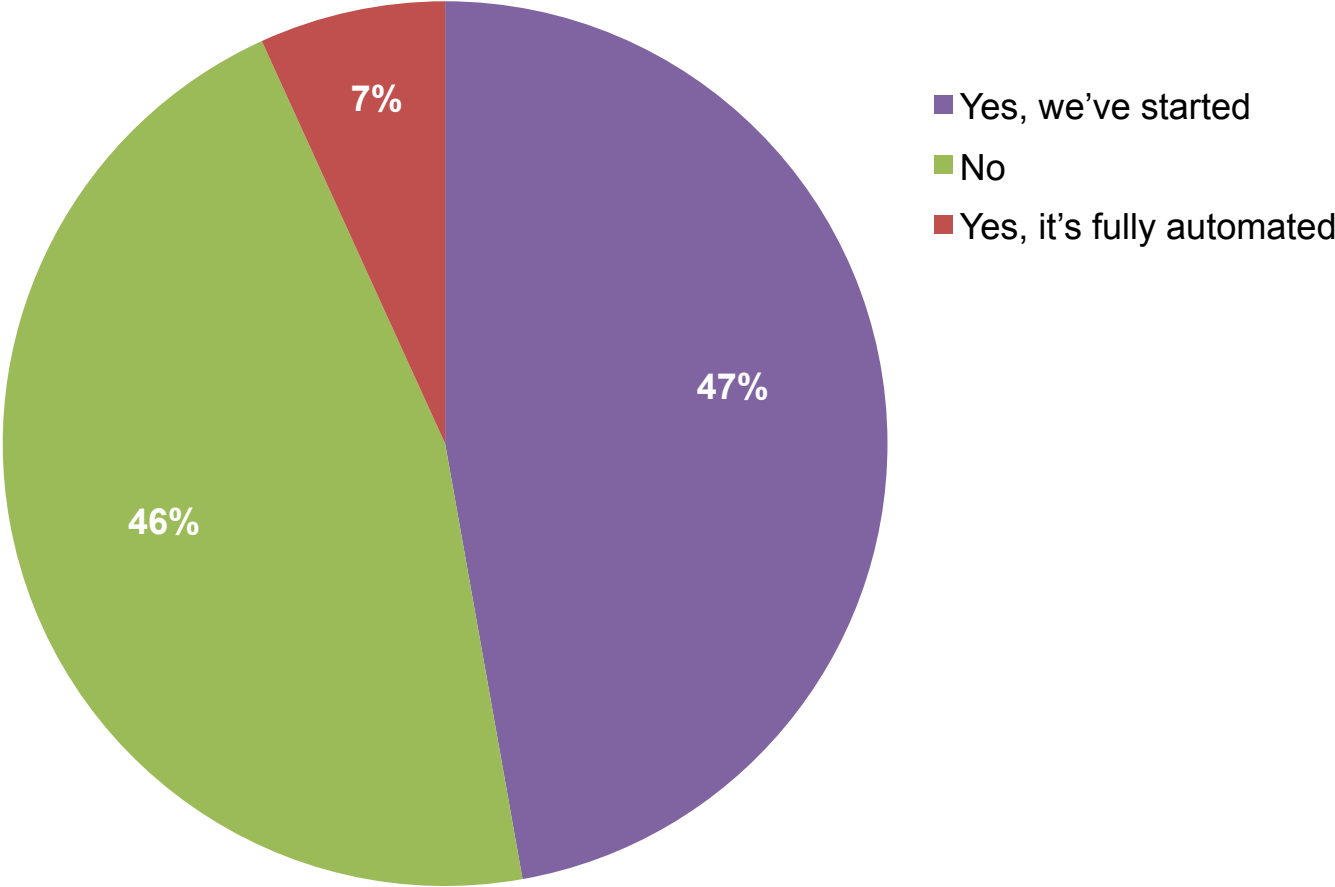
## **KEY FINDINGS: DIGITAL NETWORKING CHALLENGES**

- ▶ According to respondents, the main challenges in adopting and implementing digital networking are: finding people with the right skills (with 53% selecting this option), financial (52%), and convincing management or the board (43%).
- ▶ Multiple respondents also identified time, cost, choosing a suitable vendor, and getting buy-in from the IT team as key challenges
- ▶ Other nominated challenges include: security, stability/reliability, inertia, managing the cultural transition, finding vendors with open architecture, working with vendors to implement the right solution, integrating and automation of legacy systems.

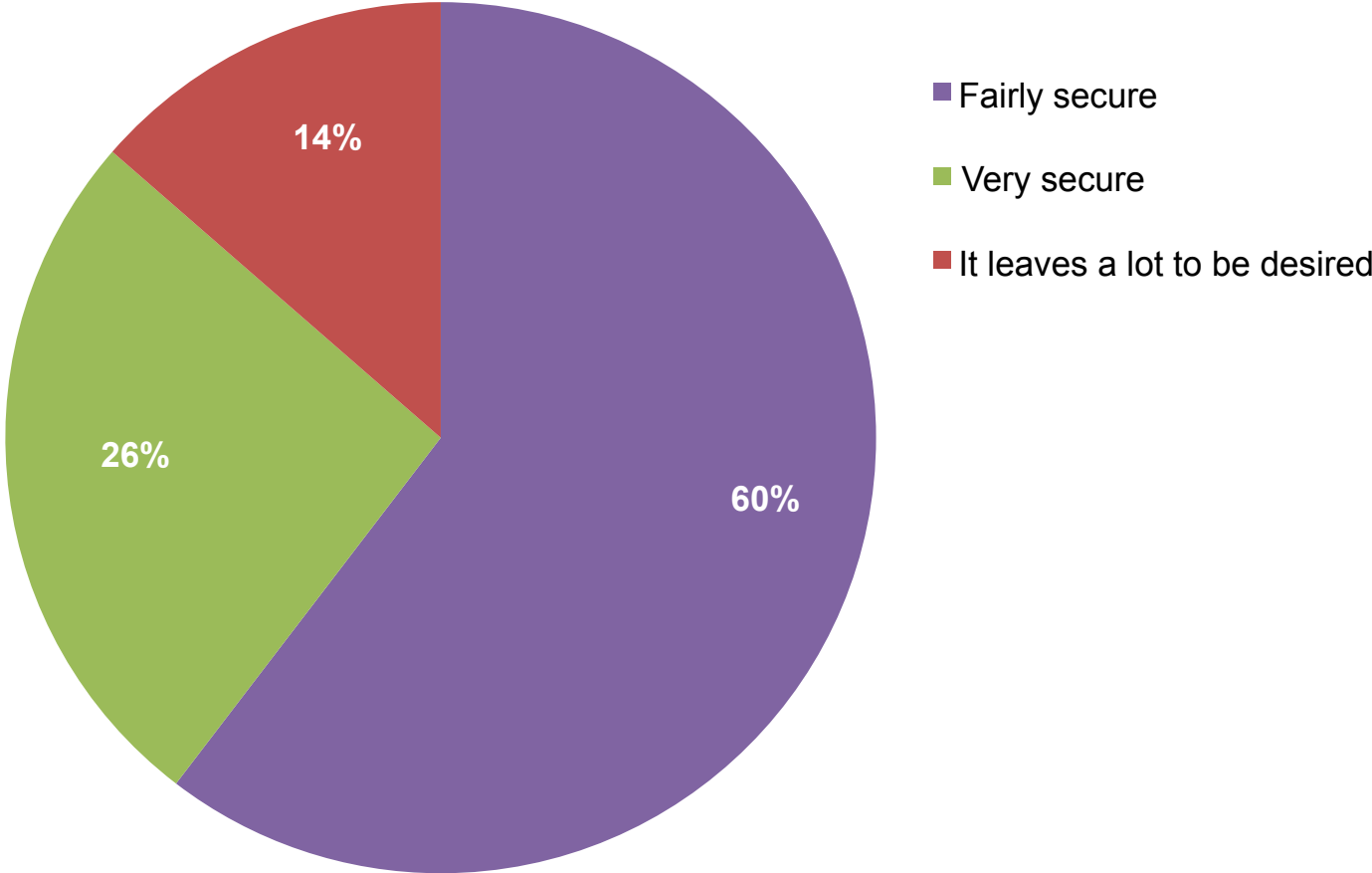
# Q1: HOW WOULD YOU CHARACTERISE YOUR ORGANISATION'S CURRENT NETWORK ARCHITECTURE?



# Q2: HAVE YOU BEGUN TO AUTOMATE YOUR NETWORK YET?

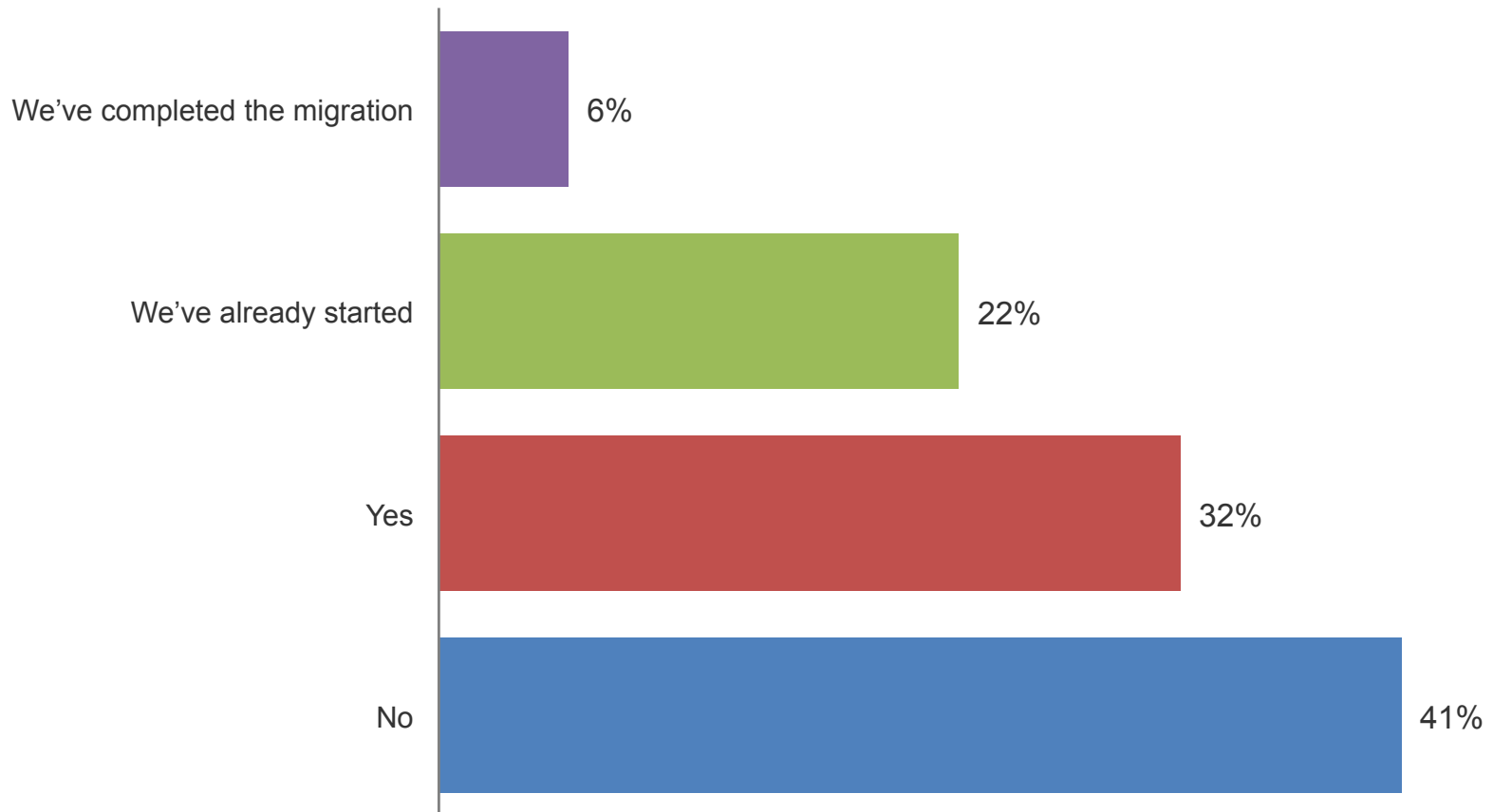


# Q3: HOW SECURE DO YOU THINK YOUR NETWORK EDGE IS?

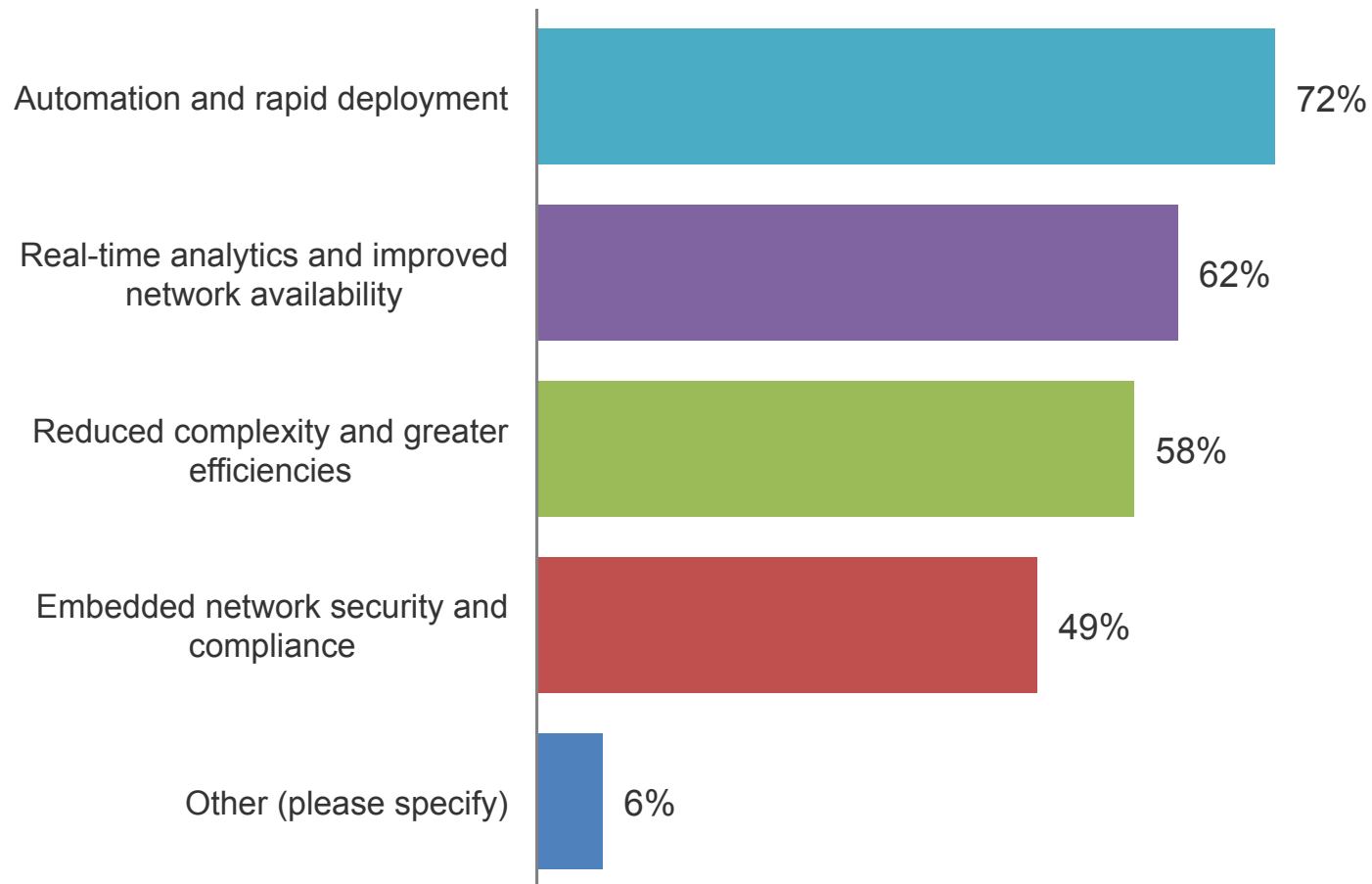




## **Q4: IS YOUR ORGANISATION PLANNING TO MIGRATE TO DIGITAL NETWORK TECHNOLOGIES SUCH AS SDN IN THE NEXT 12–18 MONTHS?**



## Q5: WHAT DO YOU THINK ARE THE MAIN BENEFITS OF DIGITAL NETWORKING?

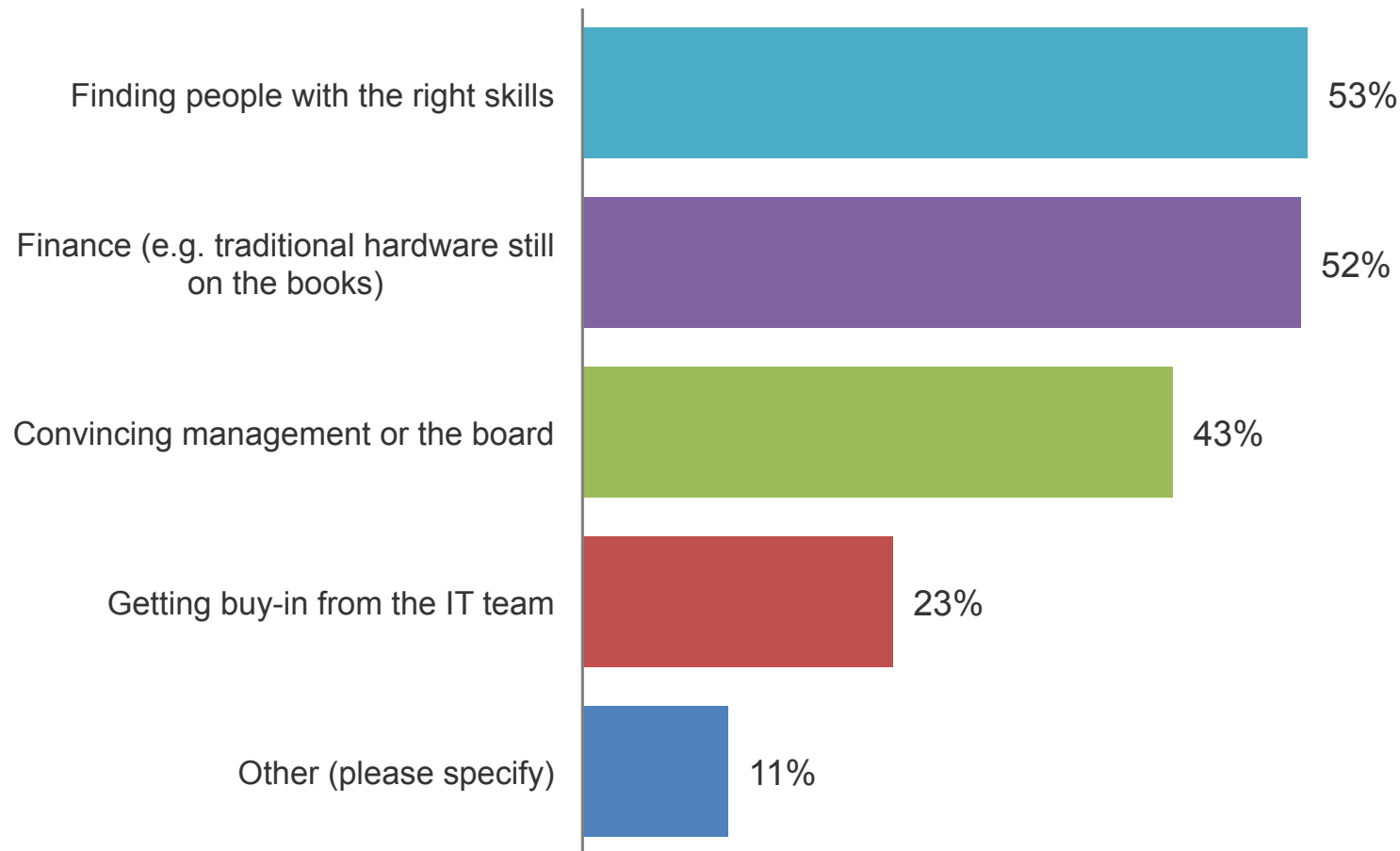


(Select more than one option if applicable)

### Other:

- Aggregate lower-cost connection technologies
- Scalability/cloud
- On-the-fly response and configuration
- WAN options
- Targeted driven activity for network traffic
- Simplified network management
- Cost reduction
- Cheaper than traditional MPLS

## Q6: WHAT DO YOU THINK ARE THE MAIN CHALLENGES IN MIGRATING TO DIGITAL NETWORKING?

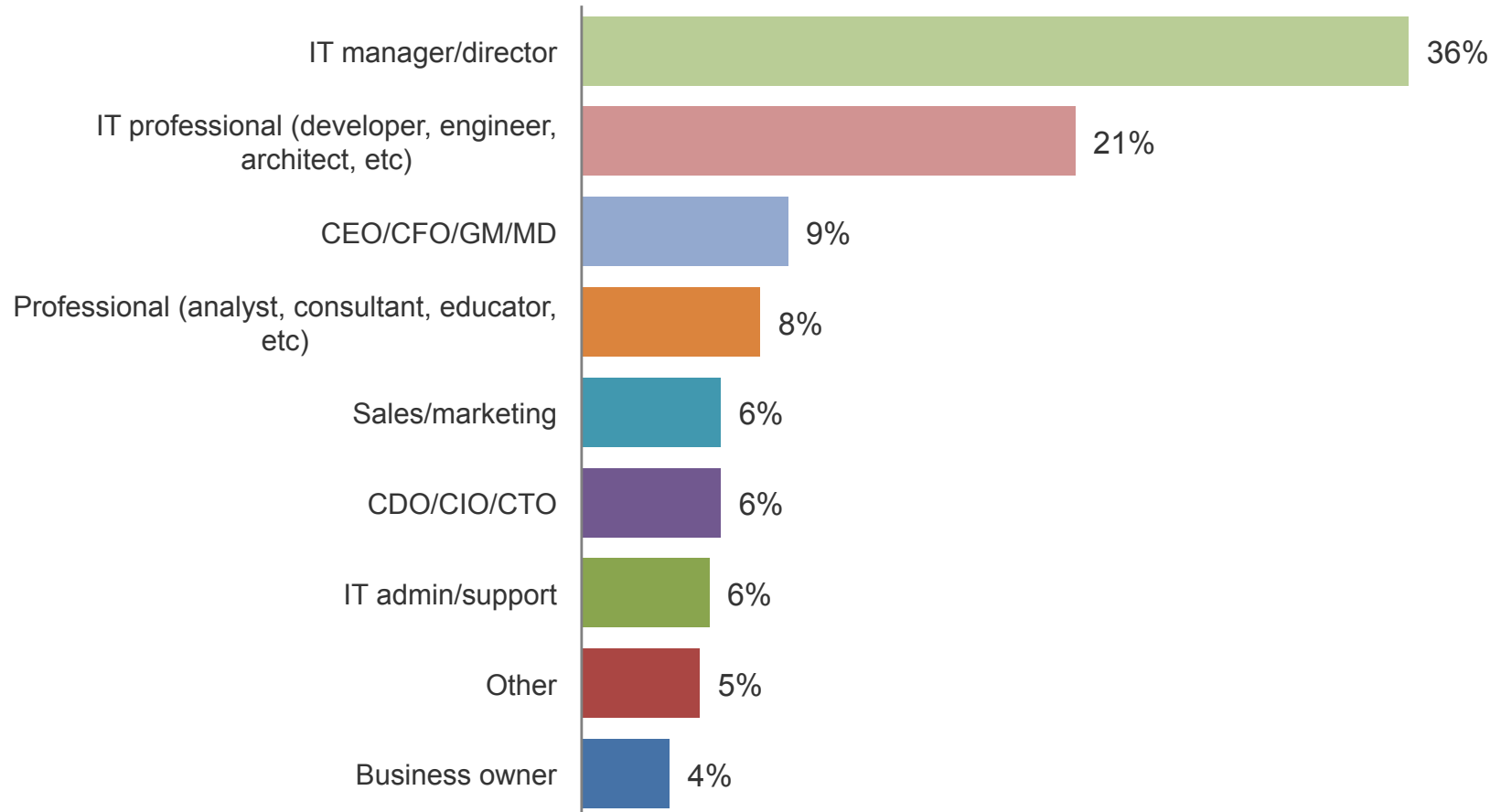


(Select more than one option if applicable)

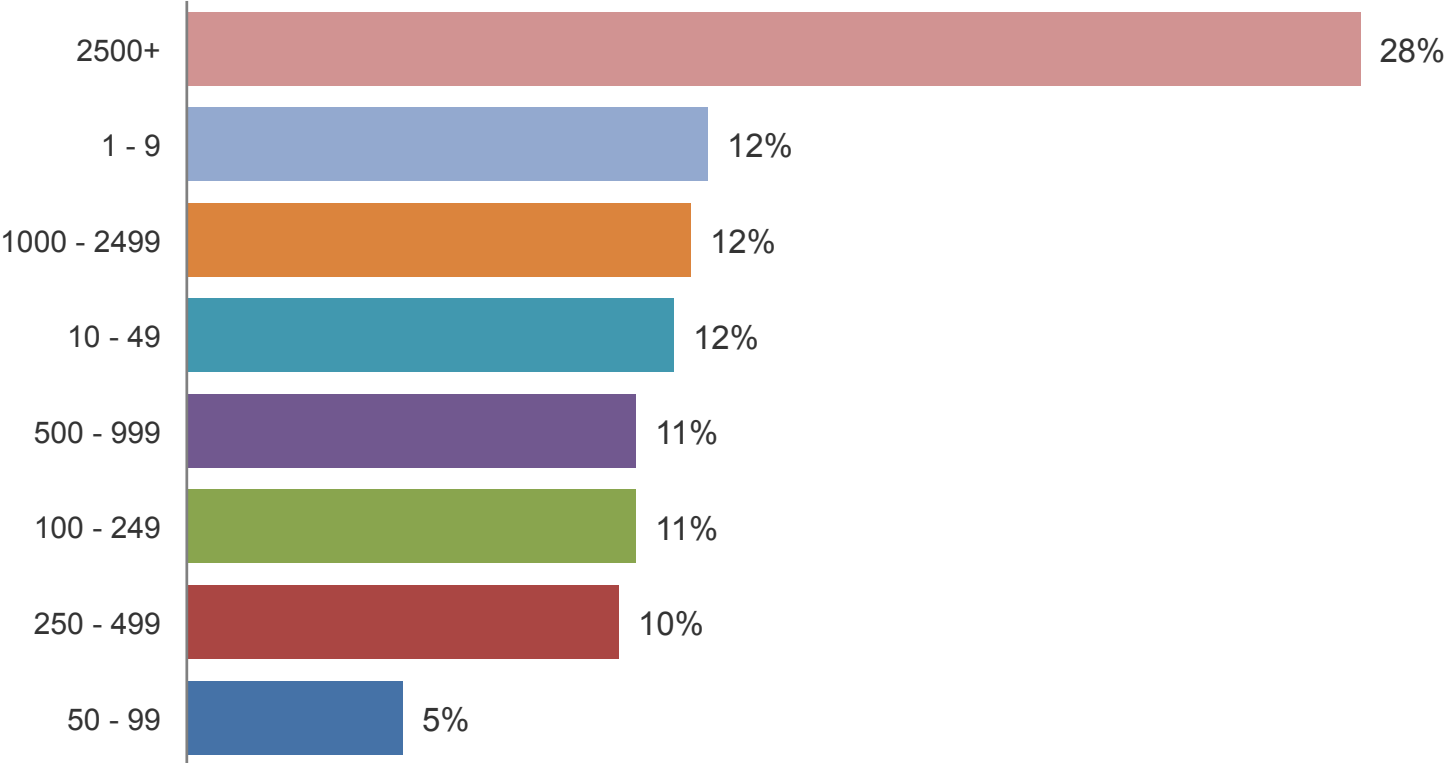
### Other:

- Time (x 3)
- Cost (x 2)
- Choosing suitable vendor (x 2)
- 'Apples for apples' vendor/product comparisons
- Finding best fit, early development stages for server
- Cost of migration, planned downtime
- SDN difficult to deploy in factory environments with PLCs
- Working with vendors to implement the right solution
- Integration and automation of legacy systems
- Security
- Stability and reliability
- Managing the cultural transition and new operating model
- Inertia
- Finding vendors with open architecture and solutions

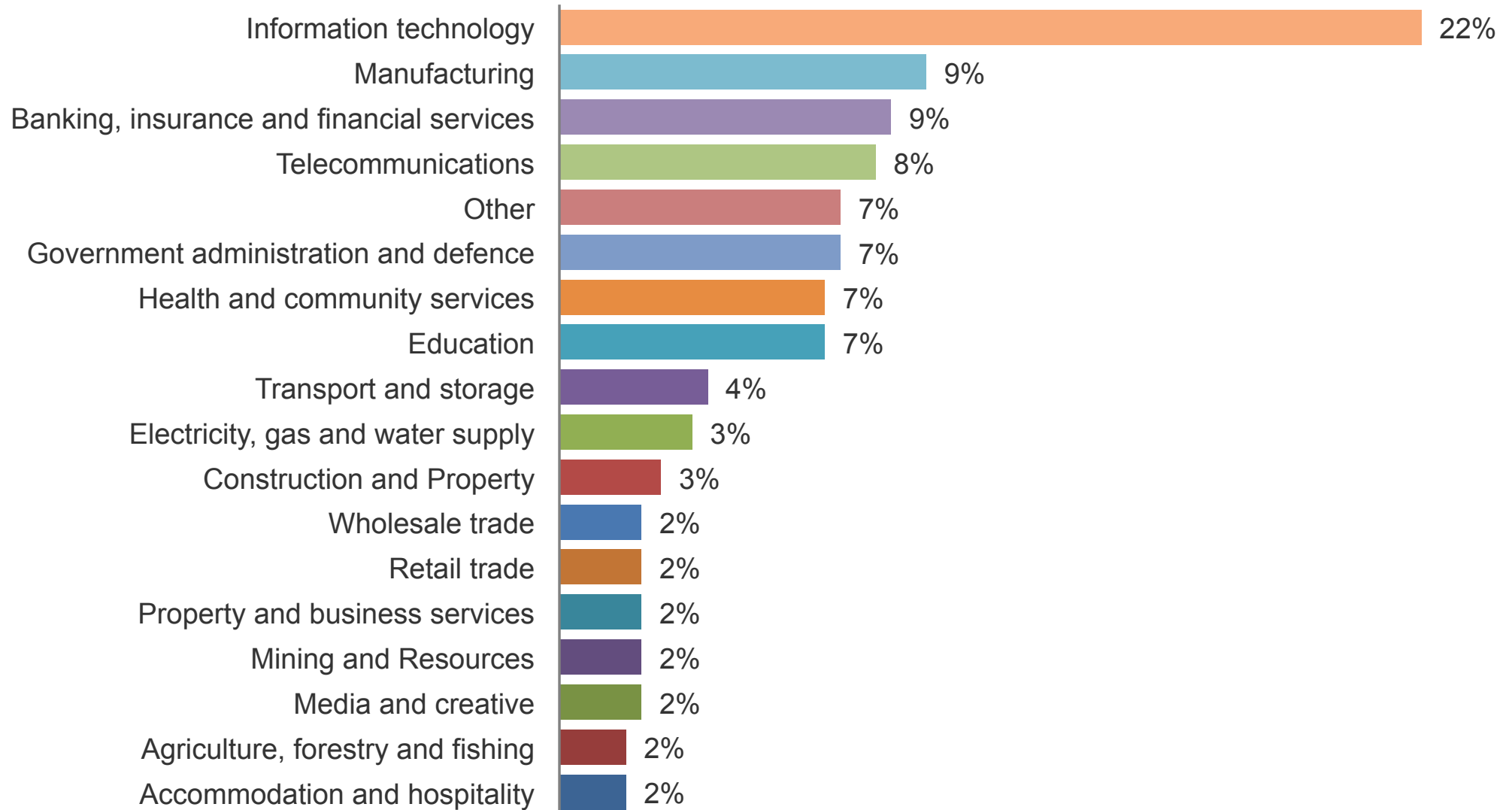
## Q9: JOB TITLE



# Q16: COMPANY SIZE



## Q17: INDUSTRY



## About Cisco

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The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Husband and wife Len Bosack and Sandy Lerner, both working for Stanford University, wanted to email each other from their respective offices located in different buildings but were unable to due to technological shortcomings. A technology had to be invented to deal with disparate local area protocols; and as a result of solving their challenge – the multi-protocol router was born.

Since then Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.



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