



INSIGHTS  
DRIVEN BY DATA 

# 2020 Global Network Insights Report

Sales and Marketing Enablement Toolkit

# Toolkit summary



In this document you'll find all the campaign tools you need to create awareness and to drive engagement with the **2020 Global Network Insights Report**.

**Use these tools to share data-driven findings on the state of networks today and a clear set of recommendations about how networks can be improved to deliver for business.**

## **Networking campaign team:**

- Minette Smalle – campaign owner
- Georgia Hayward – campaign strategist
- Caitlin Brand – campaign support



Toolkit summary

**About the report**

Global key findings

Core campaign assets

Supporting content

Digital and social

Supporting solution  
and services collateral

Other content you  
might be interested in

Our experts

Contact us

# About the Report

- **Valuable data-driven insights and opinions** from our experienced practitioners in times of uncertainty
- The research indicates organizations **continue to adapt ad-hoc approaches to their networks**
- We discuss why the evolution of the network must go **hand-in-hand with digital transformation**
  - How network architecture approaches that use a high-level of automation to optimize operations and drive the end-user experience are strategic enablers
  - How these approaches allow organizations to leverage the network as a driver of competitive advantage and to realize the benefits of the cloud economy, securely

## Data sources

### Assessment data:



**1,065**

Infrastructure Insights and  
Analysis Assessments



**808,428**

network devices



**5** regions



**13** industry sectors

### Services data:



**200,000+**

incidents



**3,000,000**

assets in 2019



**17,000,000**

assets over last 5  
years



# 4 Key data-driven insights uncovered in the Report

Toolkit summary

About the report

**Global key findings**

Core campaign assets

Supporting content

Digital and social

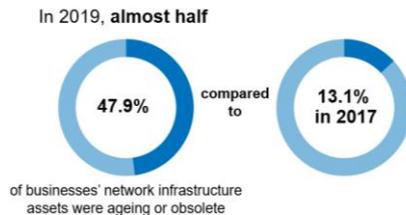
Supporting solution  
and services collateral

Other content you  
might be interested in

Our experts

Contact us

## 1 Refresh cycles are slowing; the last two years highlight a global trend towards sweating assets



Increased cybersecurity risk from ageing and obsolete devices on the network

[Read infographic](#)

## 2 Security advisories continue to rise everywhere

Vulnerabilities on 'current' devices are less than half of those on 'obsolete'



Security advisories rise by 38.1% when a device is 'ageing'



There's a 57.5% increase between 'ageing' and 'obsolete'



Vulnerabilities are directly influenced by a device's lifecycle status

[Read infographic](#)

## 3 Rise in adoption of next-generation strategic technologies

such as ubiquitous wireless, IPv6 and software-defined WAN (SD-WAN)



But often organizations fail to consider the complexity, strategic nature and required inter-relationship of projects

Align business and IT strategy to realize the value of technology investments

[Read infographic](#)

## 4 Proactively supported environments proven to drive business availability



**55.5%**

business availability increase in proactive supported environments

**10.5** percentage point decrease in critical outages through the usage of automation and machine learning

Over half (52%) of businesses are looking at 'smart sourcing' their enterprise network within the next 18 months\*

[Read infographic](#)

\*Source: EDD Research for NTT Ltd on managed services



# Core campaign assets

Toolkit summary

About the report

Global key findings

**Core campaign assets**

Supporting content

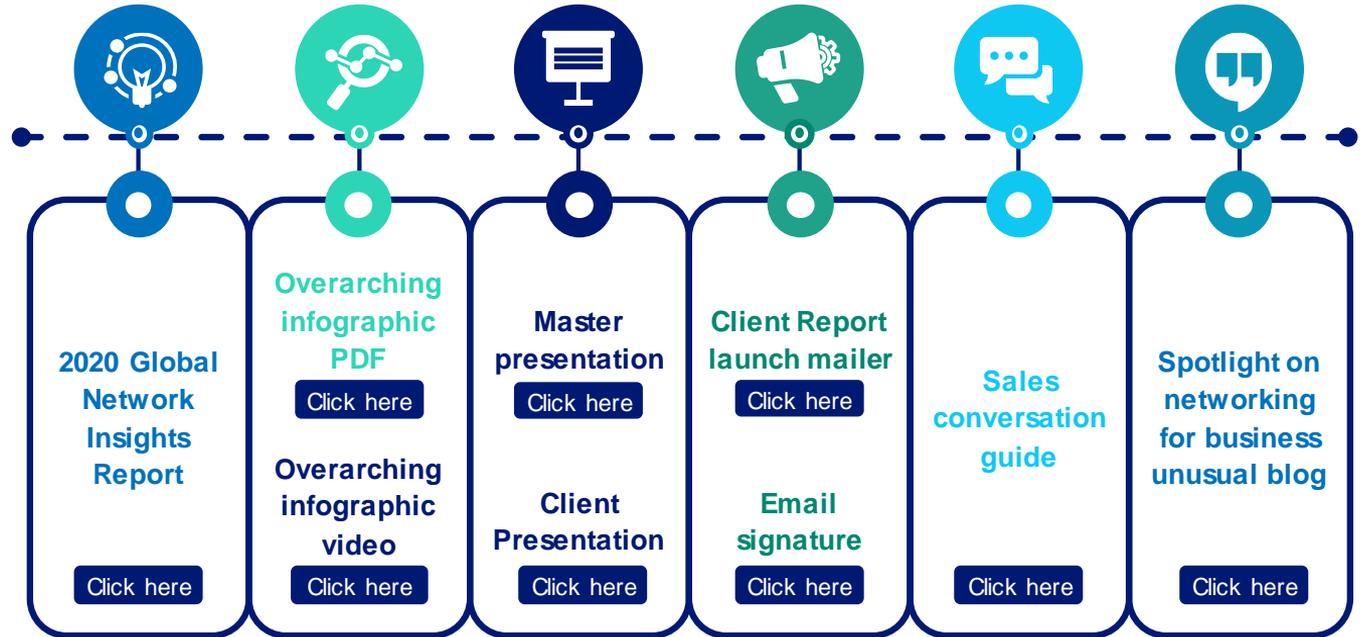
Digital and social

Supporting solution  
and services collateral

Other content you  
might be interested in

Our experts

Contact us





# Supporting content

Toolkit summary

About the report

Global key findings

Core campaign assets

**Supporting content**

Digital and social

Supporting solution  
and services collateral

Other content you  
might be interested in

Our experts

Contact us

## Internal

### NTT Live

This session will give you an overview of the findings, recommendations and the launch plan, and will arm you with unique networking thought leadership that puts you in a position of strength during client conversations.



Join the session

## External

### Webinar

A detailed look into the real and data-driven findings on the state of networks today and will include a clear set of recommendations about how networks can be improved to deliver for business.

Join the webinar

Share the invite

### Podcast

Stay up to date on the latest insights and trends affecting networking leaders and practitioners.



Listen to the podcast



# Digital and social: help us share the news

Toolkit summary

About the report

Global key findings

Core campaign assets

Supporting content

**Digital and social**

Supporting solution and services collateral

Other content you might be interested in

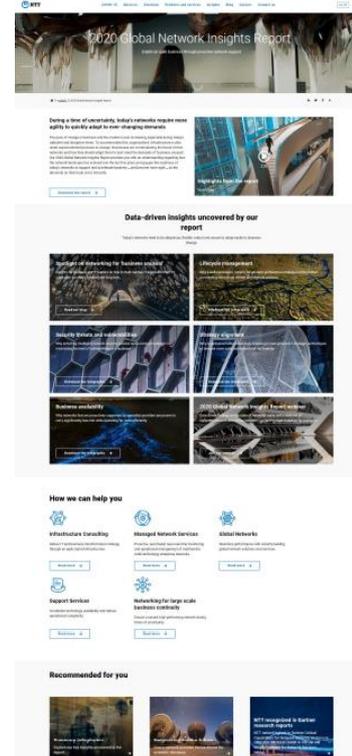
Our experts

Contact us

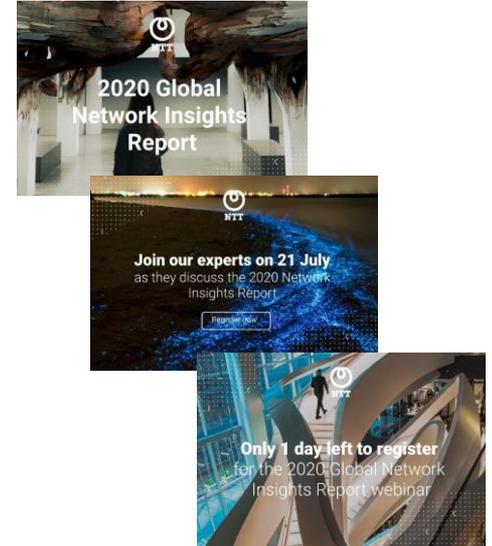
[View the press release](#)



[View the Report landing page](#)



[Click here to access suggested social posts and imagery\\*](#)



\*Feel free to make adjustments to add your own tone and style before posting to LinkedIn, Twitter and Facebook.



# Supporting solution and services collateral

Toolkit summary

About the report

Global key findings

Core campaign assets

Supporting content

Digital and social

**Supporting solution  
and services collateral**

Other content you  
might be interested in

Our experts

Contact us

## Intelligent Networking

Visit the Intelligent Networking page  
on the Sales Catalogue

Intelligent Networking value proposition

Automate connectivity and access

Transform WAN for cloud

## Global Networks

Visit the Global Networks page on the  
Sales Catalogue

SD-WAN

## Software Subscription Services

Visit the Software Subscription  
Services page on the Sales Catalogue

Software-defined Infrastructure Services

## Managed Network Services

Visit the Managed Network Services  
page on the Sales Catalogue

Managed Network Services

Manage Centre portal

## Support Services

Visit the Support Services page on the  
Sales Catalogue

Proactive Support Services



Toolkit summary

About the report

Global key findings

Core campaign assets

Supporting assets

Digital and social

Supporting solution  
and services collateral

**Other content you  
might be interested in**

Our experts

Contact us

# Other content you might be interested in



In this [internal toolkit](#), we provide you with the tools you need to engage with your clients, to discuss their needs and how our solutions can support their business continuity management and implementation.

We have also developed client communications and FAQs, which are kept up-to-date to ensure you can provide your clients with the latest and most accurate information regarding how we're responding to COVID-19.



On this [networking for large scale business continuity external webpage](#) you'll find a blog, webinar and white paper related to ensuring a secure, high-performing network during times of uncertainty.

There is also a landing page where clients can fill in their details to get in touch with one of our experts.



**Analyst recognition:**

- [Gartner webpage](#)
- [IDC Marketscape Report](#)



# Learn more from our experts on LinkedIn

Toolkit summary

About the report

Global key findings

Core campaign assets

Supporting assets

Digital and social

Supporting solution  
and services collateral

Other content you  
might be interested in

**Our experts**

Contact us



## Gary Middleton

VP Networking,  
NTT Ltd.

[Read blog](#)

[Follow on LinkedIn](#)



## Andre van Schalkwyk

Practice Director  
Networking Advisory  
NTT Ltd.

[Read blog](#)

[Follow on LinkedIn](#)



## Rob Lopez

Executive Vice President,  
Intelligent Infrastructure,  
NTT Ltd.

[Read blog](#)

[Follow on LinkedIn](#)



## Mark Thomas

Head of Threat  
Intelligence, NTT Ltd.

[Read blog](#)

[Follow on LinkedIn](#)



**Haven't found  
what you are  
looking for**

**[Let us know](#)**