



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

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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



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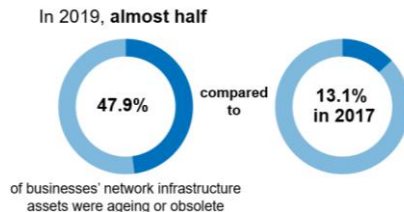
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4 Key data-driven insights uncovered in the Report

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](#)

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](#)

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](#)

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](#)



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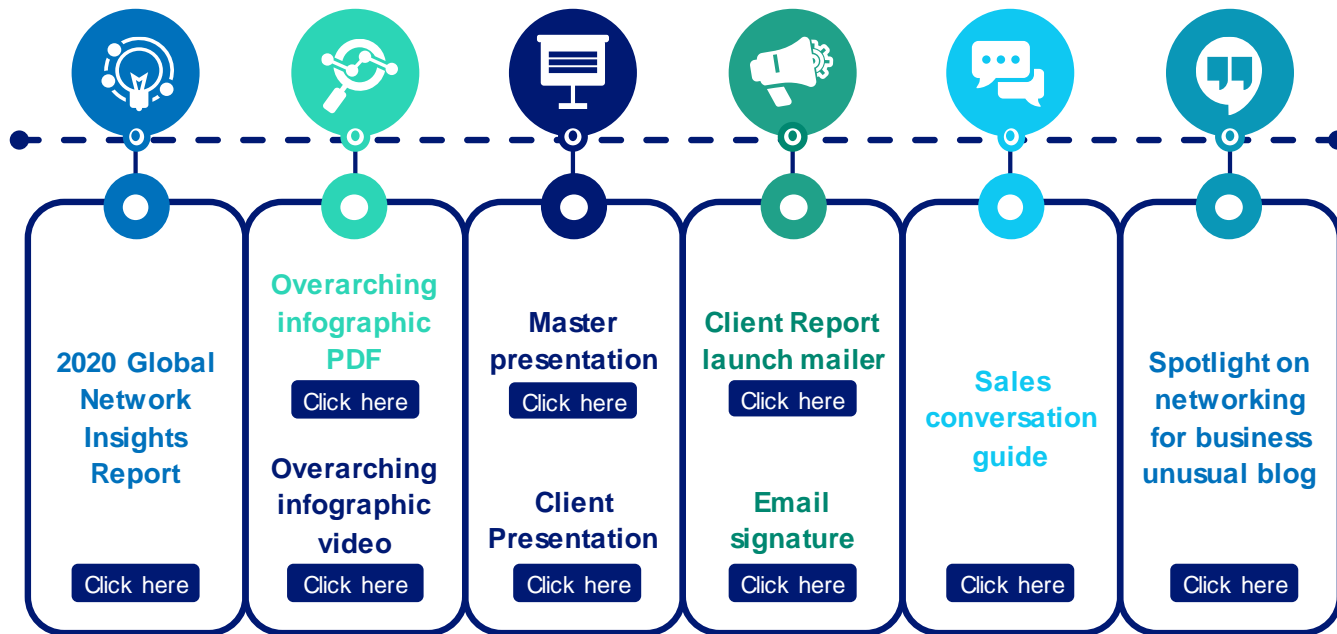
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Internal

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

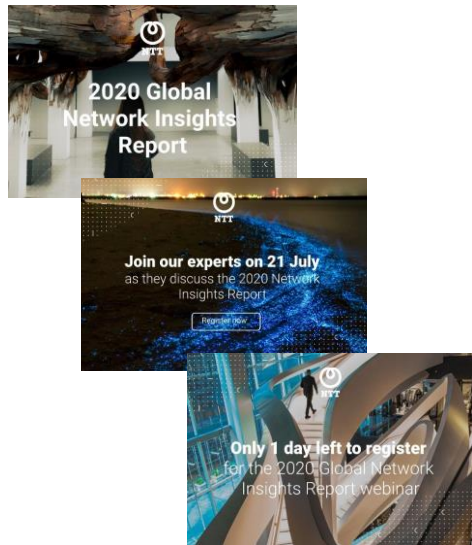
[View the press release](#)



[View the Report landing page](#)



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



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



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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



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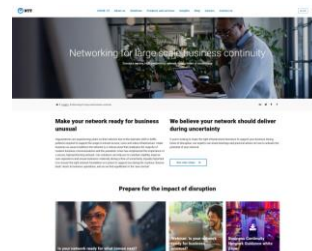
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Other content you might be interested in



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

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