



Artificial Intelligence Key to Business Continuity and Security Finds New Masergy State of AIOps Study

AIOps adoption accelerates to improve employee and customer experiences as well as security

DALLAS — October 12, 2021 — Businesses are embracing artificial intelligence (AI) technologies to improve network performance and security, according to a new *State of AIOps Study*, conducted by [ZK Research](#) and Masergy, the software-defined network and cloud platform for the digital enterprise. The survey results demonstrate strong AIOps (AI for IT Operations) technology adoption rates and reveal a heightened level of confidence and trust as companies invest in AI to make their IT operations smarter, faster, and more secure.

“While digital transformation was already in motion prior to the pandemic, work-from-home (WFH) business models demand a whole new level of application performance and security measures to power and protect multi-cloud and hybrid work environments with no physical boundaries,” said Terry Traina, CTO of Masergy. “The study reinforces that we are at a pivotal moment where automation and AIOps are no longer a nice to have but rather a strategic imperative for successful, secure business operations.”

ZK Research conducted the study in August 2021 on behalf of Masergy, surveying more than 500 IT decision makers in U.S. headquartered businesses across seven industries. Key findings from the survey include:

Network and security automation go hand-in-glove

More than half (64%) of companies surveyed are already using AIOps, with 55% using it across both network and security. Moreover, 94% believe it is important or very important for AIOps to manage network and cloud application performance.

With more employees using third-party cloud applications from numerous locations and devices, IT leaders, tasked with securing corporate information everywhere, can’t afford to trade WFH flexibility and performance for security. In fact, they are using AIOps to help manage those tradeoffs. The reasons companies use AIOps are tightly intertwined with network operational efficiencies, faster security threat identification, and faster security threat response reported as the top three.

“The vast majority of IT leaders have already embraced AIOps, and they’re pointing to benefits such as productivity, cloud application performance, and security improvements,” said Zeus Kerravala, founder and principal analyst, ZK Research. “Clearly, the business value of AIOps is justified. The era of AIOps is here, and anyone without a strategy will quickly be left behind.”

Software-defined networks provide the platform for AI

More than two-thirds (73%) of survey participants identified software-defined network modernization and virtualization as the top IT investment required to prepare for AIOps. Today’s businesses see SD-WAN’s virtualization and orchestration benefits valuable in managing



distributed networks and security policies. In fact, most businesses are putting more assets in the cloud, with 67% citing cloud migration as another top investment making them AI-ready.

AIOps the new catalyst for meaningful change — network automation

A resounding majority (84%) see AIOps as the path to a fully automated network environment, with 86% expecting to have a fully automated network within 5 years. Asked about the confidence they have in trusting AIOps tools to act on their own recommendations and create fully automated systems, 97% of respondents are confident they can be trusted. Additionally 77% agree that AIOps performs better with a secure access service edge (SASE) architecture, where SD-WAN and security are all in one platform.

“A new wave of opportunity comes when SASE and AIOps unite in a single solution,” said Traina. “IT executives need overarching insights where AI is deeply embedded into a unified platform, and this is precisely how Masergy is helping our customers transform with certainty.”

October 28 webinar to showcase full study results

ZK Research and Masergy will host a [webinar on October 28th](#) to share the full study results and discuss how companies of all sizes are leveraging AIOps for efficiency gains across the network, the cloud, and security. The complete *State of AIOps Study* will be published on Masergy.com on October 28, 2021.

Masergy has been offering SASE solutions since November 2020, and in April the company [enhanced its AIOps](#) capabilities, helping IT teams automate cloud application management and ensure availability. In October, [Comcast Business announced that it had completed its acquisition of Masergy](#).

About Masergy

Masergy, a Comcast Business Company, is the software-defined network and cloud platform for the digital enterprise. Recognized as the pioneer in software-defined networking, Masergy enables unrivaled, secure application performance across the network and the cloud with Managed SD-WAN, UCaaS, CCaaS and Managed Security solutions. Industry leading SLAs coupled with an unparalleled customer experience enable global enterprises to achieve business outcomes with certainty. Learn more and follow us on our [blog Transforming Enterprise IT](#), [Twitter @Masergy](#), [LinkedIn](#), and [Facebook](#).

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