

# Having an Agile, Secure Global Network Enables Digital Transformation

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Dynamic, customizable approaches for the forward-thinking CIO

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Author: Mike Sapien

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## Ovum view

### Summary

Digital transformation has become a major priority for forward-thinking CIOs. Many have virtualized their IT platforms, adopted Agile development techniques, and started to make the transition to cloud-based services. However, to truly make a successful transformation, customers require a secure, global network foundation to seamlessly deliver the growing number of cloud services and SaaS-based applications to a distributed workforce.

### Enterprise managed network service expectations have changed

Ovum's research has shown that most enterprise customers have moved their IT infrastructure to virtualized platforms and are also moving to more cloud-based services. Customers typically started with data center infrastructure and then moved on to their compute and storage IT resources. Now that those customers have made this transition, they see that their managed network services are not virtualized, flexible, or agile enough to integrate with their IT infrastructure or interconnect with their various cloud services. Customers are looking for network services that are dynamic, secure, and aligned with cloud-based services. As IT infrastructure has become more virtualized and on-demand, network services must become more dynamic, flexible, and customizable. They must include real-time visibility, in-depth analytics, and management features. Surveys have shown that IT leaders see current network offerings from large legacy carriers as inflexible and a major pain point. This inhibits and complicates their transition to fully managed, virtualized applications and cloud service platforms.

### Enterprise applications and workloads are driving the changes

From recent research, Ovum has found that many enterprise customers see network connectivity as a limiting factor in the move to new cloud-based and SaaS-based services. Customers are realizing that their need for both public and private network connectivity requires them to use hybrid WAN services, rather than depending solely on private network services. The use of internet-based applications, along with bring-your-own-device (BYOD) policies, is also driving customers' need for this hybrid approach to connectivity.

CIOs usually start with their major data center interconnection requirements and then quickly move to the corporate network and multisite locations that require dynamic, flexible connectivity to provide highly reliable, secure access to major applications. These applications use various cloud resources and multiple vendors and are distributed globally. End users are also demanding a higher level of application performance that requires flexible and reliable connectivity. Workloads in the enterprise, including critical workspace applications, now require full support from any location at any time for end users who now have multiple devices.

### Benefits from secure, customizable managed network services

Forward-thinking CIOs are turning to secure, customizable, next-gen managed network services that transform their IT infrastructure to provide the agility to meet their business needs. Having real-time control, on-demand bandwidth, and in-depth analytics with direct connectivity to cloud services

delivers the scale and performance required for IT applications. Customer control and programmability are key benefits of this new class of enterprise network platform. New consumption models allow customers to pay just for the network connectivity they need while also being able to "spin up" or "spin down" the network in a way similar to VMs on other virtualized IT infrastructure. For example, when customers adopt an agile software-defined network platform, new sites (offices or stores) can be installed much faster and connected securely to the corporate WAN.

## Masergy: An innovator in secure hybrid WAN solutions

Masergy offers innovative networking, business communications, and security solutions for global enterprises. Customers can trust Masergy to deliver scalable, agile, and secure solutions designed for a cloud-first world. Masergy has a long history of introducing many industry firsts, providing transformative technology solutions, and delivering superior customer service for global enterprises.

## Masergy customer case study brief: Global manufacturer in healthcare

This global manufacturer has 19 offices on five continents and has become an innovator in the healthcare industry. Its successful digital transformation included

- collaboration among its disparate teams that increased its speed to market
- use of analytics from IoT sensors to improve its manufacturing processes
- leveraging multicloud resources (Microsoft Azure, Office 365, and SharePoint; Salesforce; and AWS).

## Challenges

This customer's previous service provider had a rigid network infrastructure with no visibility, application integration, or security, which made it difficult to scale, expand, and troubleshoot. Change management tools did not exist, and customer service was poor. Securing its network infrastructure was taxing the customer's already limited staff. This customer was looking for a fully managed, agile network services provider that offered more flexible connectivity, removed the complexity, and provided visibility and security as part of its basic service portfolio. The network provider had to match the agility, reliability, and security required as the customer deployed cloud-based services, including support for IoT. The solution had to offer seamless public and private connectivity (hybrid WAN) for its global locations.

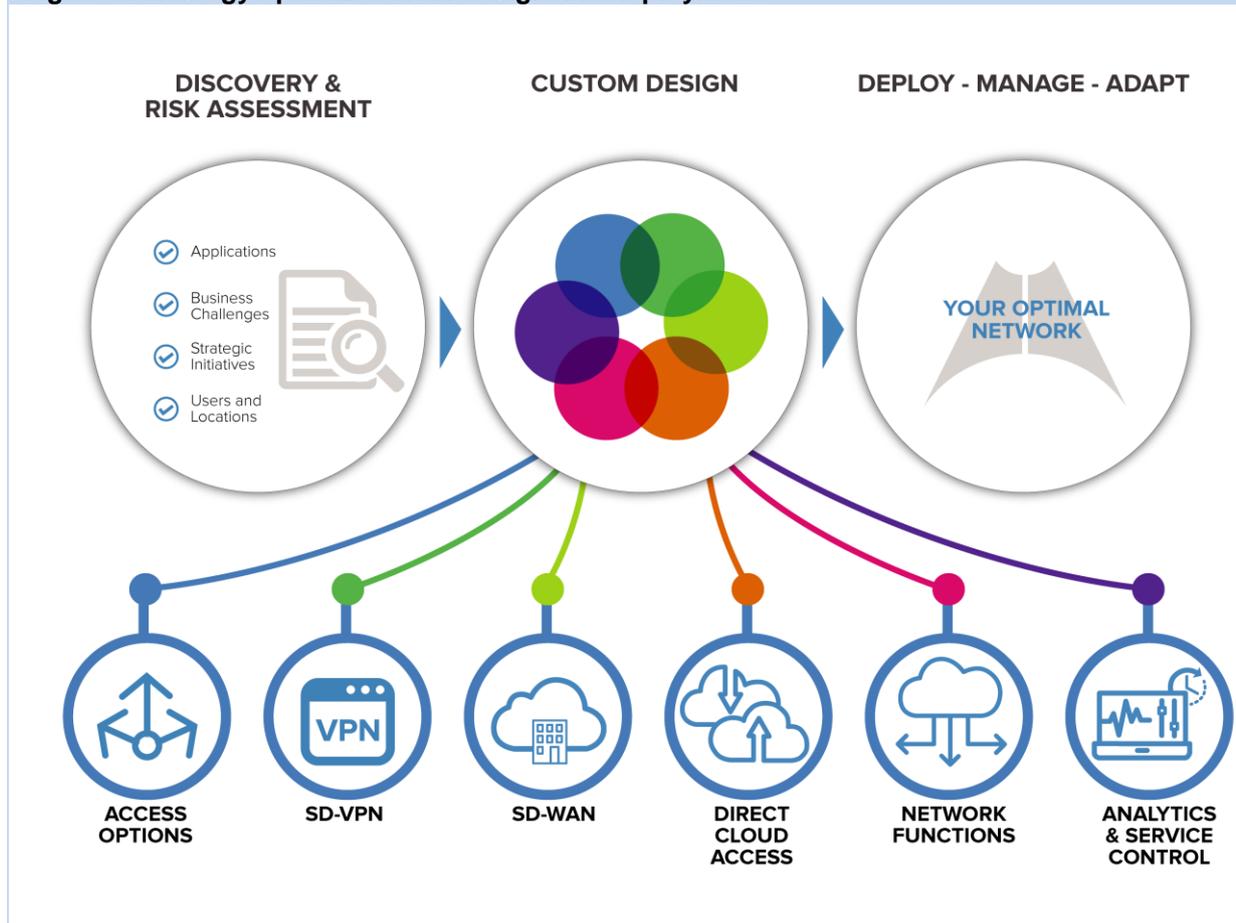
## Benefits

Hybrid WAN services provided the agility and security required for customers to reliably deploy new and transformative IT infrastructure. Bandwidth on demand and network visibility via a self-service portal enabled this customer to adjust services as needed. Managed services (firewall, routers, and security features) were all part of the package, along with stellar customer support. With the network solution in place, this customer was able to increase its bandwidth by 40% and gain visibility with the required security for the same cost.

## Masergy's proposition

Masergy designs and builds enterprise WAN solutions based on the software applications and strategic initiatives of its customers. By building solutions on the Masergy Software Defined Platform, a CIO gains an agile hybrid WAN foundation that seamlessly integrates multiple connectivity types and geographically dispersed office locations while maintaining application performance. These hybrid WAN solutions are deployed and managed by Masergy, offloading the day-to-day operations a CIO would usually assign to the IT team onto the service provider – creating the additional benefit of freeing up a customer's internal IT resources to work on revenue-generating projects and business objectives.

**Figure 1: Masergy optimizes WAN design and deployment**



Source: Masergy

## Appendix

### Author

Mike Sapien, Principal Analyst, Enterprise Services Practice

[mike.sapien@ovum.com](mailto:mike.sapien@ovum.com)

### Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at [consulting@ovum.com](mailto:consulting@ovum.com).

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[www.ovum.com](http://www.ovum.com)

[analystsupport@ovum.com](mailto:analystsupport@ovum.com)

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