

# Don't forget the Network

How to manage your organisation's constantly evolving IT network requirements

Bob Tarzey

Analyst and Director, Quocirca

December 8<sup>th</sup>, 2011

**CLOUD COMPUTING**

**MOBILITY**

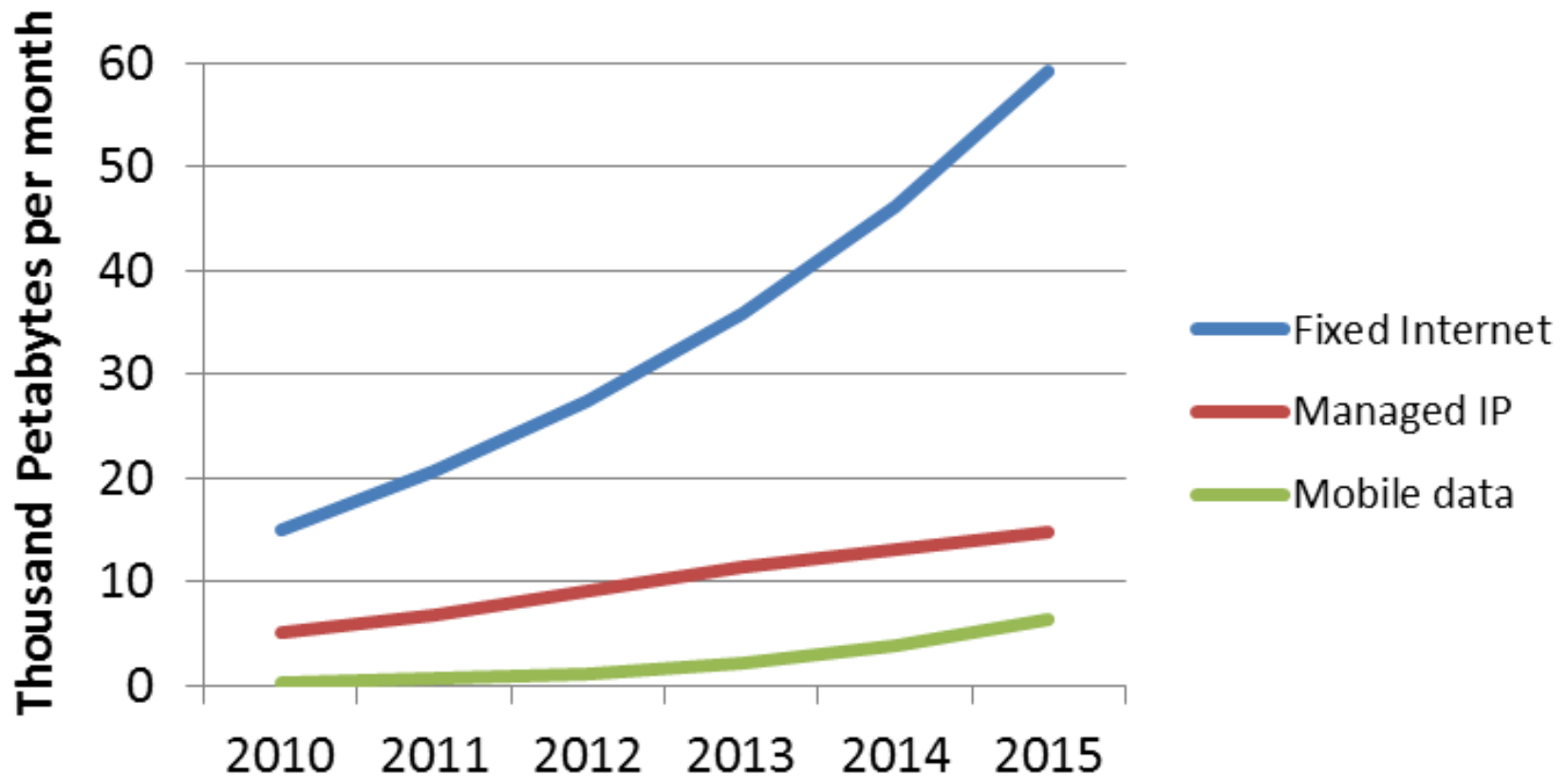
**CONSUMERISATION**

**VIDEO**

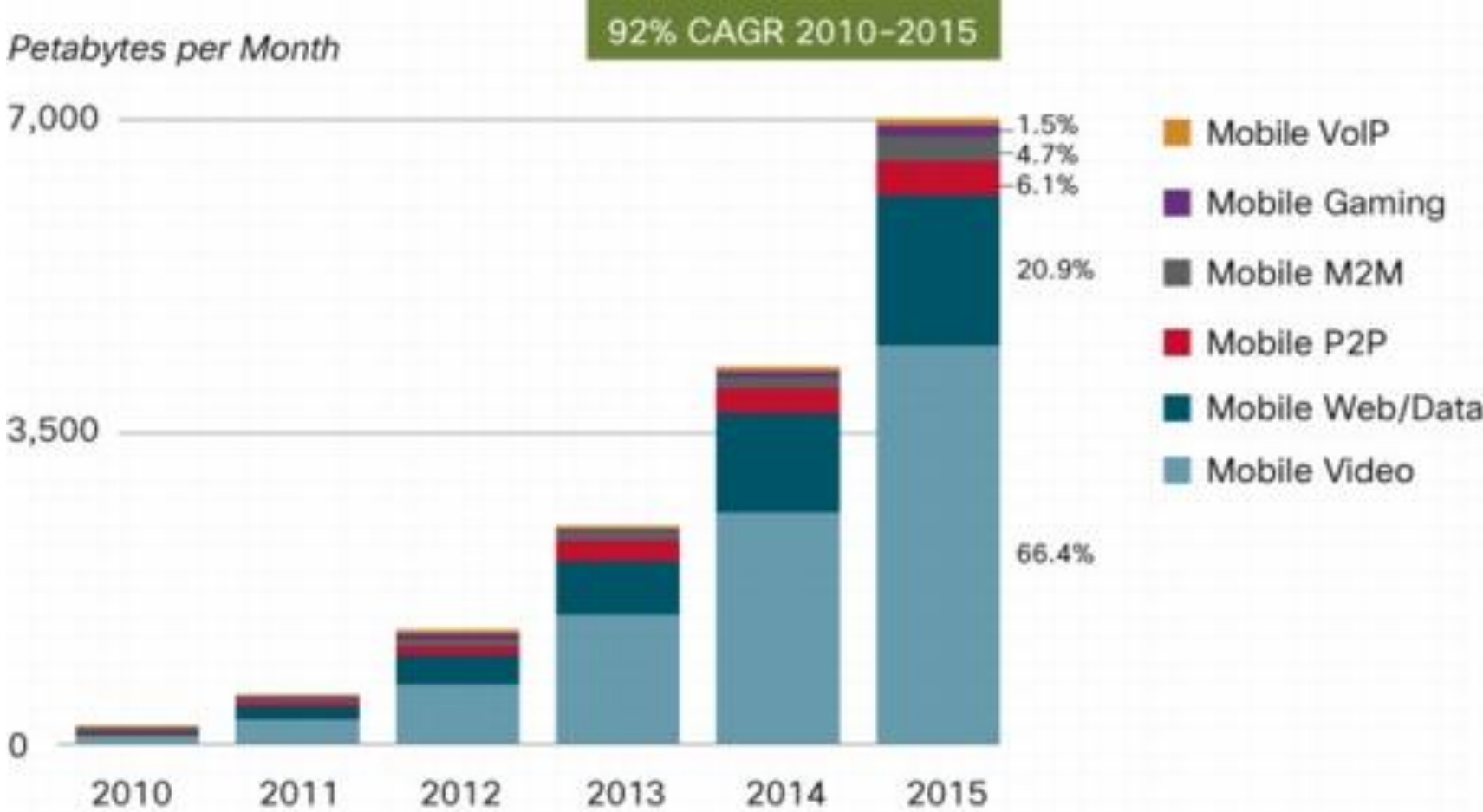
**COLLABORATION**

# What constitutes your network?

Global IP traffic growth forecast - Cisco Visual  
Networking Index - June 2011<sup>2</sup>



Not just more applications, but ones that are more and more demanding on the network



VoIP traffic forecasted to be 0.4% of all mobile data traffic in 2015.

Source: Cisco VNI Mobile, 2011

# Heterogeneity of supply

## Service providers



CABLE & WIRELESS



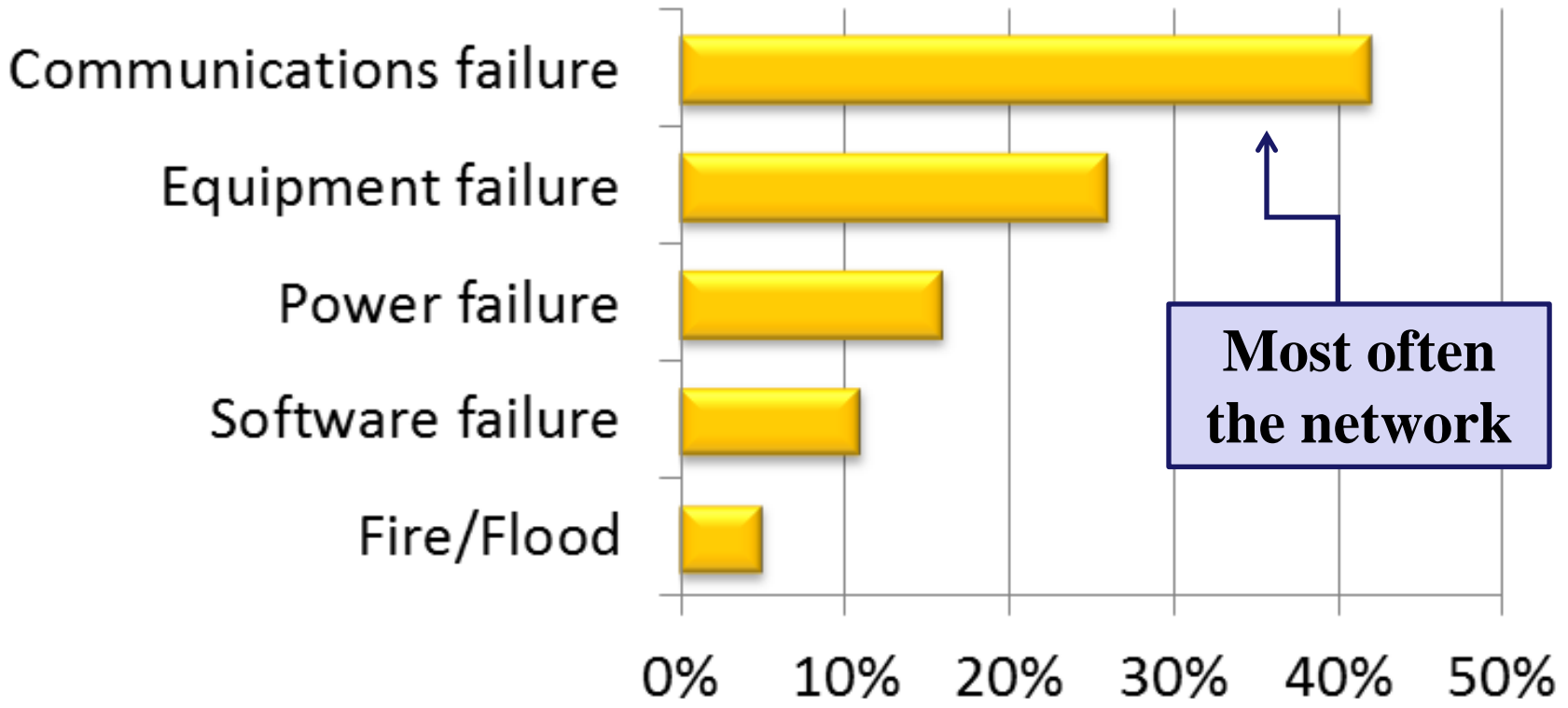
## Equipment providers



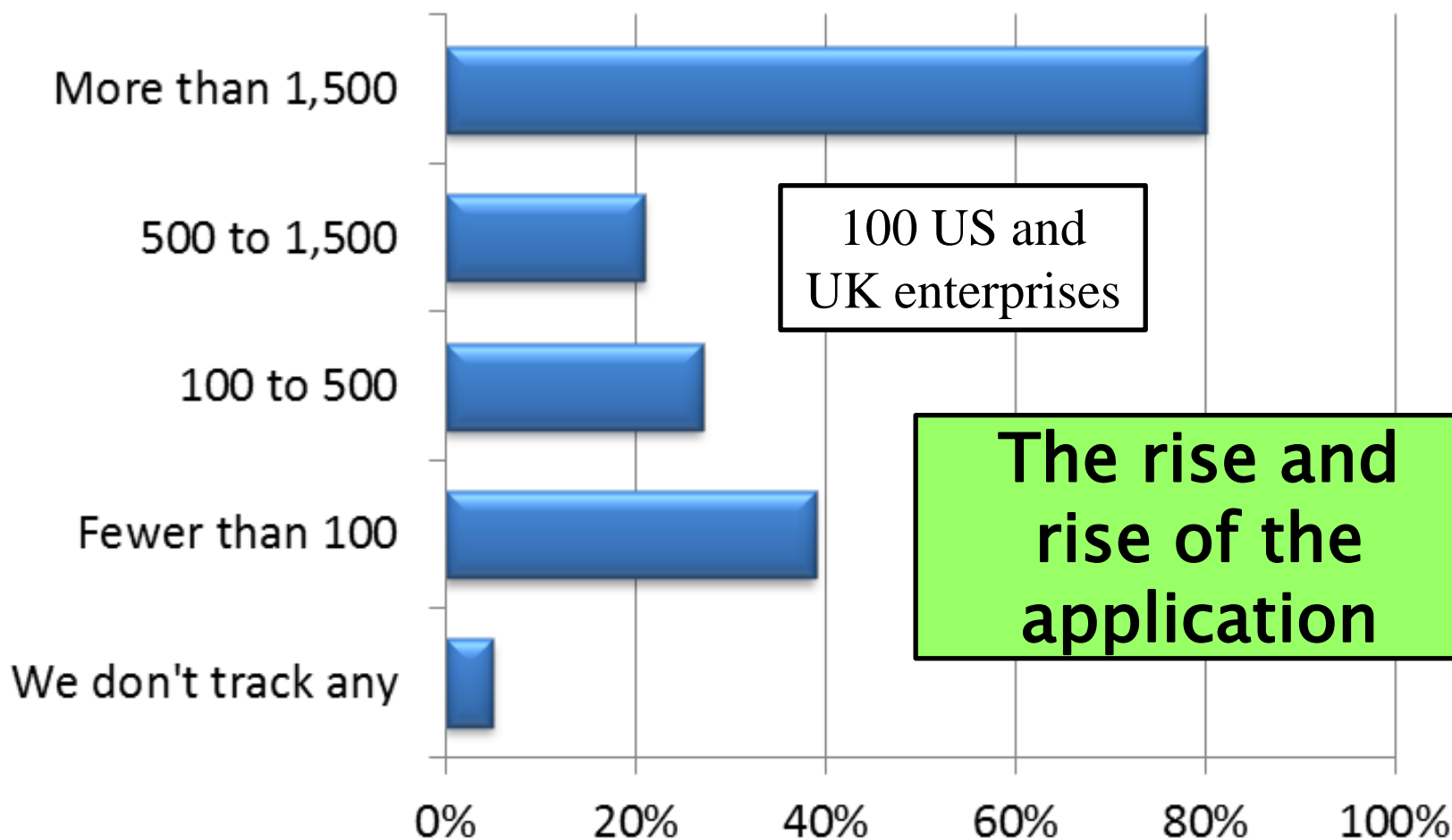
Many more.....

# Causes of application failure

## Reasons for central application failure - source Plan B Disaster Recovery



# How many mission-critical applications does your business track?

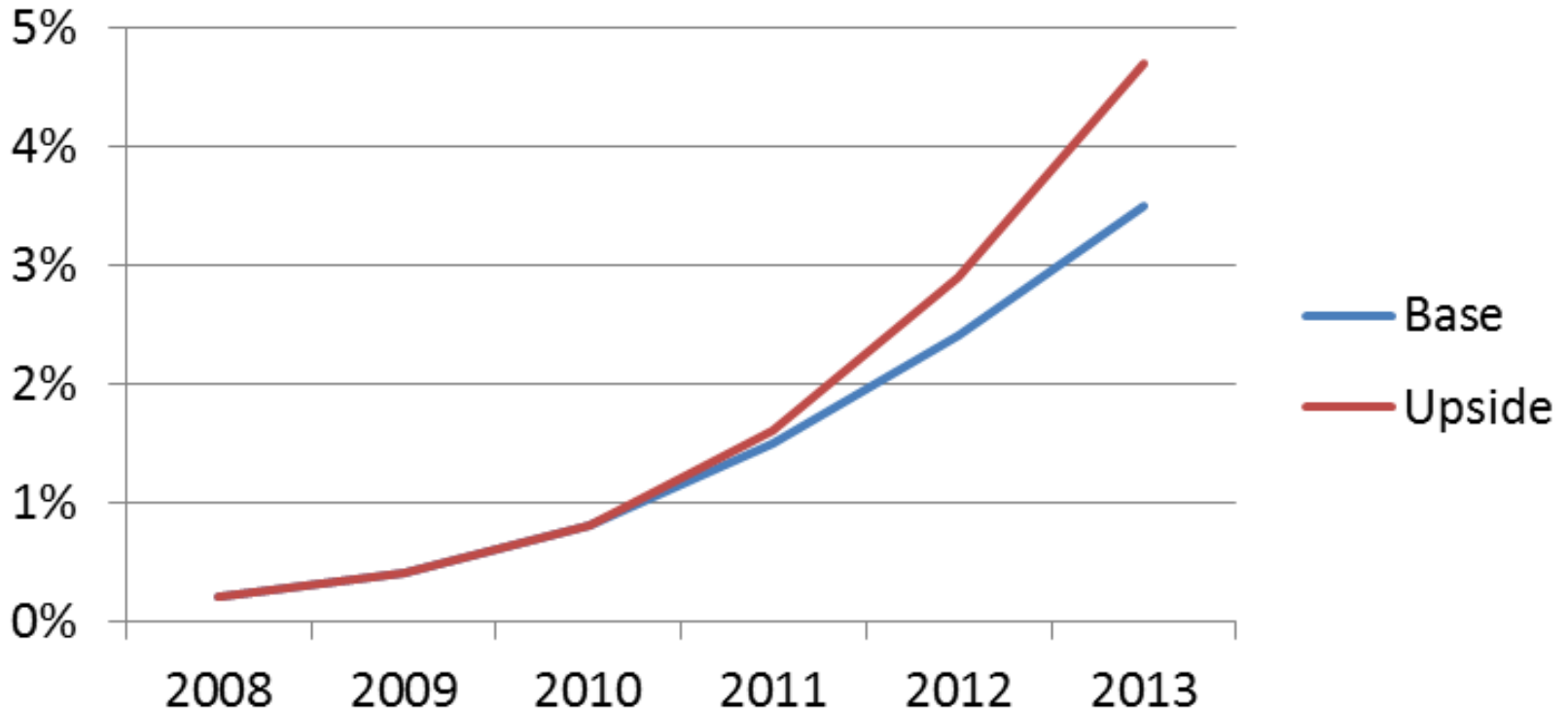


New Quocirca research sponsored by Veracode (full report in Jan 2012)

VERACODE

Desktop virtualisation expected to continue to increase making user even more network reliant

Goldman Sachs 2010 - VDI market growth as % of total corporate PC install base (USA)



# The collaborative environment

**Multiple devices and  
user interfaces**

**Centralised resources**

- Messaging
- Document sharing
- Conferencing

Google™

IBM



Microsoft®

Etc...



And for good (and bad) reasons users invoke their own choice of network “apps” , over the internet....



facebook

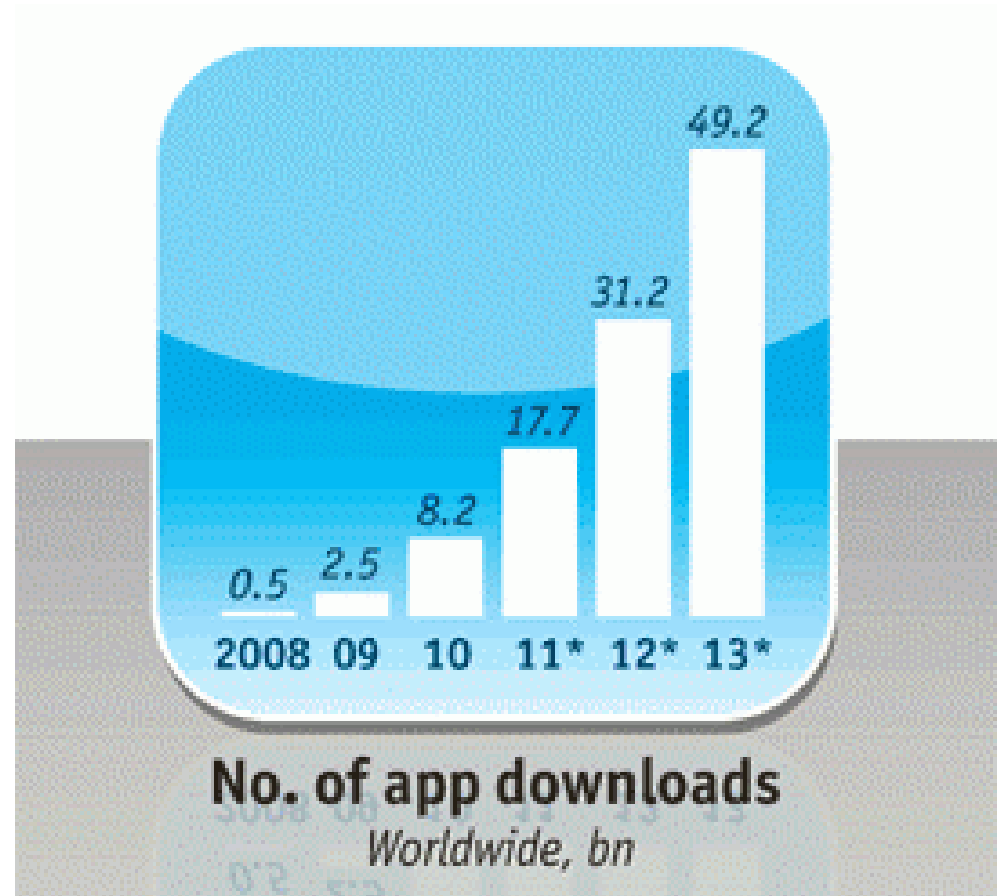


twitter



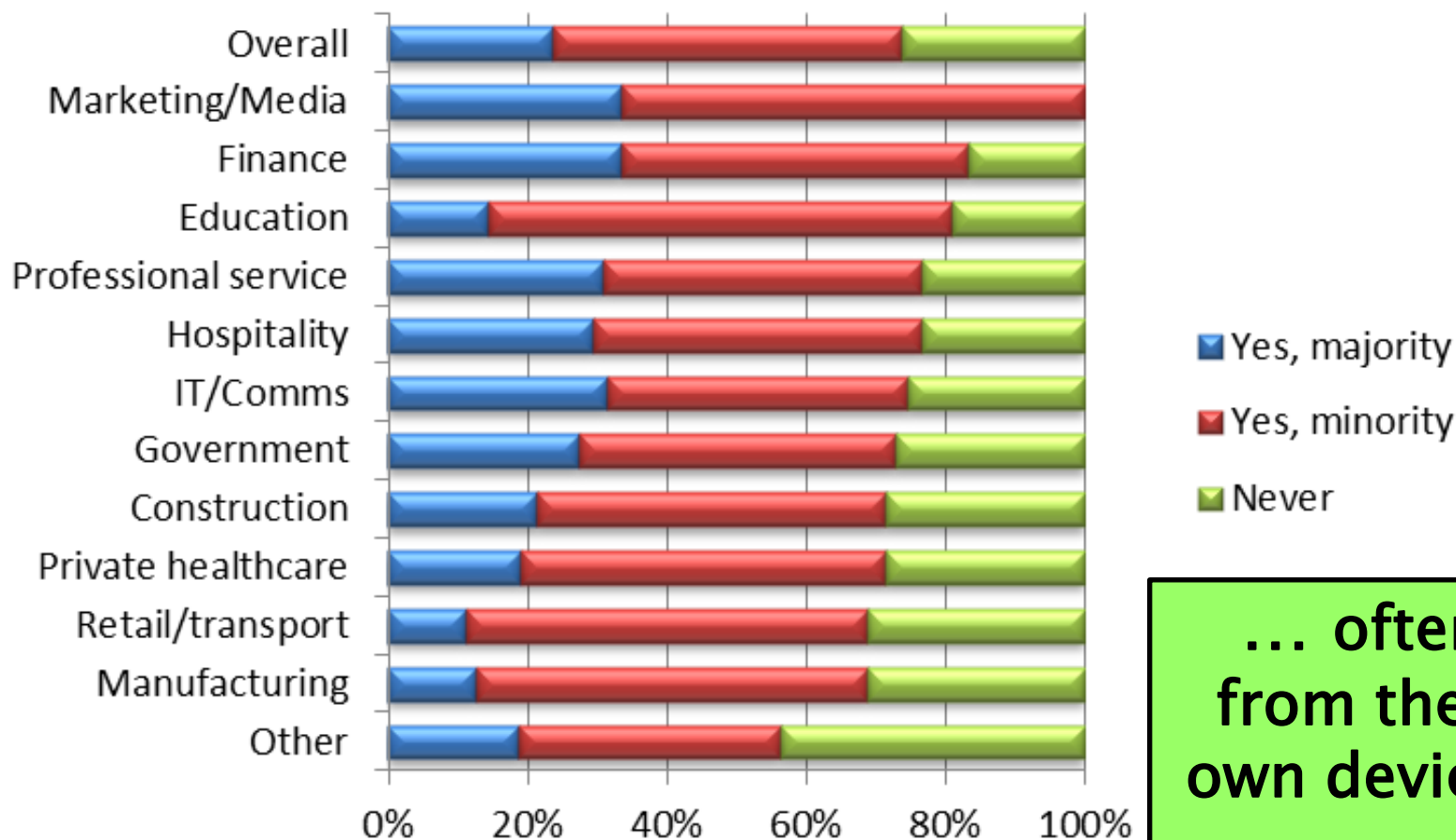
Linked in

.... and  
mobile  
networks...



Source: Economist  
Beyond the PC– Oct 2011

# Do you allow employees to use their own devices to access data and certain applications?



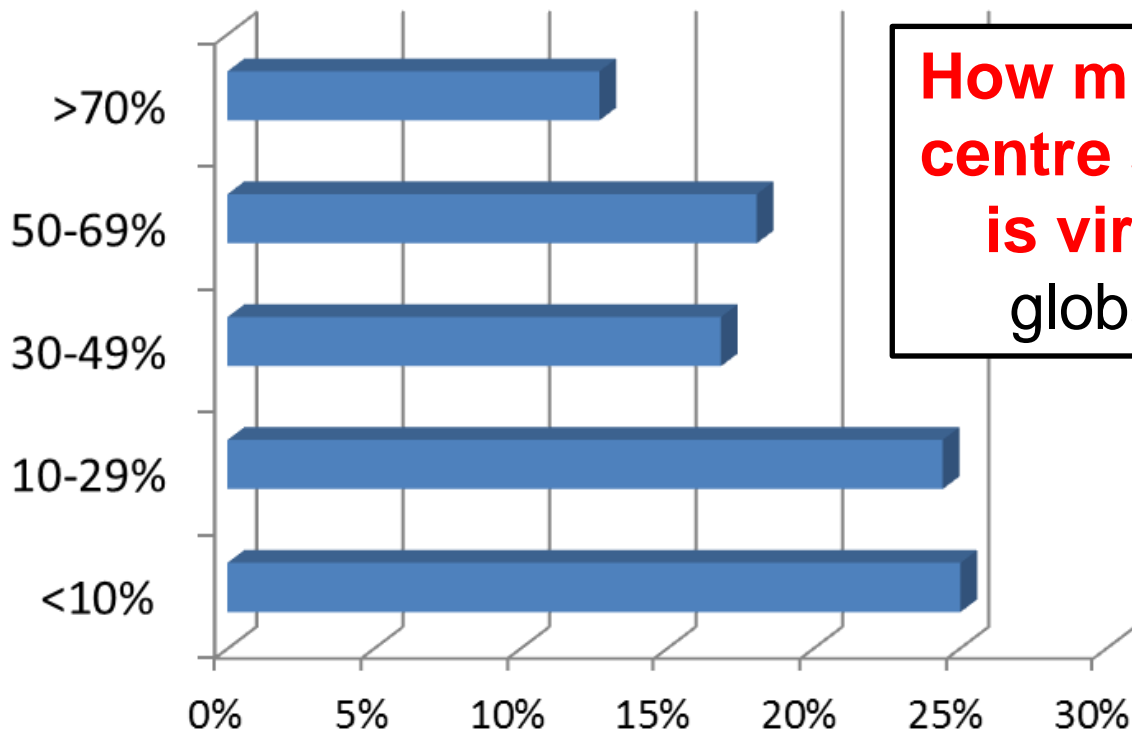
... often  
from their  
own devices

Source: Quocirca

The data sharing paradox – Sept 2011



# Data centres are more and more virtualised



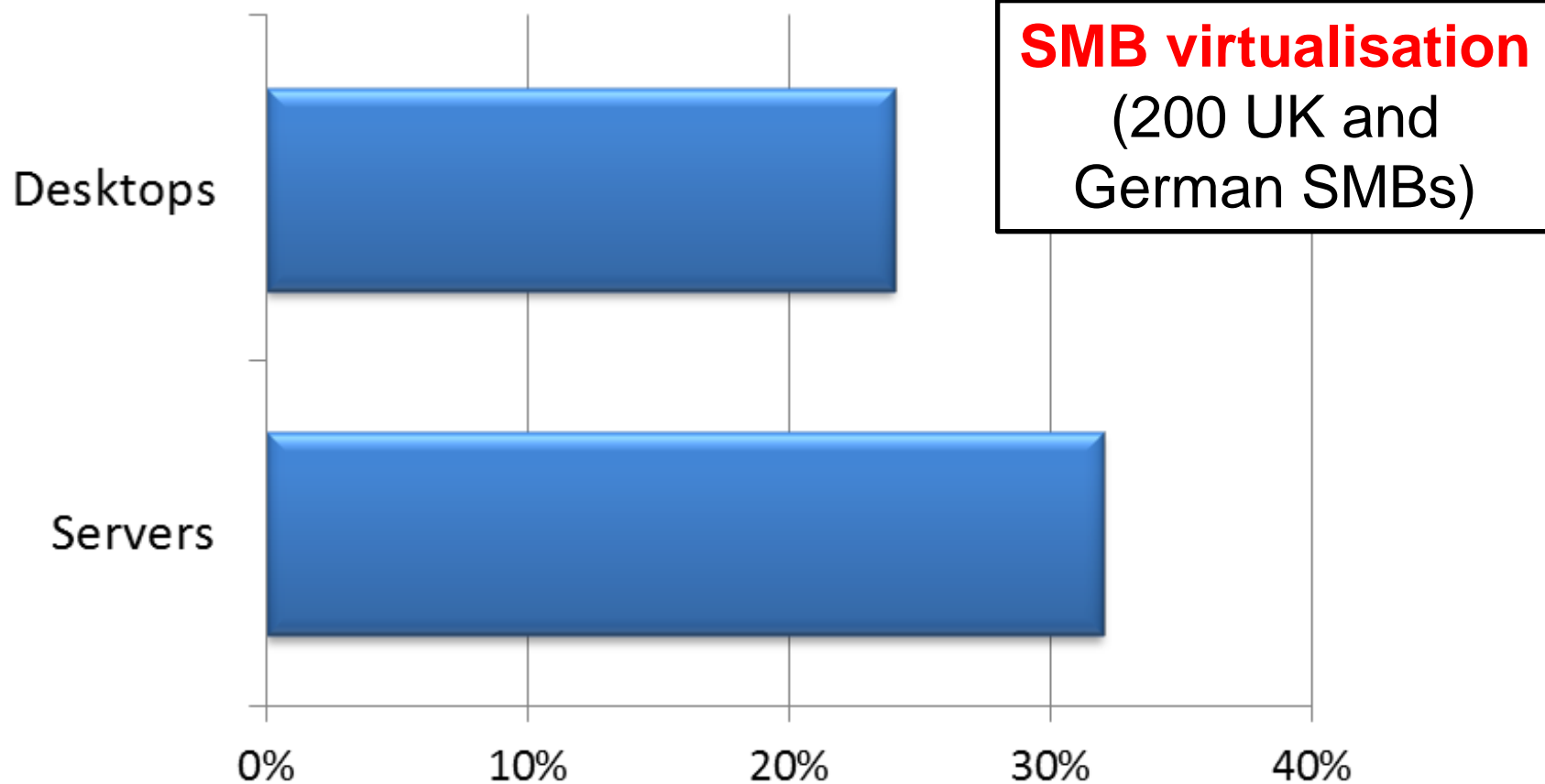
**How much of your data centre server hardware is virtualised?** (900 global enterprises)

Source: Quocirca, Next Generation Datacentres Index – Cycle I – May 2011

**ORACLE®**

**Updated report coming in 2012**

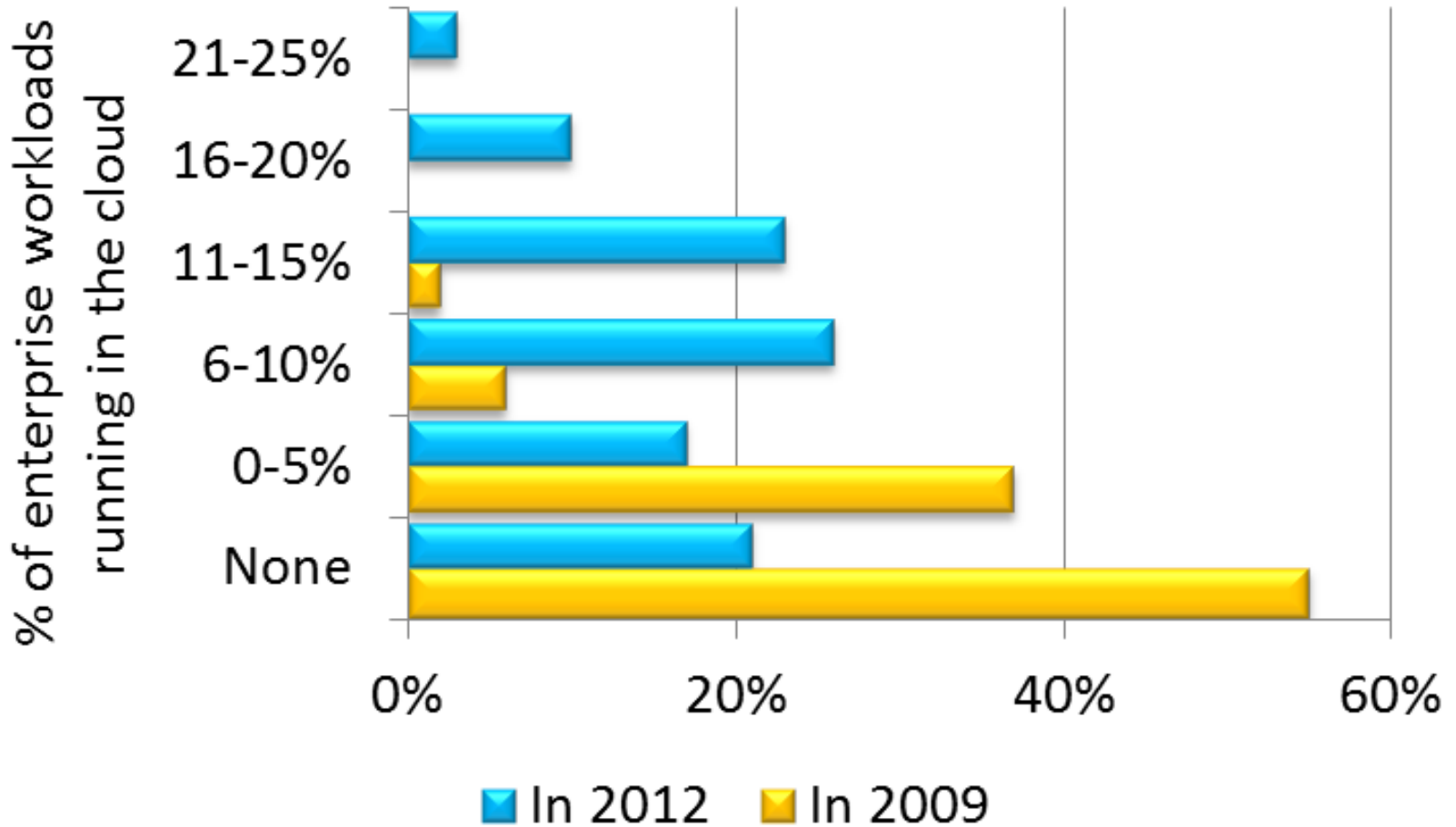
## SMBs are virtualising too



Source: Quocirca  
Unpublished – Dec 2010



# Virtualisation makes it easy to extend beyond the data centre



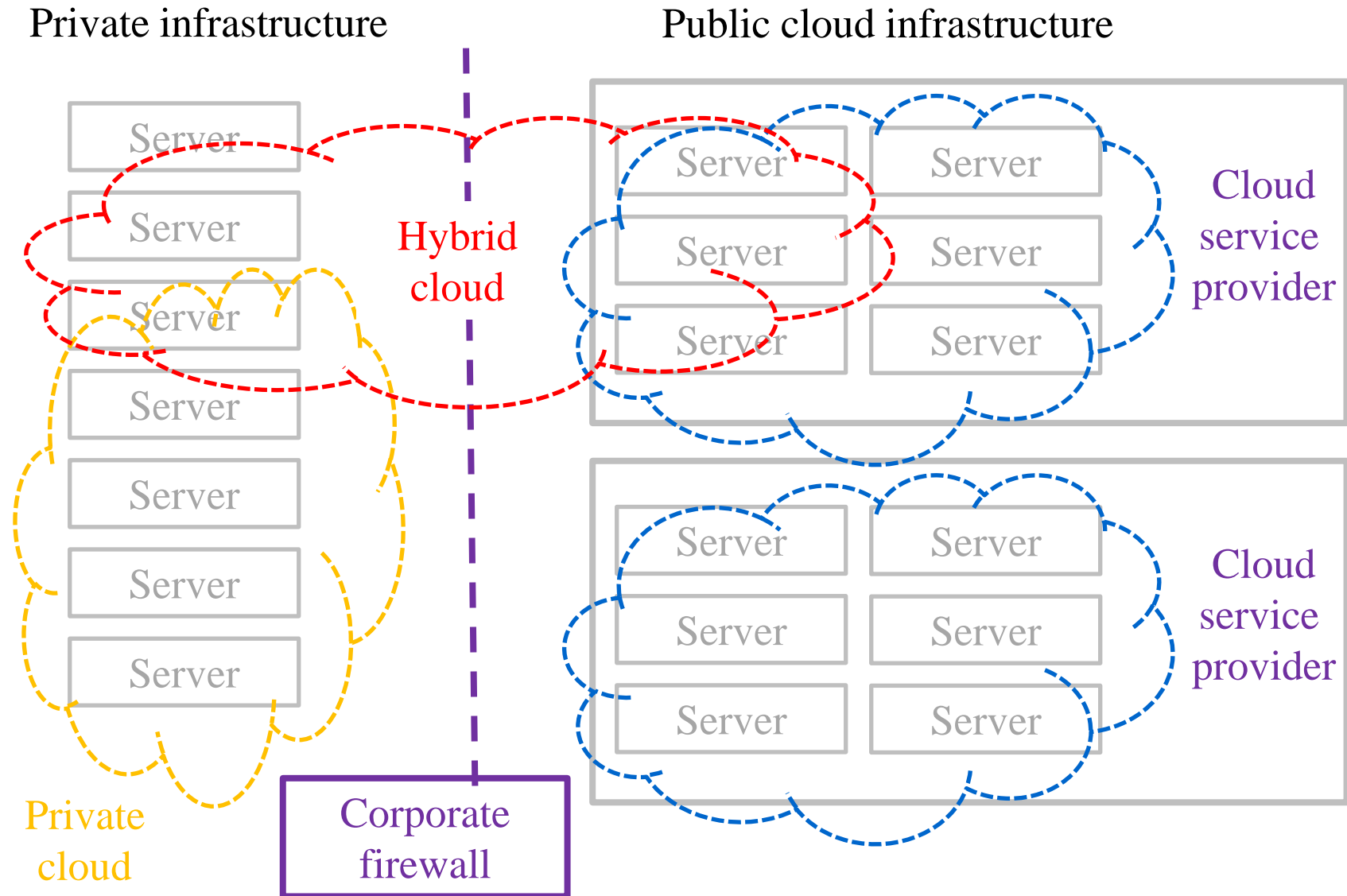
Growth in use of cloud – source Nov 2009, Goldman Sachs IT Spending Survey

# Cisco global cloud index Nov 2011

By 2014, >50% of All Workloads Will Be Processed in the Cloud



# Hybridised computing further stretches networks



# A growing range of on-demand services

## SaaS

CISCO NETSUITE® Salesforce GXS  
Google™ Microsoft SuccessFactors People Performance


## PaaS

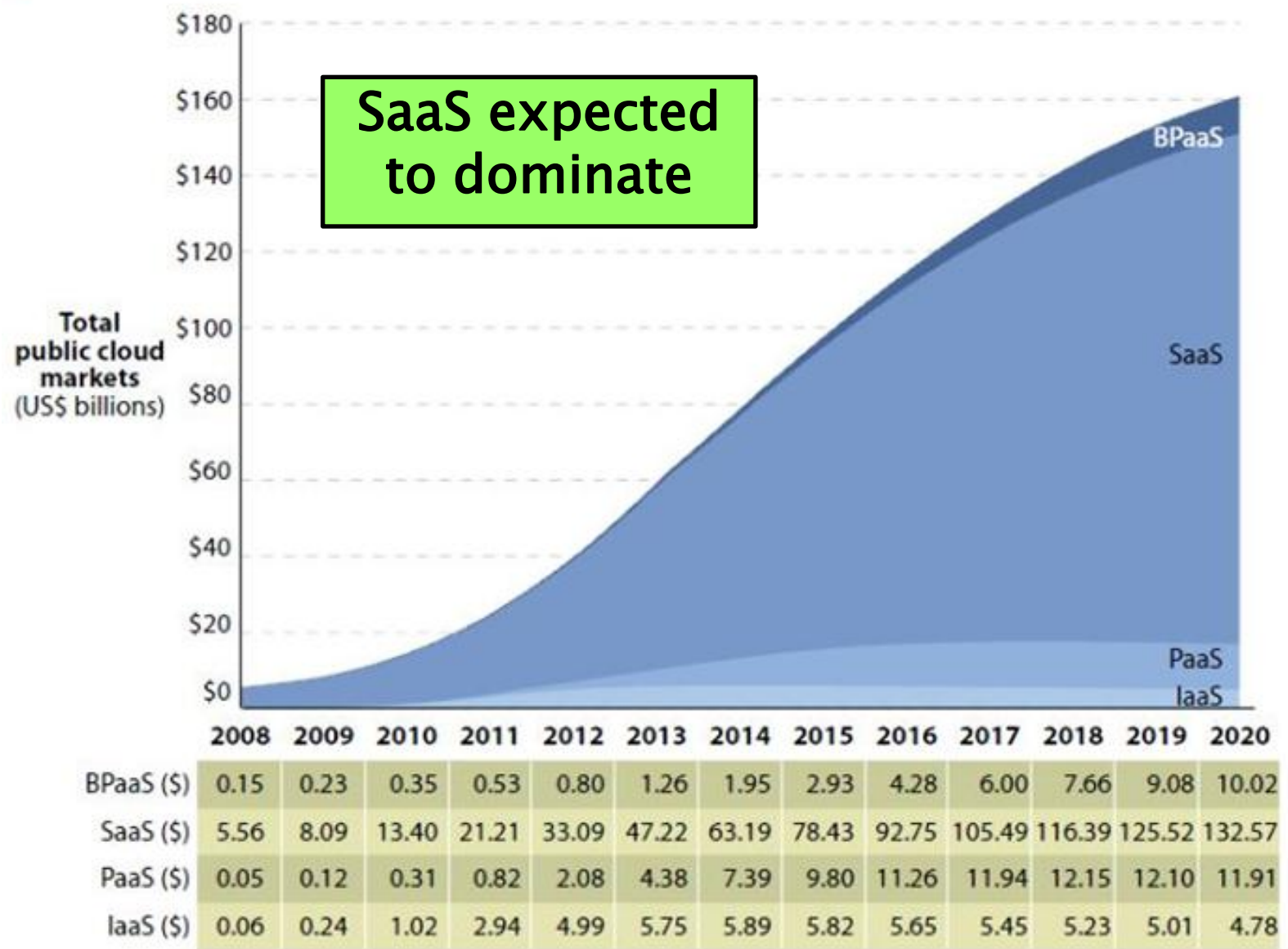
Windows Azure Salesforce  
rackspace Google™

## IaaS

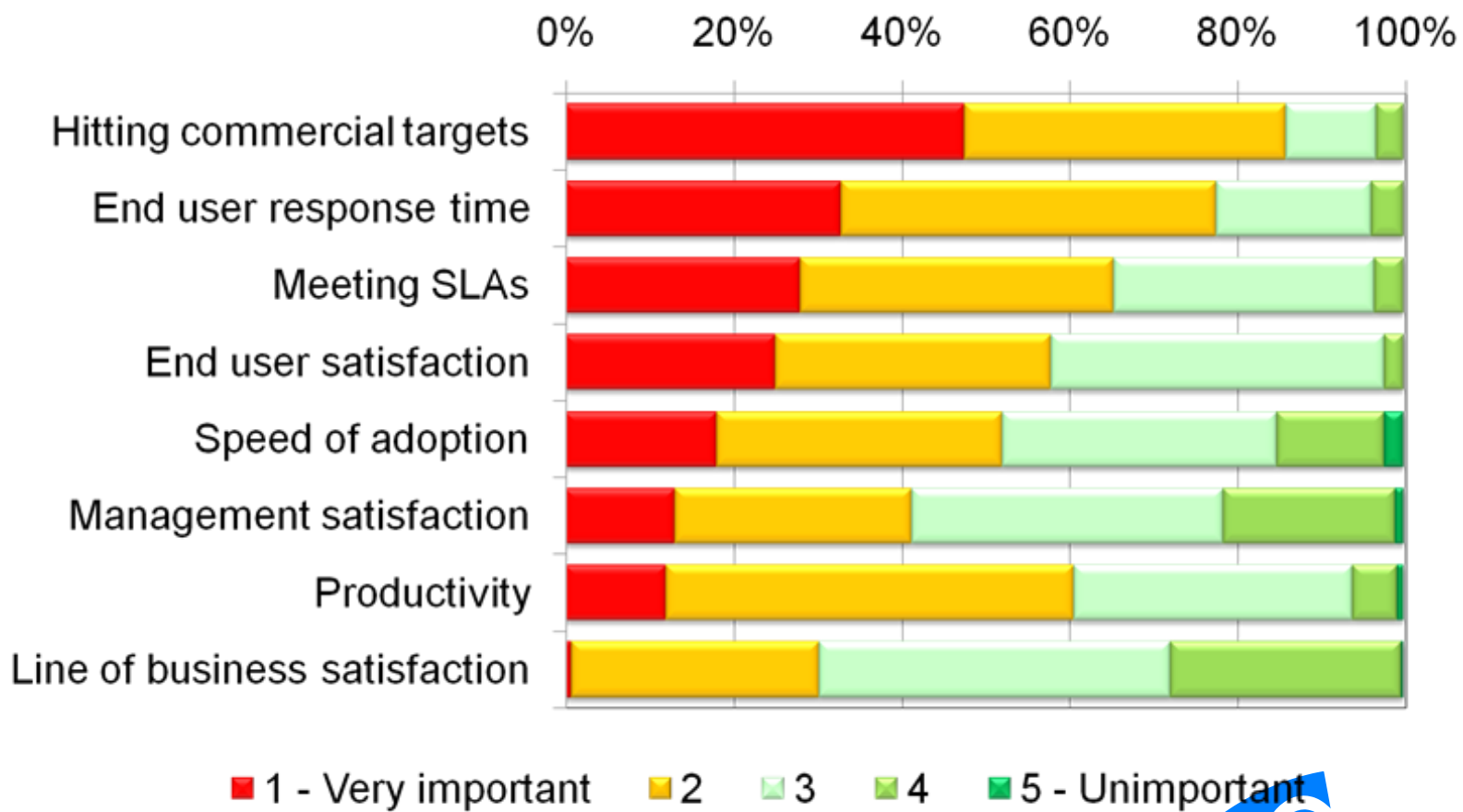
Attenda rackspace amazon web services™  
hp SAVVIS Star™ IBM®  
Your Business On-demand

**Figure 3 Forecast: Global Public Cloud Market Size, 2011 To 2020**

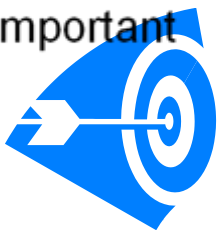
 The spreadsheet detailing this forecast is available online.



# Importance of metrics for measuring the performance



Web-enabled applications and the internet, Quocirca 2007  
400 European senior European managers



# How to achieve the holy grail?



**A well-managed high-availability, high-performance and secure network**



# A value proposition for network services

# Reduced and stabilised running costs

- Utilisation of assets
- Review of services
- Minimum service levels
- Data centre support
- End point support
- Control energy usage
- Flexible working

# Mitigated business risk

- Predict changing usage patterns
- Business continuity
- Effective security and compliance
- Effective network access control
- Secure and effective use of wireless
- Accommodate new applications
- Predict effects of major configuration changes and service usage

# Increased business value

- Cloud readiness
- Embrace consumerisation
- Confident of user experience
- Reliable business processes
- Ability to cope with “quantum” change
- Reduced pressure on IT staff
- The network becomes a platform for a more sustainable business

# Conclusion

- The network underpins your business and therefore the performance of your people
- If your network is not optimised, neither is your business
- As your use of applications transforms the network must evolve
- Only by fully utilising and optimising the network and the people, application and processes it supports can your business reach its full potential

**Thank you**

**All Quocirca reports freely available at:**  
<http://www.quocirca.com>

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