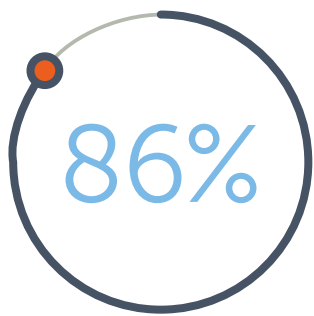


RETHINK POSSIBLE:

VISIBILITY AND NETWORK PERFORMANCE - THE PILLARS OF BUSINESS SUCCESS

Businesses rapidly adopting technology is not a new trend. However, the challenge for many EMEA IT teams, when embarking on the quick introduction of new tech, has shifted from imagining the improvements these systems can bring, and their implementation, to the maintenance of these new systems. When development turns into a habit in this way, creative innovation often suffers first. In the 'digital first' age, where competitive advantage is critical, diminished creativity and innovation is not an option for your business.



of C-Suite, business leaders and IT decision makers, agree that 'digital performance is increasingly critical to business growth', and



reveal that enhancing the customer's digital experience is increasingly critical to long-term success, yet



of employees say they are dissatisfied with their job because of outdated technology and underinvestment.

It's time to evolve!

Human behaviour:

The need to accelerate creativity, innovation and productivity

Creativity lies in the heart of change. In order to tap into creativity – to drive innovative, original ideas and productivity – we have to look at how digital experiences are affecting people.



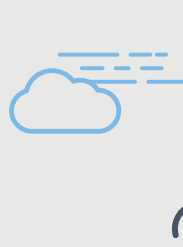
75%

of the C-Suite believe that a lack of creativity costs the economy a significant amount of money due to lost opportunity, and



82%

say businesses need to rethink what's possible to survive in today's unpredictable world.



95%

of all respondents say that innovation, breaking boundaries and rethinking what is vital or important to future success.

There's a gap in the perception of what is possible through technology and the reality experienced by employees, employers and customers.

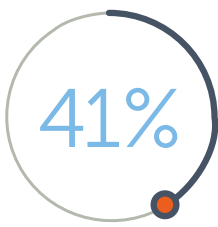
What's holding business back?



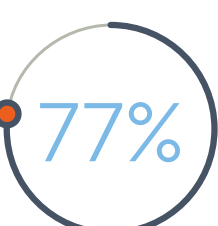
of IT decision makers believe that business leaders aren't prepared for the next-generation of tech disruption



of the C-Suite, and 62% of business decision makers, agree and cite that technology is changing so quickly and that they struggle to keep pace with customers' needs.



of IT, and 31% C-Suite decision makers reveal budget constraints is a top innovation barrier. As such,



of C-suite decision makers now believe that investing in next-generation technology is vital for the growth of their companies.

The age of digital transformation: it's time for change



4 in 5

IT decision makers, C-Suite and Business Decision Makers are currently undergoing or have undergone digital transformation initiatives within the last 12 months.



54%

of IT decision makers say they are spending 11-30% of their IT budget on progressing digital transformation projects.



Unfortunately, change is not without risk.

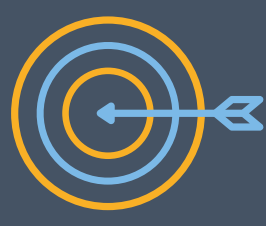


2 in 5

respondents reveal that digital transformation has been slower than expected.

Today, infrastructure is impacting growth

In order for digital transformations to reach their full potential, it is vital that companies have the ability to manage the digital experience, and by extension, the modern IT infrastructure to support this growth and cultural change. Yet infrastructure is holding companies back.



92%

of IT decision makers say they believe IT infrastructure has a direct impact on the creativity, innovation and productivity of a business, and



38%

reveal that they receive queries about slow running systems at least once a day.

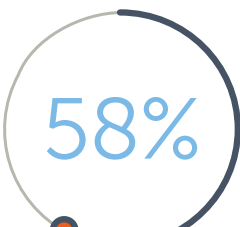


49%

Almost half (49%) of the C-Suite respondents strongly agree that a slow running system and outdated technology is directly impacting the growth of their business.

Visibility is the future

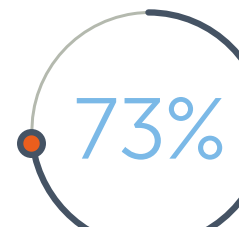
If you can't measure, you can't manage. And it is impossible to measure without visibility.



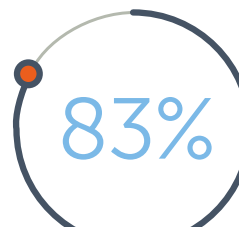
of business decision makers believe that they currently don't have enough visibility into the performance of their company's networks.



of IT decision makers believe there should be more investment in technology solutions that enhance overall IT visibility.



of C-Suite decision makers agree that increased visibility into network and application performance is key to driving business innovation. Ultimately,



of all respondents agree that businesses need to rethink what's possible to survive in today's unpredictable world.

The top priority for businesses across EMEA is growth. As part of achieving this, all the respondents to the research for this report have agreed that "making the most of the technology and people you have" is the single biggest influential factor in reaching this goal. To achieve this, businesses need to invest in the ability to deliver superior digital experiences to end-users, across all networks, applications and devices.

Methodology



1,700 technology professionals
204 C-level
758 business
and 764 IT decision makers.



Respondents came from the UK, France, Germany, Netherlands, Switzerland, and the Middle East, all working in organisations with 500+ employees.

RETHINK POSSIBLE: VISIBILITY AND NETWORK PERFORMANCE

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