

# End-to-end Visibility Is Key to Better Application Experiences

Modern network environments must support a highly distributed network environment that is becoming increasingly complex. As organizations add new network technologies to connect to cloud and edge applications, they must not let that added complexity negatively impact users' application and service experiences. For network operations teams to more effectively manage these environments, organizations need to deploy AI-powered solutions that provide unified, end-to-end visibility and management across wired, wireless, and SD-WAN environments.

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## Modern Environments Are Distributed and Complex

Digital transformation initiatives that make businesses more agile and responsive help them improve customer and employee experiences, but they are creating highly distributed and complex network environments. Increasingly, organizations are deploying applications to multiple public clouds and edge locations. As a result of this, in a research survey from TechTarget's Enterprise Strategy Group, almost three-quarters of organizations (73%) report that their network environment has become more complex than it was two years ago. Thus, the most common objective cited for digital transformation initiatives is increased operational efficiency.

## Goals of Digital Transformation



**54%**  
Become more operationally efficient



**47%**  
Develop new data-centric products and services



**45%**  
Deliver better and more differentiated customer experience

## Network Operations Teams Are Looking to Overcome Increased Complexity



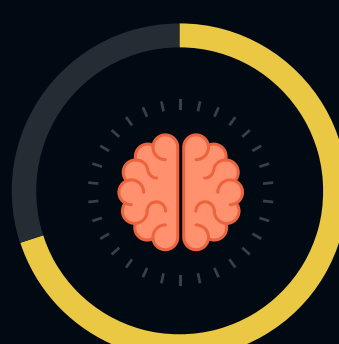
**74%**  
of organizations believe it is very important to have a unified wired, wireless, and WAN solution.



**68%**  
of organizations believe that end-to-end visibility is very important to their organizations' network environment.



**73%**  
of organizations prefer to deploy unified network management solutions in the cloud.



**70%**  
of organizations believe it is very important to have AI/ML technology driving automation in their SD-WAN environment.

## Benefits of Cloud-based Unified Visibility and Management

Organizations have recognized a number of benefits, including:

### » Top 5 Reasons that Organizations Prefer Cloud-based Unified End-to-end Network Solutions

<p><b>#1</b></p> <p>Lifecycle management</p>	<p><b>#2</b></p> <p>Ability to leverage AI/ML technologies hosted in the cloud</p>	<p><b>#3</b></p> <p>Ability to easily access when working remotely</p>	<p><b>#4</b></p> <p>Centralized visibility and control for the distributed environment</p>	<p><b>#5</b></p> <p>NetOps team preference</p>
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### » Top 5 Reasons that End-to-end Visibility Is Important to Organizations

<p><b>#1</b></p> <p>To have a complete view of all network assets</p>	<p><b>#2</b></p> <p>To mitigate risk when making changes</p>	<p><b>#3</b></p> <p>To gain visibility over remote workers</p>	<p><b>#4</b></p> <p>To accelerate troubleshooting</p>	<p><b>#5</b></p> <p>To better understand vulnerabilities and exposures</p>
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### » Top Drivers for Unified Management

<p><b>#1</b></p> <p>To ensure consistent network and security policies across the distributed environment</p>	<p><b>#2</b></p> <p>To deploy network technology faster</p>	<p><b>#3</b></p> <p>To better understand vulnerabilities and exposures</p>	<p><b>#4</b></p> <p>To deliver enhanced experiences</p>	<p><b>#5</b></p> <p>To reduce the number of tickets submitted</p>
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## Going Forward

As network environments become more distributed and complex, it will be imperative for network operations teams to deploy solutions that drive and deliver enhanced application and user experiences. The data clearly demonstrates that the shift to unified visibility and management solutions for wired, wireless, and SD-WAN domains provide real value. The ability to take advantage of cloud-based solutions with AI capabilities to drive automation ensures organizations can deliver better availability and experiences. If your SD-WAN isn't capable of tight integration with your wired and wireless networks, perhaps it is time you upgraded to one that is.

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