EBOOK

Transform the Network, Transform the Business

Ideas and insights for **digital transformation and operations leaders** as they navigate the rapidly evolving business and technology landscape.

Executive Summary

Growth, revenue, risk, and cost are all top-of-mind as business and technology leaders look to **optimize their current and planned technology investments.**

At the center of many of these decisions is **the network, a source of potential innovation and opportunity.** Many organizations need a trusted partner that can help them transform their network.

Extreme Networks helps customers improve their businesses, enabling them to **reduce risk, simplify operations, and enable key results.**

As few as

30% of business transformation initiatives succeed.[1]

Successful transformations require strong alignment around shared purpose and the right enabling technologies.

1. McKinsey & Company, 2022. *Common pitfalls in transformations: A conversation with Jon Garcia.*

The rate of change continues to accelerate, making transformation potentially high risk but also high reward.

Connectivity is important for a range of business and network considerations and trade-offs, but it is only the foundation.

As organizations move forward with transformation efforts, three things will help them achieve success:

1. An agile, secure, and resilient network able to meet the needs of a distributed workforce, bandwidth-intense productivity tools, and increasing cyberattacks.

2. Intuitive, efficient, and unified management experiences that combine intelligent, real-time, and continuous automation with salient technical, financial, and operational insights.

3. A vendor partner that helps customers navigate financial and technical trade-offs and make decisions that align and accelerate network and business change.

70%

0%   50%   100%

Up to 70% of outages cost the organization involved more than **$100,000**.[2]

Unplanned downtime costs an organization up to $9,000 each minute.[3] **A secure, resilient, and high-performance network can make all the difference.**

2. Uptime Institute. 2022. *2022 Outage Analysis Report.*
3. Ponemon Institute. 2016. *Cost of Data Center Outages.*

Unplanned downtime and inconsistent (or even poor) application performance are still common.

As organizations focus on growth and revenue efforts, the **risks and costs of downtime** are all too real. **Up to 30%** of unplanned outages still take **more than 24 hours** to resolve.[4]

Applications are also now at the heart of an efficient and productive organization. Consistent, high-quality user experience and security in the WAN, LAN, and cloud are all critical, whether users work from the campus, data center, or branch.

Solutions that feature **high availability and application performance management** improve uptime, **enabling sustainable growth.**

4. Ponemon Institute. 2016. _Cost of Data Center Outages._

Cyberattacks have increased
38% year over year
from 2021.[4]

Up to 83% of organizations have had more than one data breach.[4] A secure network protects key results. **Organizations that are breached typically underperform the market, often by up to 15% less.[6]**

2021   2022   2023

4. IBM, 2022. *Cost of a data breach 2022: A million-dollar race to detect and respond.*
5. Check Point Research, 2023. *Check Point Research Reports a 38% Increase in 2022 Global Cyberattacks*
6. Comparitech, 2021. *How data breaches affect stock market share prices.*

Organizations need a layered security approach.

A successful ransomware attack takes an average of **9.9 days to resolve completely.**[7] The costs can be catastrophic**. Security complexity, the attack surface, and NOC and SOC skills gaps** are all growing. **Consistent security policies** are important but **difficult to enforce in distributed organizations.**

Point solutions solve some problems but create others. Robust **WAN and internet access security greatly reduce the risk of ransomware** and malware from the web. Network solutions that **monitor activity and resist attacks and tampering** with built-in security help to reduce risk in the LAN.

A **zero trust approach to network segmentation and access** enables **granular, consistent policy** that provides the right devices and users with access to the right resources. **Encryption** (such as MACsec and IPsec) can secure data as it moves across different parts of the network, keeping data private.

As important as these capabilities are, solutions must also provide **intuitive management, automation, and deep and granular visibility to identify and remediate issues early.**
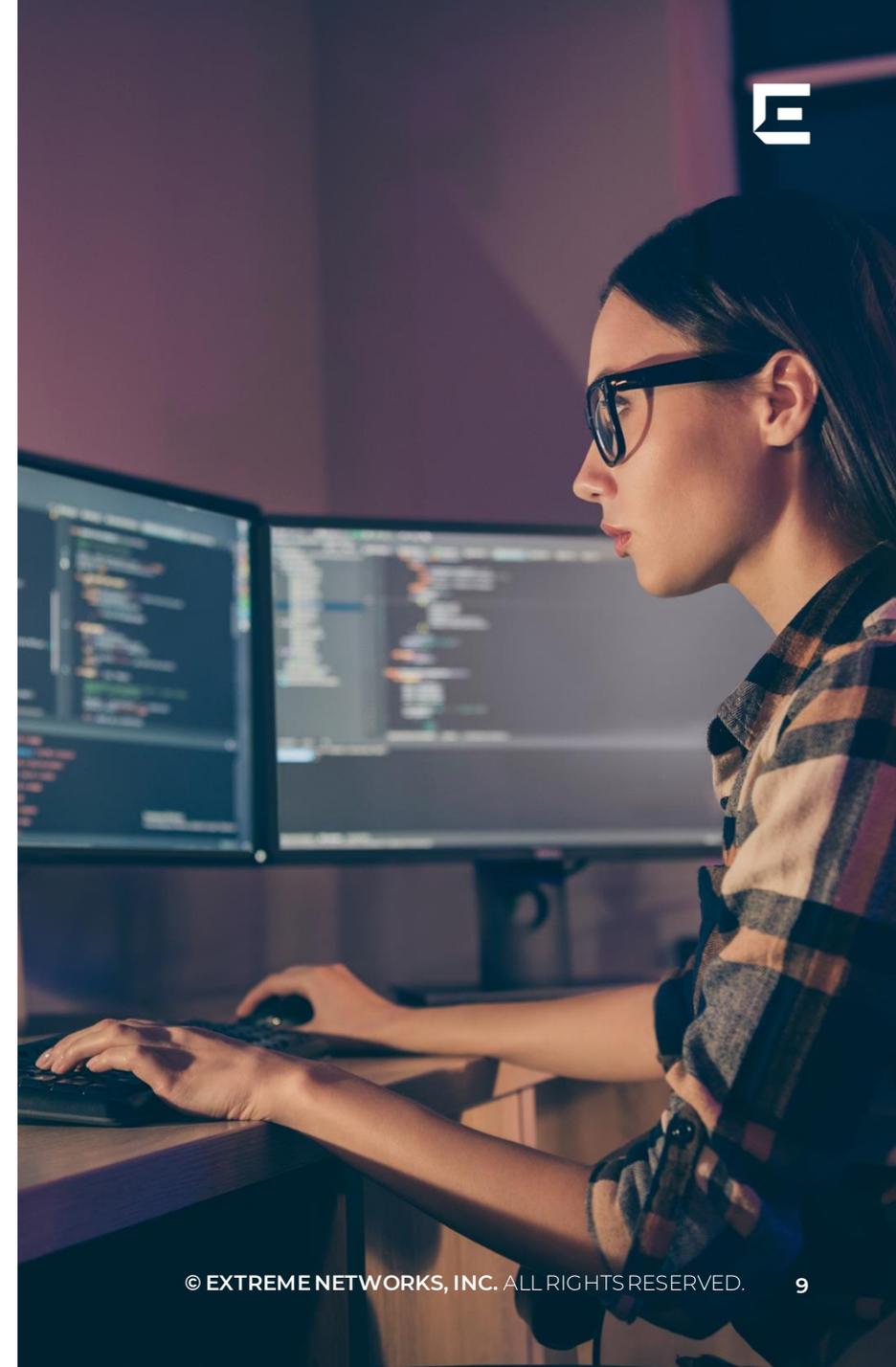
7. Check Point Research. 2022. *Behind the Curtains of the Ransomware Economy – The Victims and the Cybercriminals.*
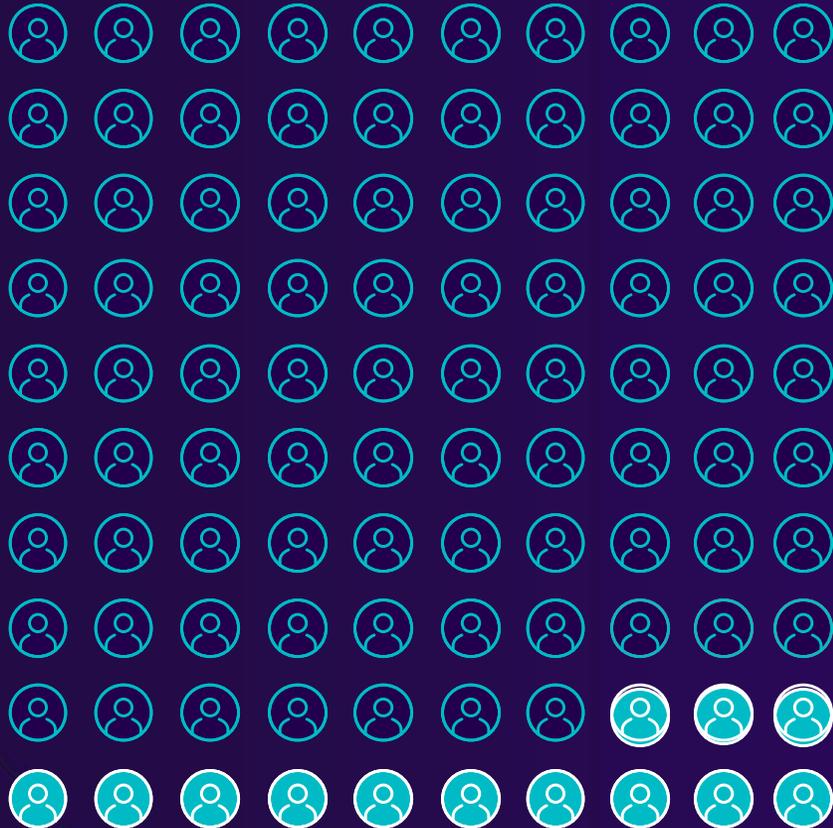
Up to

87%

of organizations are
facing skills gaps.[8]

The wrong technology investments can complicate
operations. **The right partner can help manage
risk, improve efficiency, and bridge gaps.**

8. McKinsey & Company, 2020. Beyond hiring: How companies are reskilling to address talent gap.

At the best of times, creating and sustaining competitive advantage is a challenge for most organizations.

Whether they aim to catch up, keep up, or stay head, operational excellence requires organizations to **make the best use of their resources.**

At the same time, **the complexity of networking and security are rapidly increasing.** The demand for qualified, highly skilled professionals is surging. As organizations look to **optimize average revenue per employee and other business outcomes,** the right network investments can reduce complexity.

Automation is important, but not enough alone. Organizations need solutions that can **understand business intent,** translate that intent to real-time, continuously **automated implementation**, provide **a holistic view of what is happening and why**, and enable **quick remediation** when things go wrong.

Up to

76% of CIOs

have struggled to strike the right balance between **business innovation and operational excellence.**[9]

Whether technology leaders focus on realizing transformation initiatives, leading operational refinement, or both, a trusted partner can help make sense of complex trade-offs.

9. CIO.com, 2022. *State of the CIO, 2022: Focus turns to IT fundamentals.*

In today's market, there are more technology choices and more ways than ever to purchase them.

As CIOs work with their top management teams to find the balance between innovation and operational excellence, the need to do both is common.

Flexible, financially efficient solutions that promote **customer choice** and enable **investment into multiple initiatives** make increasingly good fiscal sense for many organizations. Further, as technology and business leaders work to drive **consumer centricity** initiatives in their own organizations, it only makes sense to work with vendors that do the same for them.

In a vendor relationship, consumer centricity may take the shape of **universal licensing,** an ecosystem of **partners,** built in support and maintenance, broad professional services, or **financing options**. Organizations should favor vendors that make it easy to purchase and reduce their purchase risk.

Extreme's unique **1 Network, 1 Cloud, 1 Extreme** approach reduces risk and simplifies operations by enabling infinitely distributed, highly scalable networks that deliver both **strategic advantage** and **consumer-centric experiences**

1 Network

Wired, wireless, and SD-WAN devices and Extreme Fabric connect everything in a unified, secure, and automated network as a single topology across campus, data center and branch

1 Cloud

Unified management of wired, wireless, SD-WAN, and IoT devices with a continuum of public (shared or private) or edge cloud, as well as air-gapped deployment options and enterprise services

1 Extreme

Unified licensing provides predictable costs, while 100% in-sourced, certified global professional services speed time to value, mitigate outages, and help customers maximize the value of their investment