

Lighthouse Labs

Network Management Trends

July 2024



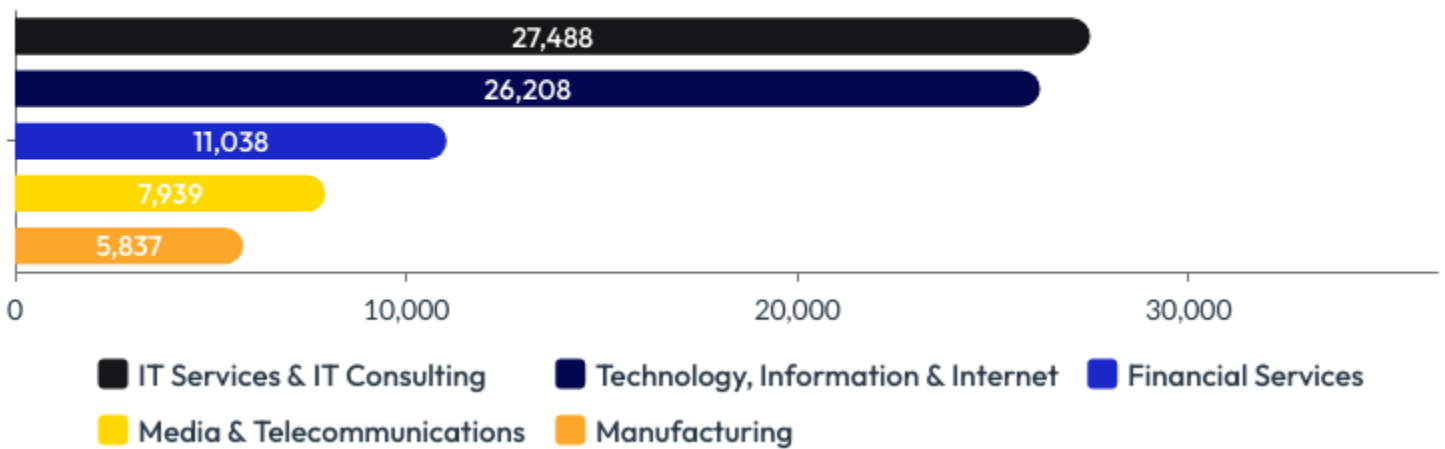
Overview

As the networking landscape continues to evolve, Lighthouse Labs have analyzed down funnel content consumption and engagements relating to network management software and solutions.

Summarized below is the basic categorization data collected about engagements to enable filtering and analysis of the data.

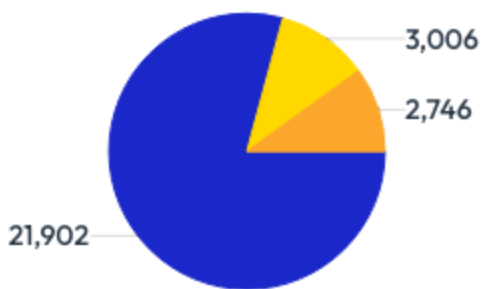
Industry Engagement

Network Management Engagement By Industry



Functional Engagement

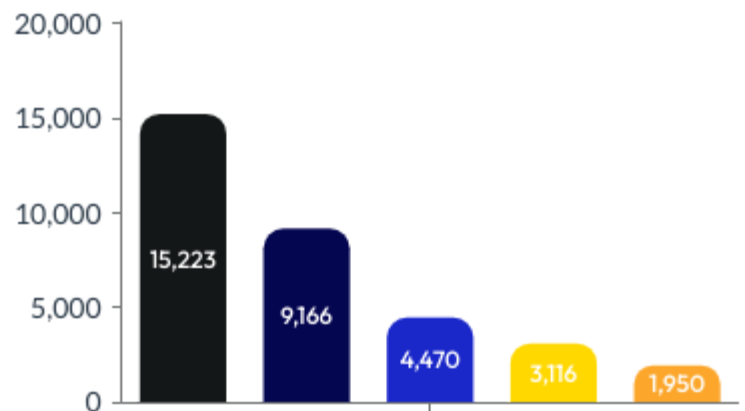
Network Management Engagement By Function



- Information Technology
- Operations
- Sales

Seniority Engagement

Network Management Engagement By Seniority Level



- Individual
- Manager
- Director
- VP
- C Level



Leveraging atlasIQ, this trend report utilizes these data-backed insights to identify crucial advancements in five strategic areas driving network management solutions: architecture transformation, security convergence, AI operations and, data centers at scale.

Architecture Transformation

Network Management Solution Adoption on the Rise

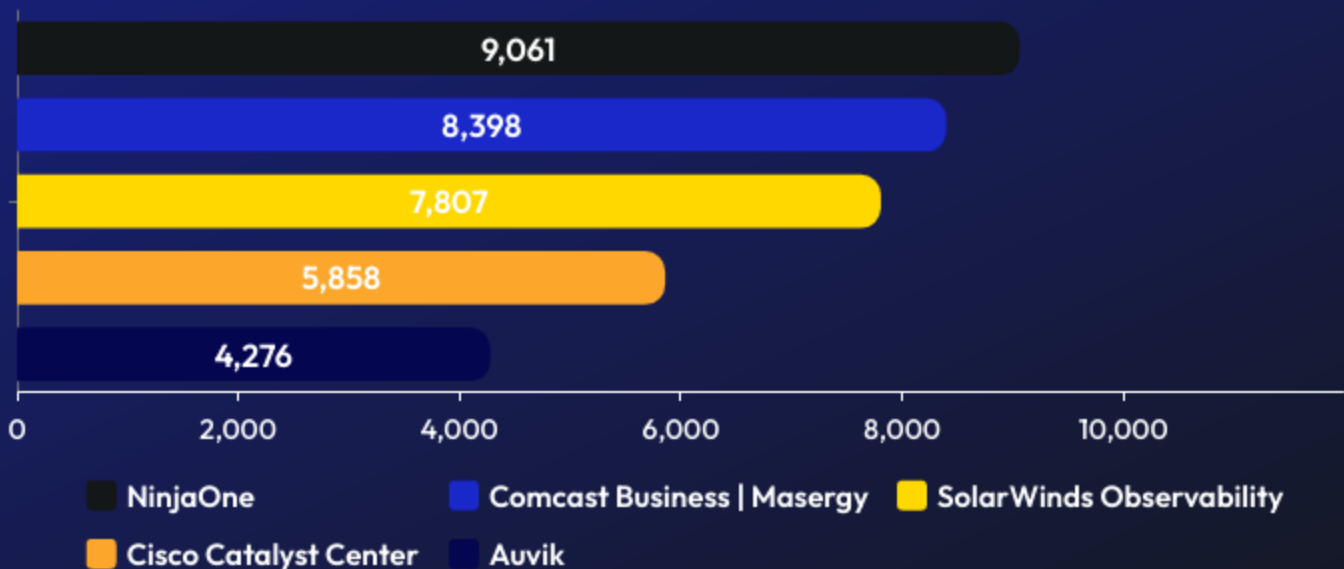
The move towards network platforms is accelerating as organizations recognize their role in supporting dynamic IT and business initiatives. Platforms offer a more efficient, consistent architecture, enabling simpler cross-domain integration and improved performance.

Our analysis reports a 19.96% increase in the consumption of research reports and case studies related to network management platforms and software over the last 6 months, in comparison to the previous two quarters.

This increase in demand has also lead to increase in the consumption of peer review and price comparison guides related to the following products in particular:

Performance by Product

Total Down-Funnel Engagements Across Last 6 Months



Digital Experience Assurance

Ensuring reliable digital experiences across all network domains is critical for business success. However, a lack of visibility into network paths, including internet and cloud networks, is a major pain point for our audience of IT leaders.

Key themes from the most popular research formats suggest significant struggles with visibility into complete network paths, resulting in a surge in bottom of funnel research into the deployment of tools for end-to-end visibility via single consoles and AI-enabled digital experience assurance and insights.

2,158+ organizations
conducting research
relating exclusively to
digital experience
assurance.

Key Content Themes Within Network Management

Complete Network Paths **Service Assurance**
End-to-End Visibility **Network Intelligence**
Digital Experience Assurance Root Cause Analysis
Network Monitoring Performance Management
AI Digital Experience **Digital Experience Insights**
Infrastructure Monitoring **Single Consoles**

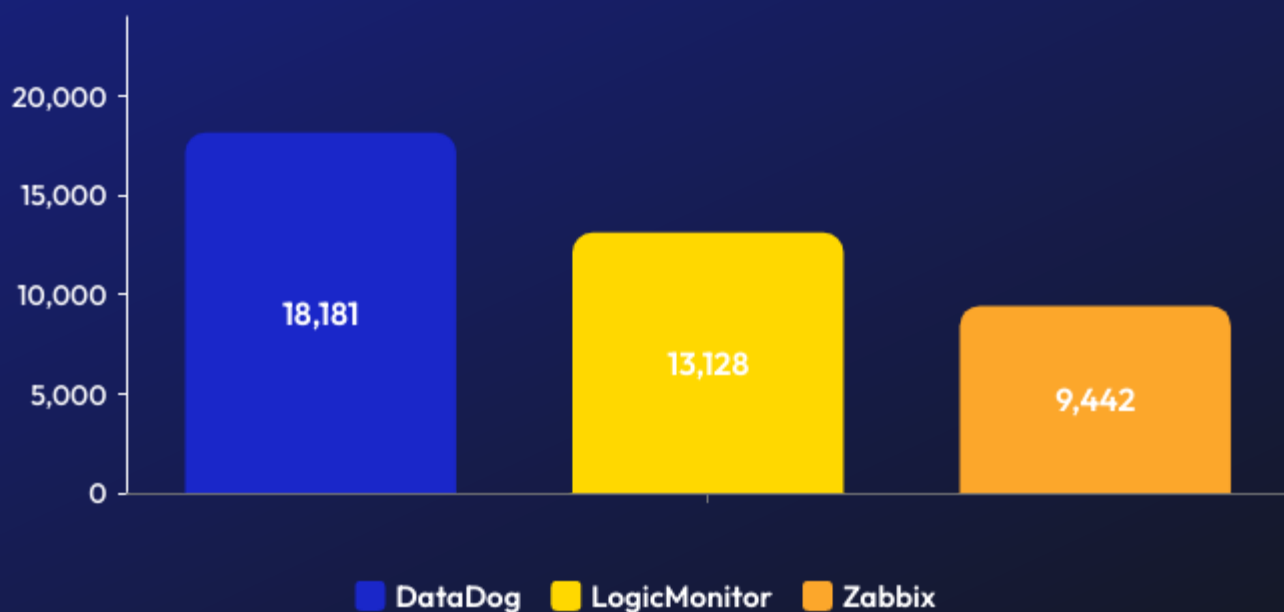
Reliance on Partner Ecosystems and Integrations

To rapidly create sustainable IT infrastructure, IT leaders are increasingly relying on extended partner ecosystems and platforms that make automation accessible to their IT teams, often through integrations with open APIs .

In the last 6 months alone, we have witnessed a surge in the consumption of product comparison guides with over 40,000 engagements with content relating exclusively to AIOps to create autonomous networks from the top 3 most popular products alone.

Performance by Product/Vendor

Top AIOps Vendor/Products Generating Engagement Across Last 6 Months



Security Convergence

Organizations are prioritizing the integration of networking and security domains to address the expanding threat landscape, with almost 2 million engagements with bottom of funnel content relating exclusively to network security provision.

The need for improved integration of networking and security to meet IT and business objectives drove an increase in research relating to network security solutions by over 128% compared to the previous two quarters, while prioritizing integrating network security into broader IT security functions drove over 200,000 engagements with bottom of funnel content relating exclusively to secure access service edge (SASE) architectures.

Network Security Provision Engagements

Total Volume of Engagements Across Last 12 Months



Increase in bottom of funnel research in last 6 months compared with previous two quarters.

Data Centers At Scale

Data Center Modernization

To modernize and run today's data and compute intensive workloads, it is critical that enterprises are committed to handling AI workloads and new applications. As customer demands for flexibility and real-time information mount, the speed of technology adoption and innovation have accelerated.

In the last 6 months we have witnessed 11,000+ engagements with bottom of funnel content encompassing how organizations can invest to address both their AI and their data center modernization goals simultaneously, suggesting both a significant list of key terms related to data center modernization

Key Content Themes Within Data Center Modernization

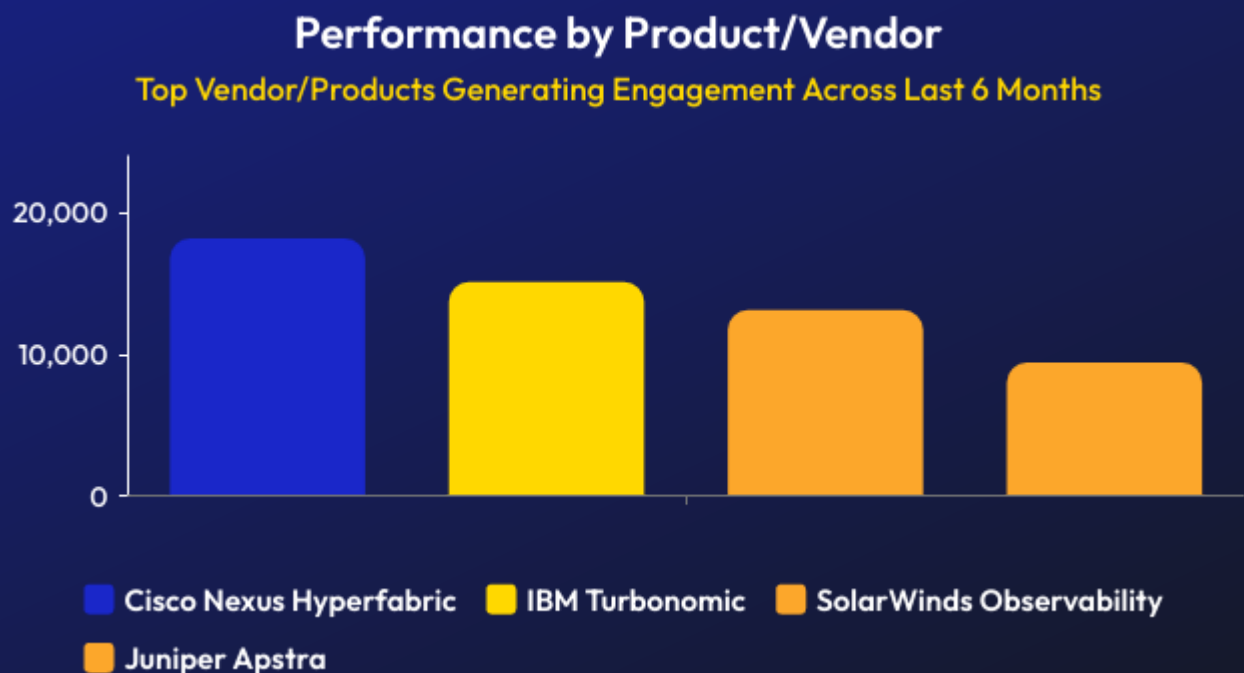
Software Defined Infrastructure Automated Provisioning
AI Workloads Optimization **Green Data Centers**
Data Center Modernization GPU Acceleration
Infrastructure as Code Tensor Processing Units (TPU)
Network Virtualization **Hybrid Cloud Infrastructure**
 Continuous Deployment Continuous Integration Containerization

Data Centers At Scale

Data Center Operationalization of AI

To keep pace, it is essential that enterprises adopt technologies that maximize the value of their data and harness the power of AI. This is where AI and network platforms are becoming critical for managing complex data center operations.

Key themes from the most popular bottom of funnel content consumption suggest significant uptake in research surrounding network platforms simplifying data center management with AI-native capabilities, and plans to adopt AI-native platforms for predictive insights and efficient management, supported by the consumption of peer review and price comparison guides related to the following products:





This Lighthouse Labs Trends Report underscores the pivotal advancements and strategic areas that are shaping the future of digital business. As the networking landscape continues to evolve, these trends provide a roadmap for organizations seeking to enhance their operational efficiency, security, scalability, and sustainability.

By embracing these critical trends, organizations can navigate the complexities of the evolving networking landscape. Investing in advanced network management platforms, ensuring reliable digital experiences, leveraging robust partner ecosystems, prioritizing security convergence, adopting cloud-based security solutions, modernizing data centers, and operationalizing AI are essential steps for securing, scaling, and sustaining digital business operations.

Lighthouse Labs

Lighthouse Labs, powered by pharosIQ, is the definitive source for data-driven insights and industry trends. By analyzing down-funnel content consumption across multiple industries, we provide executives and senior managers in technology, financial services, manufacturing, marketing, and sales with actionable intelligence and comprehensive understanding of market dynamics.



pharosIQ is a leading global provider of “intent-to-purchase” signal-driven lead generation solutions, delivering essential insights and demand for B2B organizations’ sales and marketing success. With over four decades of expertise, pharosIQ converts proprietary intelligence into impactful engagements, driving global revenue efficiently. Powered by first-party audience engagement data, pharosIQ connects B2B software and services vendors with in-market buyers, transforming sales and marketing strategies worldwide.

For more information visit pharosIQ.com

