

# Network Analytics and Automation

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Network Analytics and Automation* service examines customer requirements, tracks technology advancements, evaluates key success factors, and forecasts market adoption of next-generation enterprise network management solutions. As networks grow in complexity and criticality, enterprises across the globe are demanding more detailed information and actionable insights focused on improving the state of their network infrastructure. Meanwhile, the scale of network data available to enterprises is exploding as connections, flows, traffic volumes, active threats, and complex exchanges continue to climb. In response, powerful new analytics and automation solutions harness this data and drive more precise and productive enterprise network operations, engineering, and management. For technology buyers, network analytics and automation use cases, best practices, and solid and specific returns are expanding as value builds along technology, business, and organizational lines. For technology suppliers, keys to success are expanding as both technology solutions and support services combine to address critical IT requirements around end-to-end performance, network resiliency, and autonomous operations.

## Markets and Subjects Analyzed

- Data acquisition: From logs to polls to telemetry to synthetic tests
- In-depth analysis of norms, trends, anomalies, and root causes
- Management automation: From triggering alerts to taking actions
- Cloud-based "aaS" solutions: Advantages? Directions?
- Value-add beyond the network — security, applications, and IoT
- The critical role of support services in supplier and buyer success
- Key innovations: ML/AI, automation, cloud visibility, UI, and data mgmt.
- Technology partnerships: The vital role of the supplier ecosystem
- Solution evolution: Hardware versus software, systems versus services, purchased solutions versus customer developed
- Establishing and applying industry baselines across the network
- Impact on IT staff effectiveness (NetOps, SecOps, DevOps)
- Competition: Many suppliers/groups fighting on multiple fronts
- Evaluating the ROI of network analytics and automation
- Network equipment vendors: Products, positions, and potential impact on network analytics and automation
- Mergers and acquisitions accelerate advancements and adoption
- Shifting enterprise requirements and spending patterns
- The role and impact of network analytics and automation on network-as-a-service (NaaS) developments and adoption
- The enterprise IT journey in network automation: Analysis to action, scripting to programming, operating to optimizing, test to governance

## Core Research

- Enterprise Network Performance Management Market Forecast, 2021-2025
- Top Trends: It's a Brave New World in Network Management
- Cloud-Based Network Analytics: The Advantages and Challenges
- Network Analytics and Automation: Examining Real-World ROI
- IDC MaturityScope: Enterprise Network Analytics and Automation (End-User Document)
- Support Services: Keys to Delivery in Network Analytics
- IDC Innovators: Network Automation Tools and Utilities
- New Network Management Priorities: IDC Enterprise Survey Results

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Network Analytics and Automation](#).

## Key Questions Answered

1. What are the key trends driving network analytics and automation, and how will advancements impact future solutions, buyer preferences, use cases, supplier success, and digital innovation?
2. What is the market size/forecast for network analytics solutions? Which are the major suppliers? Technology innovators?
3. What is the impact of network analytics and automation on IT and network organizations and practices? Where is the ROI?
4. What role do technical partnerships and support services play in the success of network analytics and automation?
5. How are critical network management functions — data acquisition, intelligent analysis, and management automation — evolving to match advancing customer requirements?
6. How are network analytics and automation solutions driving greater impact across cloud-based enterprises? As part of NaaS offerings?

## Companies Analyzed

This service examines the overall strategies, solution offerings, partner ecosystems, industry positioning, and future direction of key providers in the network analytics and automation market, including: **Aruba, Cisco, Dell, HPE, Juniper, Palo Alto Networks, Axiata, AT&T, Bell Labs, Ericsson, Huawei, Intel, Microsoft, NetScout Systems, Oracle, Splunk, VMware, and Zscaler.**