Riverbed Digital Performance Global Survey 2018

Riverbed commissioned a study surveying 1,000 global business decision makers (BDMs) to better understand the forces that are driving businesses to go digital, and the opportunities and challenges they face in turning digital strategies into digital performance.

Digital is critical to the future of business

50%
Within the next three years, more than 50% of global GDP will come from digital services[1]

99%
Agree that digital, including the delivery of digital services/apps, is critical for future business success

$2.1T
Expected global capital expenditure for investments in digital services[2]

A digital performance gap exists

While digital performance is deemed critical, and successful digital strategies can have a meaningful impact on the business, there is a significant digital performance gap that exists today impacting the customer experience, diminishing productivity, and causing deadlines to push.

80%
report that important digital services and applications are failing a few times a month or more

22%
report that important digital services and applications are failing a few times a week or more

When digital performance suffers, business performance is impacted

42% Loss of Sales and Revenue

41% Delayed Product Launches

41% Loss of Customers

41% Loss of Brand Loyalty

40% Loss of Employee Productivity

What's holding organizations back?

95%
face challenges to achieving a successful digital strategy

Top challenges standing in the way of successful strategy execution:

51% Budget Constraints

45% Overly Complex or Rigid Legacy IT Infrastructure

40% Lack of Visibility Across Digital or End User Experience

39% Lack of Appropriately Skilled Personnel

Recipe for digital success

Visibility of the digital experience

99% believe having visibility across their customers' digital experience is critical to managing it successfully

In order to understand digital performance, you need to have full visibility into the customer and user experience, and put those insights into action.

By having the right visibility, and measuring the customers' digital experience, organizations can better understand user engagement and the overall success levels of their digital initiatives.

The promise of a modern network

98% believe a modern, next-gen infrastructure that delivers greater agility is critical to improving digital performance

Legacy network architectures are simply not designed to support the requirements that today's digital services demand and will severely limit business agility and overall success. Next generation networks are designed to be increasingly resilient, agile and scalable, and easier to manage – all of which are absolutely necessary to rapidly deploy and deliver digital services.

Emerging technologies gaining momentum

BDMs identify the following technologies as digital innovation accelerators:

60% Data Analytics

59% IoT

48% Blockchain

47% Artificial Intelligence

36% Virtual Reality

21% 5G Networks

THE TIME TO ACT IS NOW

92% say their current business model would not remain economically viable if their industry keeps digitizing at its current course and speed.[3]

77% say it's critical their company invests in improving the digital experience for users and customers in the next 12 months

91% agree that providing a successful digital experience is more vital to their company's bottom line now than it was just three years ago

The future looks bright...

A successful digital strategy that is built on a strong foundation allowing full visibility into the customer and digital experience, and a next-gen infrastructure can drive an organization ahead of their competition for years to come. BDMs believe that improving their organization's digital performance will reap the following benefits:

53% Improved Customer Experiences and Satisfaction

49% Greater Market Agility

49% Increased Revenue & Profitability

49% Increased Employee Productivity

48% Faster Time to Market

44% Stronger Brand Perception

Riverbed is the digital performance leader

Riverbed has recognized the need to maximize digital performance and is uniquely positioned to provide organizations with a Digital Performance Platform™ that delivers superior digital experiences and accelerates digital performance, allowing our customers to rethink possible. Solutions include:

Digital Experience

Unifies device-based user experience, application, infrastructure, and network monitoring to provide a holistic view of a user's digital experience. This provides clear insights into how customers are consuming apps, what their digital experience is like, and how that experience directly impacts revenue, productivity, costs, and other business KPIs.

Next-Gen Infrastructure

Delivers new levels of operational agility and dramatically accelerates business performance spanning from the edge, to the data center, and to the cloud.

Cloud networking enables a next-gen network architecture with a comprehensive solution that includes SD-WAN, Wi-Fi, app acceleration, and network visibility.

Cloud edge centralizes islands of infrastructure to secure 100% of data — the lifeblood of any digital business — while still delivering superior, local-like experiences for users at the edge.

VIEW FULL REPORT

Riverbed Digital Performance Global Survey 2018 Methodology

The Riverbed Digital Performance Global Survey 2018 is the result of a custom online survey by Wakefield Research of 1,000 business decision makers at companies with $500 million or more in revenue. Research was completed in May 2018 across nine countries: US, Australia, Brazil, China, France, Germany, India, Singapore, and the UK. Among the 1,000 respondents, 200 were in the US, with 100 in each remaining country.

riverbed
The Digital Performance Company

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1 Source: IDC, Worldwide Semiannual Digital Transformation Spending Guide, December 2017
2 https://www.riverbed.com/about/news-articles/press-releases/riverbed-digital-strategies.html