

Riverbed March Network Madness

[The Riverbed March Network Madness Survey Finds 81% of Companies Plan to More Closely Monitor Network During NCAA Tournament to Maximize Performance of Business Critical Apps](#)

- Riverbed survey finds 76% of companies take steps to prepare for potential network and critical business app issues tied to March Madness
- 86% of companies with 500+ employees agree that March Madness puts more strain on company networks
- 76% of companies with 500+ employees have had network issues due to employees accessing content from an event such as March Madness
- 88% of companies agree performance management/monitoring tools are important in monitoring networks and end user experience during events such as March Madness that take place during business hours

San Francisco – March 14, 2017

Riverbed Technology today announced the findings of its snapshot survey “March Network Madness,” revealing that the vast majority of businesses are more closely monitoring their networks and applications this month, as they expect to see more network strain as a result of the March Madness basketball games taking place during business working hours. March Madness, the NCAA Division I Men’s Basketball tournament begins this week and runs through the first week of April, with the heaviest number of games taking place this Thursday and Friday through the workday.

[Infographic: March Network Madness](#)

The survey found that 75% of companies agreed March Madness games and content puts more strain on their company’s network, and the results jumped to 86% among companies with 500+employees.

The vast majority of companies, 81%, reported that they are likely to more closely monitor the performance of their networks, including Wi-Fi and applications, specifically because of potential strain due to employees accessing content or games during March Madness or similar events that take place during business hours. Only 8% stated that they were very unlikely to monitor any differently during March Madness or a similar event taking place during business hours.

The survey also found that the majority (76%) of companies took steps to proactively prepare for potential network or app issues during March Madness. This included:

- 39% instituted application policies to deprioritize apps/video related to March Madness content/games online, prioritizing business critical apps
- 36% required IT staff to come in earlier or later
- 34% limited employees from accessing March Madness content
- 31% secured additional IT staff coverage or support from a third-party company

“As March Madness begins this week, IT organizations need to prepare for the significant increase in network traffic and demand volatility that will occur as a result of employees accessing applications and streaming online content,” said Mike Sargent, Senior Vice President and General Manager, SteelCentral at Riverbed. “It is crucial for companies to shine a spotlight on the end-to-end performance of business critical applications, especially during major events, and institute policies that prioritize resources for critical apps as needed. Riverbed delivers end-to-end visibility with our SteelCentral platform — from the end user device, across networks, the cloud and apps — to assure the performance of key applications. And our SD-WAN solution, SteelConnect, provides next-generation networking that enables businesses to make application policy changes with a few clicks of a mouse, and assure the alignment of resources to key apps in times of high network demand.”

In one of the most revealing statistics, companies were asked if they’ve had an issue, even once, with their networks, including Wi-Fi, specifically because employees were accessing content during a popular event such as March Madness. The majority of companies responded yes (64%), with 40% of these same companies saying that they have experienced more than one episode of issues. The percentage experiencing at least one issue rose to 76% for companies with more than 500+ employees.

Finally, the majority of companies (88%) agreed that performance management/monitoring tools are important in monitoring network performance and/or end user experience when major sporting events take place during business hours. Not surprisingly, of the companies that have experienced at least one issue in the past due to employees accessing March Madness content at work, 97% agreed that performance management/monitoring tools are also important.

Tips from Riverbed on how companies can alleviate strain on their networks:

- Implement real-time end-to-end monitoring, like Riverbed SteelCentral, for visibility into the network, applications and end users
- Leverage an SD-WAN solution, such as Riverbed SteelConnect, to set application policies to prioritize business critical applications across the network
- Distinguish between company assets and BYOD. Allowing BYOD doesn’t mean that employees can bring any device of their choice and be given unmitigated access to the corporate network.
- Team spirit is not just for your favorite college basketball teams: Bring siloed IT teams together to plan for any high-priority network events during this time
- Provide employees TVs for viewing in common areas to ease load on network

Riverbed March Network Madness Survey Methodology

The *Riverbed March Network Madness Survey* is the result of a March 2017 custom online survey by Wakefield Research of 500 IT Professionals in the US.

Riverbed Delivers Solutions for Cloud and Digital World

Riverbed is delivering solutions to help companies transition from legacy hardware to a new software-defined and cloud-centric approach to networking, and improve end user experience, allowing enterprises’ digital transformation initiatives to reach their full potential.

Riverbed's integrated platform delivers the agility, visibility, and performance businesses need to be successful in a cloud and digital world. By leveraging Riverbed's platform, organizations can deliver apps, data, and services from any public, private, or hybrid cloud across any network to any end-point.

Riverbed® SteelHead® is the industry's #1 optimization solution for accelerated delivery and peak performance of applications across the software-defined WAN. Riverbed® SteelConnect® is a revolutionary application-defined SD-WAN solution that provides an intelligent and simplified approach to designing, deploying and managing distributed networks, and provides one-click cloud connectivity. Riverbed® SteelCentral® product family is a performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk, or jump to another website out of frustration. Riverbed® SteelFusion® enables a software-defined edge by bringing together best-of-breed virtualization, intelligent storage caching, and industry-leading WAN optimization into a single hyper-converged infrastructure solution that meets both the needs of the enterprise as well as the needs of branch employees for high-performing applications that simply work so they can do their jobs.

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About Riverbed

Riverbed enables organizations to modernize their networks and applications with industry-leading SD-WAN, application acceleration, and visibility solutions. Riverbed's platform allows enterprises to transform application and cloud performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. At more than \$1 billion in annual revenue, Riverbed's 28,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com

The Riverbed logo consists of the word "riverbed" in a lowercase, bold, orange sans-serif font. The letters are closely spaced, and the overall appearance is clean and modern.