

Navigating Smart Devices, Dumb Networks

Innovation. It's at the center of the modern enterprise. But you can't build what's next on a foundation of what was.

As if your IT team needed more problems to deal with... most companies today manage a proliferation of next-generation smart devices on prehistoric networks.

Here's a look at how your organization can outsmart the problem of dumb networks.



Smart Devices Are Everywhere

Demands are growing...



Total internet traffic grew by 50 percent in the past two years.¹

And there are expected to be at least **30 BILLION** smart, connected devices by 2023.²

The problem is that many networks aren't robust enough to handle this demand.

1. The World Bank
2. Statista

The Network Service Economy Emerges

Everybody who's anybody knows that fully digital is the new normal...

67% of companies in a 2020 survey say they're planning to make the shift to an integrated or fully digital technology organization.³



3. McKinsey Digital

Once upon a time, today's legacy networks were considered state of the art. However, they weren't designed to keep up with today's pace of constant infrastructure change.

Unfortunately, this has resulted in an endless morass of time and financial costs to keep these systems running.

By contrast, the cloud provides opportunities, flexibility, and scale, but managing costs and complexity **requires a different approach** than legacy tech.

Today's Requirements Are Different

Transformation rules...



99% of survey respondents had pursued a large-scale tech transformation in the last two years.⁴

4. McKinsey Digital

Reliable and secure digital interactions are mission critical, paving the way for innovation, operational efficiency, cost savings, compliance, and safety. **This transformation is where competitive advantage is born.**

By the Numbers

According to Gartner's Top Strategic Technology Trends report:⁵

75% of organizations that exploit distributed enterprise models will realize revenue growth 25% faster than competitors.



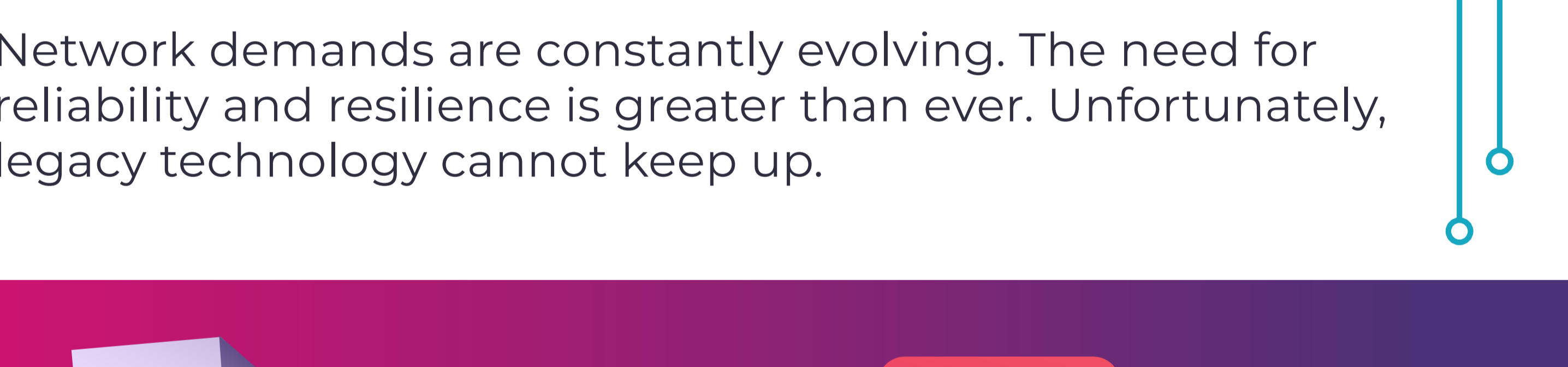
5. Gartner: "Why cloud-native platforms will be key for IT leaders in 2022"

Data fabric deployments will boost efficiency in data utilization four-fold while reducing human management costs.

Cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives.

Old School Doesn't Make the Grade

Network demands are constantly evolving. The need for reliability and resilience is greater than ever. Unfortunately, legacy technology cannot keep up.



There's a need for:

- Flexibility that can scale
- Proactive vs. reactive approach
- 5G integration
- A security-first framework
- A move from hardware-based systems to software-based systems
- Protection against downtime and disruption (includes monitoring, AI in operations, problem resolution, and local survivability)

Smart Network Controls Are Essential

It's vital to orchestrate all critical control points in order to understand, automate, and secure every digital interaction.



Today, a network must deliver seamless connectivity to meet customer expectations and a level of intelligence that legacy systems cannot achieve.

NS1 Delivers World Class Performance and Features

There's a better way. NS1 provides:

- Authoritative DNS that automatically routes traffic to the ideal geographic location for ultra-low latency
- Crowdsourced internal telemetry that optimizes content delivery
- IP address management
- Secure RESTful APIs that easily integrate as code with other applications
- Superior DHCP for globally distributed cloud services
- Enterprise infrastructure designed for resilience
- Edge traffic inspection and filtering for better security
- Recursive DNS for edge and internet of things (IoT) performance, including resiliency
- Granular visibility and observability for data collection

On the Leading Edge

NS1 delivers transformative performance to support the modern enterprise. For more information, visit www.ns1.com or download the ebook "[Build the Future of Your Business.](#)"