Your ideas. Connected.™

Instant evolution in the age of digitization

Turn technology into your competitive advantage

JUNIPER NETWORKS®

The perfect time for enterprise evolution

It's easy to underestimate how far we've come in such a relatively short space of time, and how much the world has changed thanks to the age of digitization. As fast moving consumers we demand self-service in everything we do. We shop around online before we buy, move funds around instantaneously and expect everything to happen at the touch of a button – speedily, efficiently and reliably. But that digitized world we now live in puts ever-increasing levels of pressure on businesses to deliver what we want, when we want it.

Successful organizations, therefore, must be agile in order to service the demands of an ever-changing landscape. New products and services, new markets, new trends and fashions all bring challenges for businesses to adapt to in order to grow. Having the ability to change quickly brings success, but failure to instantly evolve leaves customers dissatisfied and businesses on the back foot.

The challenge for many organizations is closing the innovation gap: the chasm between what we aim to deliver to internal and external customers, and what we can actually deliver in practice.

Consumers and the market won't wait. If we don't quickly meet their expectations, the innovation gap becomes an opportunity for competitors to disrupt or customer disappointment to set in.

It's imperative that the data center – and its underlying infrastructure – can keep pace with the demands placed upon it in a digitized world. And can instantly evolve to stay competitive. Data is the foundation of an IT-led organization. It drives the development of new technologies and applications that underpin revenue growth and customer satisfaction. This places the enterprise data center at the epicenter of your operational goals – a business-critical asset that can't be ignored.

Too often an organization's ability to close the innovation gap is inhibited by the data center's supporting infrastructure. In an era where consumers and organizations expect everything instantly and on-demand, having a data center that can adapt at the speed of the market – and turn on new services or applications with the click of a button – is paramount. Yet, for this to be possible, the entire technology ecosystem within the data center needs to be capable of enacting change at a moment's notice – the essence of instant evolution.

In reality, many data centers are built on outmoded technology foundations. Proprietary or obsolete hardware and software that can limit the speed at which your data center – and the wider business – can adapt. Closed, poorly integrated and inflexible underpinnings don't just slow down your IT staff, they slow down your entire business.

Nowhere is this more true than in the data center network. The network isn't just a component of your data center, it's the core of your data center. Without a network, users can't connect to applications, applications can't access the data they need and your assets are stranded – left lying idle. That's why for your organization to succeed in the digital era, your network architecture needs to evolve so that your business can evolve too.

Frustration between internal departments often occurs when new applications are developed that can't be instantly deployed due to the time-lag in network configuration and resource deployment. Developers require an environment where they can innovate to meet demand, so any delay in deployment will stifle their creativity and morale. Consequently, businesses alienate customers, lose competitive ground and, ultimately, take a hit on the bottom line.

For modern businesses operating in an always-on digitized world, the data center requires major ongoing investment to meet these organizational goals. After all, your data center network will provide the ability to deliver on customer promises and meet expectations.

Build a data center that delivers instantly

> "The 'greater cloud market' including cloud services and all the hardware, software and services enabling them will hit $118 billion in 2015 and grow to over $200 billion by 2018."

IDC – Enable Your Network and Data Center for Digital Transformation

A network that evolves with the times

> As enterprises have already begun to aggressively adopt virtualization, cloud, mobility, big data, and even the Internet of Things (IoT), the underlying network architecture must be closely examined and optimized to support any new technology initiative.

IDC – Enable Your Network and Data Center for Digital Transformation

In the digital age, it's all about survival of the fastest – and the network is central to delivery. Fast moving employees, customers and partners demand automated service provision. Meanwhile, at the back end of the business, you need the right building blocks to facilitate self-servicing, speed and scale. It therefore follows that the data center needs to have a secure, agile and efficient network foundation. And that is best delivered via a simple, open and smart network which will help your organization instantly evolve without disruption.

Adhering to a simple, open and smart network architecture delivers a network with less devices and fewer layers, all of which can be managed as one, and is able to react to needs rapidly, securely and accurately in any given commercial situation. Avoiding unnecessary network complexity reduces risk and eliminates the number one inhibitor of digital transformation – allowing your organization to meet its commercial challenges.

Too often, legacy infrastructure can hold an enterprise back. An open network, built on industry standards and designed to prevent vendor lock-in, on the other hand, protects an organization's initial investment by avoiding rip and replace further down the line. Additionally, it provides the flexibility for newer applications to be added live to the network with speed and ease as they are developed over time.

In short, an open network provides the most seamless, non-disruptive journey for customers. It also enables the enterprise to instantly evolve with fewer risks and lower costs, whilst remaining at the forefront of disruptive innovation.

A network that is capable of allowing an organization to instantly evolve has the ability to support the entire data center infrastructure, physical or virtual. It can do this efficiently and flexibly to provide the necessary performance, scalability, reliability and security for business-critical operations.

The ability of an organization to evolve quickly depends upon the ability of the network to be compatible with today's and tomorrow's technology. To be easy to manage and reduce complexity. To deliver and act upon business changing intelligence. Through these attributes a business will be faster, leaner and first to market.

Instant evolution in every direction

> "Innovation is taking on a new character; it is all about scale, velocity, and low cost. Massive business transformation is under way."

IDC – Enable Your Network and Data Center for Digital Transformation

The new business model is one of instant evolution. Instant evolution to bridge the gap between the market's idea of innovation and organizations' capability to deliver the reality. Embracing the digital age is not simply about selling goods and services online. Digitization demands a major shift in business strategy, operations and sometimes revenue models.

You need to ask yourself if the network and the data center are ready for the transformation. Likewise, are you and your teams ready for the challenges and opportunities that will come your way? Most importantly, what does your business transformation look like and how will it be enacted?

> A simple, open and smart network will allow access to data across all parts of the new organization and provide meaningful insights to move forward and grow.

IDC – Enable Your Network and Data Center for Digital Transformation

Undoubtedly, the data center will play an implicit role in the transition. But it needs to evolve with the demands of the business and the customers it serves. At the core of your data center is the network – a strategically important asset in helping your business evolve in any way it chooses. Choosing the right data center networking solution will be critical to the future of your business.

With a simple, open, and smart network in place, your organization can evolve quickly and smoothly, with fewer risks and lower costs. The right network can ensure your business stays at the forefront of disruptive innovation and can pave the way for instant evolution.

To learn more about evolved data center networks that instantly simplify, automate and secure, please visit:

www.juniper.net/instantevolution

Corporate and Sales Headquarters

Juniper Networks, Inc.
1133 Innovation Way,
Sunnyvale, CA 94089 USA
Phone: 888.JUNIPER (888.586.4737)
or +1.408.745.2000
Fax: +1.408.745.2100
www.juniper.net

APAC and EMEA Headquarters

Juniper Networks International B.V.
Boeing Avenue 240
1119 PZ Schiphol-Rijk
Amsterdam, The Netherlands
Phone: +31.0.207.125.700
Fax: +31.0.207.125.701

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