JUNIPER NETWORKS

Engagement in Workplaces and Public Spaces.

Reimagine experiences in stores, schools, medical facilities, and government with wireless, security, and SD-WAN.

The global pandemic has changed the world of work with **remote and hybrid working** becoming the new norm. But how does **technology** help to get back to normal or establish a **new normal**? And how do **networking and security** play a role and **drive new experiences** for public spaces and workplaces?

774
enterprise network professionals

Juniper's Enterprise Primary Research of **774 enterprise network professionals** identifies nine lessons to help IT teams power new experiences from remote offices to important public spaces and IT operations.

The workplace isn't going back to 2019

The way employees and organizations adapted to working from home was a bright spot in 2020. As a result, only **32% - 39%** intend to return to workplaces this year with **35% - 40%** saying they'll reduce headquarters office space.

The new employee experience is a permanent remote or hybrid workplace

Remote work has many benefits and about **50%** say it will become permanent. To accommodate, businesses intend to hot desk, invest in an employee mobile app, and provide network teams with solutions that ensure high remote user productivity.

Managing and securing experiences with a centralized network and endpoint control

To effectively manage the new workforce, network services need to be extended. From central IT control to troubleshoot and remediate remote network connectivity to improving provisioning and endpoint security, the majority are turning to SaaS apps.

Location technology is helping businesses reduce risk and add value

Over **75%** say the pandemic has influenced their investment choices with **45%** using technology to track exposure and **30%** to understand crowd density. Regardless of the reason, location networks help meet safety goals and add high business value.

The priority in delivering new experiences is for customers and guests

74% agree customer experience is key to organization growth. With an experience-led network organizations can offer compelling experiences, answers on products quickly, and power smart building IoT projects without breaking the budget.

75% say the network is a critical business enabler

About **75%** say the network is an important business enabler for competitiveness and new customer or guest experiences. **72%** have introduced a new Wi-Fi vendor in the last 2 years and more than **40%** are experimenting with customer behavior analytics.

Make location and SD-WAN investments to drive success

Preparing for what's ahead, about half say they will invest in a network and security refresh or in gear that meets the needs of the remote workforce. Only about a third expect to invest in a location network and SD-WAN for remote connectivity.

IT teams are overlooking key experience requirements in their wireless purchases

The next evolution of enterprise Wi-Fi is the location network. Powering all required experiences, only **35%** are planning to utilize its AI-driven virtual network assistant (VNA) services to ease operations, improve network performance, and give detailed reporting.

70% believe the time has never been better for a location network

Large enterprises are waking up to the opportunity location networks present. With AI and automation, IT teams can grow new efficiencies while supporting remote users, secure the new hybrid workplace, and roll out new customer experiences in public spaces.

From improving offices, public spaces, and facilities to asset and people tracking, read the full report to see how location networks can be utilized for growth opportunities and to deliver the best possible experiences in the new experience-led world.

Read the full report