

Enterprises will adopt Network-as-a-Service to simplify operations, improve security and network performance

Network-as-a-Service (NaaS) are subscription-based network services for enterprise customers. While they might include the delivery, setup, and configuration of network connectivity hardware and software, the benefits of NaaS go above and beyond the services delivered. Namely, enterprises can improve network security, network performance, service levels, and cost savings. But how prepared are enterprises to adopt an as-a-service model for their telecom services needs?

Nokia and Pulse surveyed technology leaders from 100 enterprises to understand the key benefits they would expect to derive from NaaS, the barriers that could prevent adoption, and the top services they would be likely to purchase.

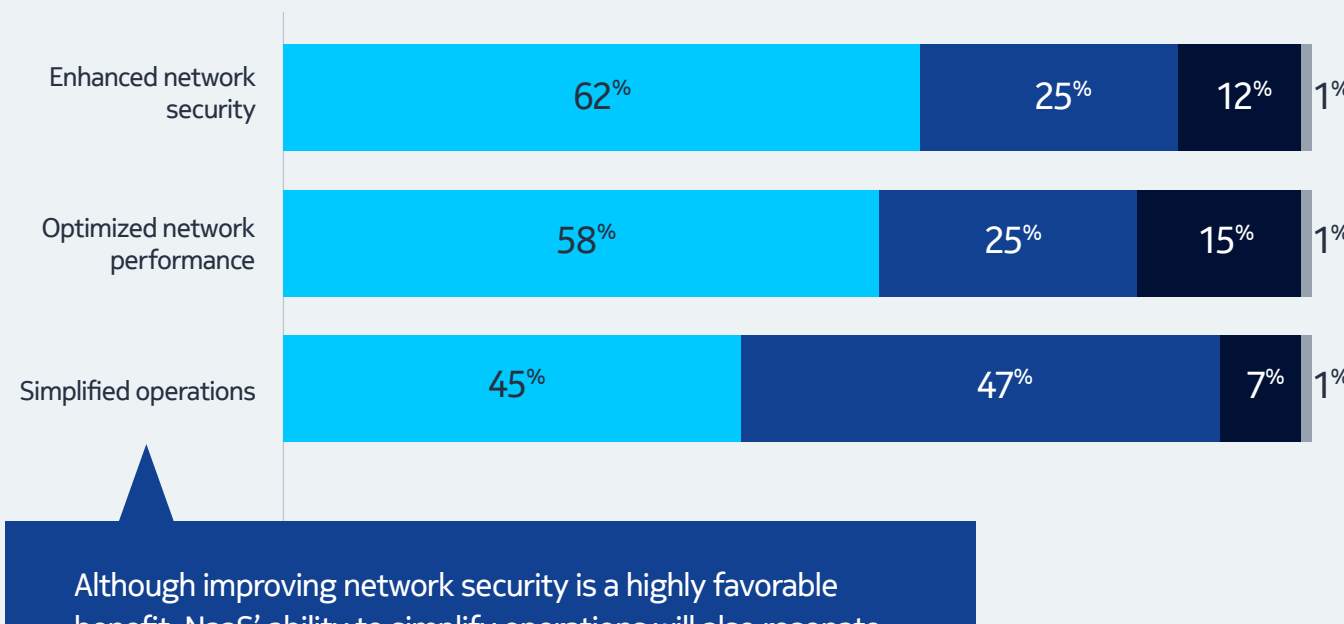
Data collected from Jan. 28 - Feb. 14, 2021

Respondents: 100 enterprise technology leaders

Almost half of enterprises surveyed plan to purchase NaaS to achieve business benefits

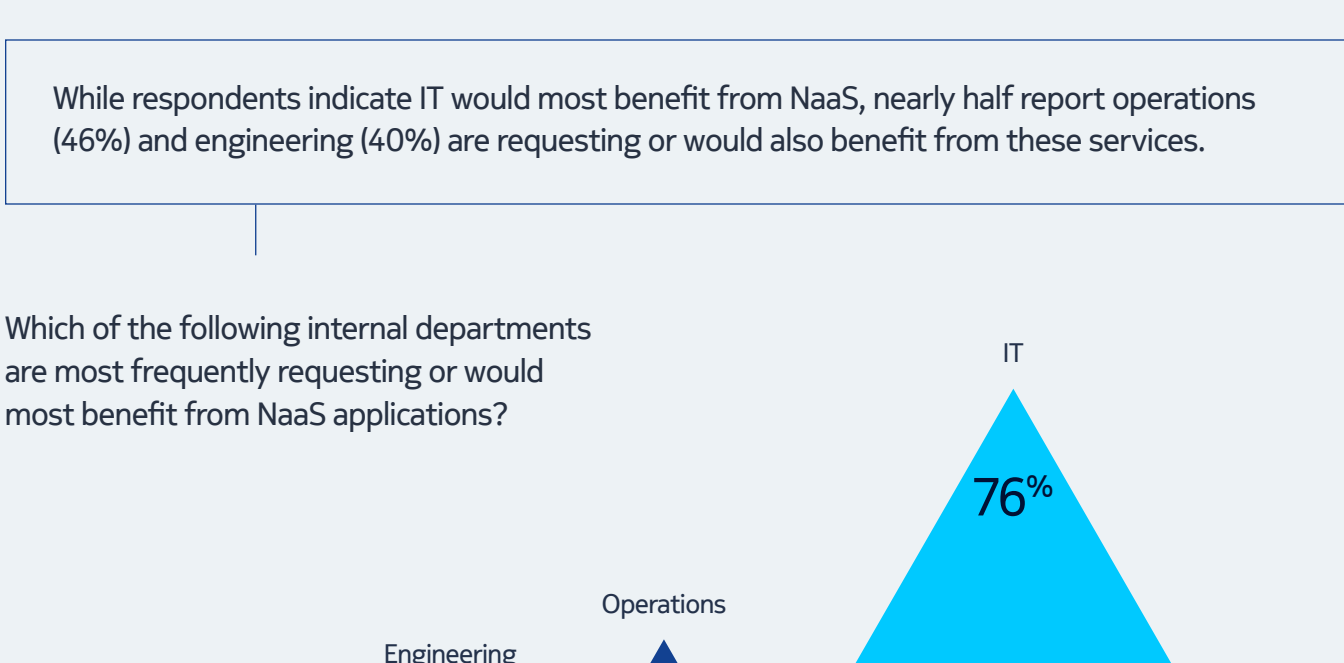
47% of enterprise technology leaders say their companies plan to adopt NaaS, including 10% who have purchased NaaS services already. Only 14% of all respondents said their organizations have no plans to purchase NaaS services.

Does your organization currently purchase or plan to purchase applications and services through a NaaS offering?

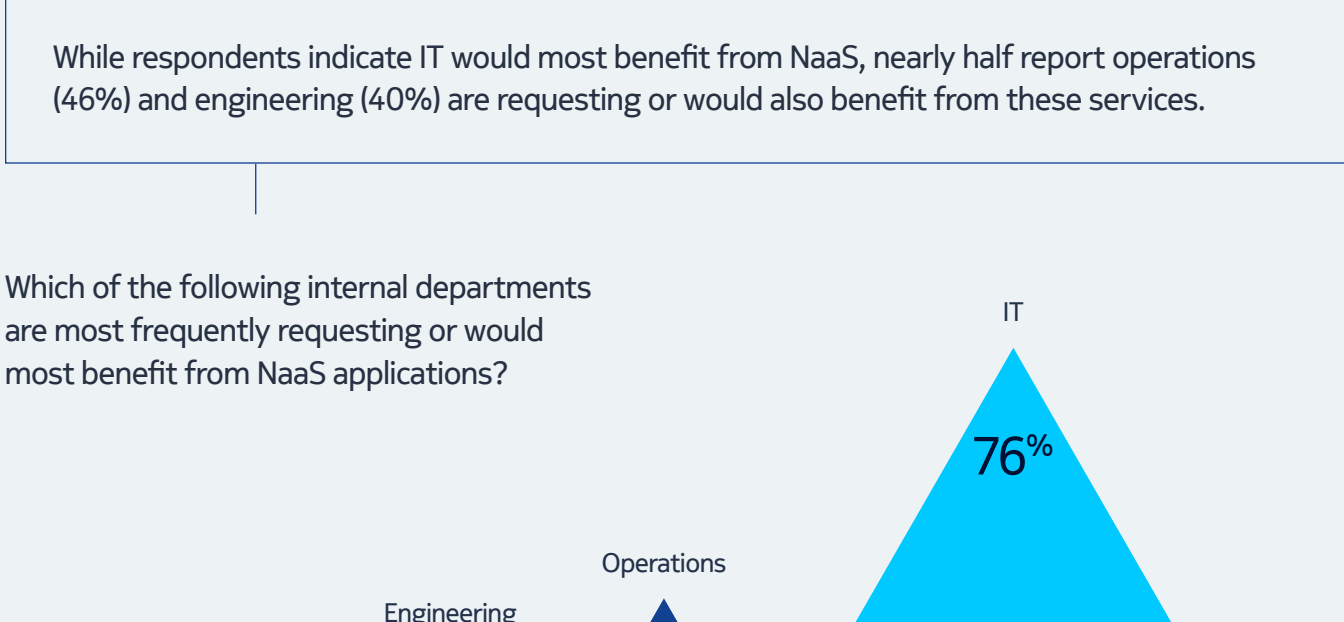


These leaders say the most important benefits when considering a NaaS offering are enhanced network security (62%), optimized network performance (58%), and guaranteed service levels (48%). While security is top of mind, simplified operations is still of considerable importance.

How important would each of the following benefits be in your decision to purchase NaaS services?

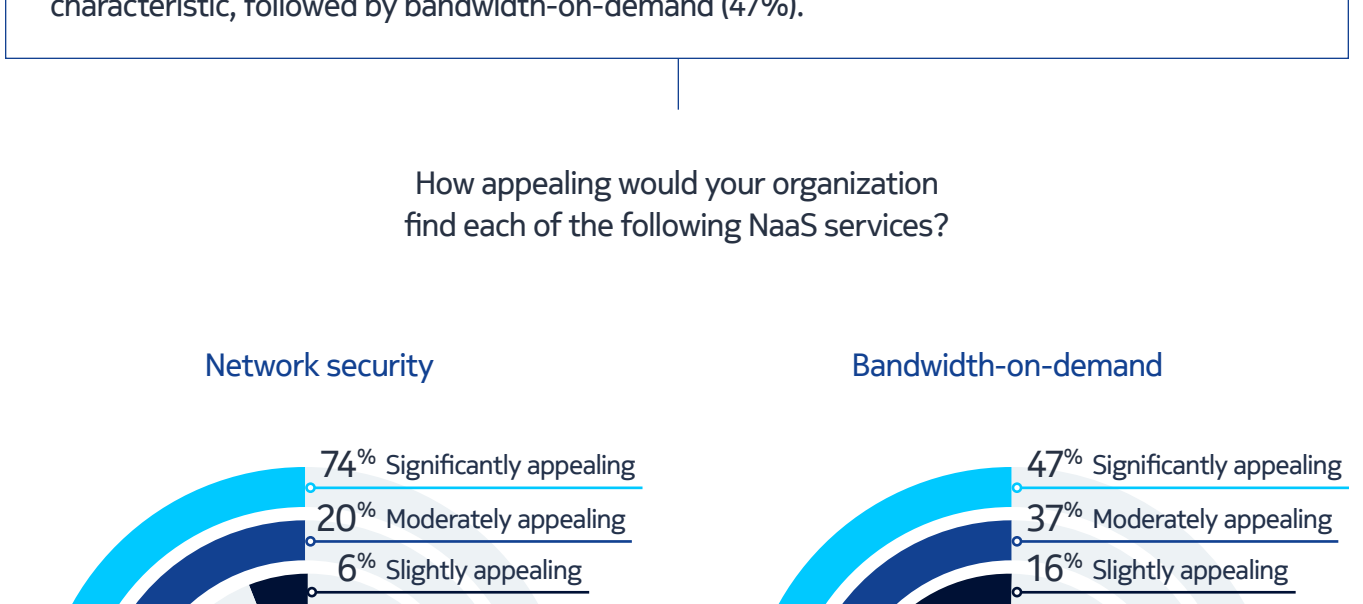


Although improving network security is a highly favorable benefit, NaaS' ability to simplify operations will also resonate well given its considerable importance to enterprise leaders.



While respondents indicate IT would most benefit from NaaS, nearly half report operations (46%) and engineering (40%) are requesting or would also benefit from these services.

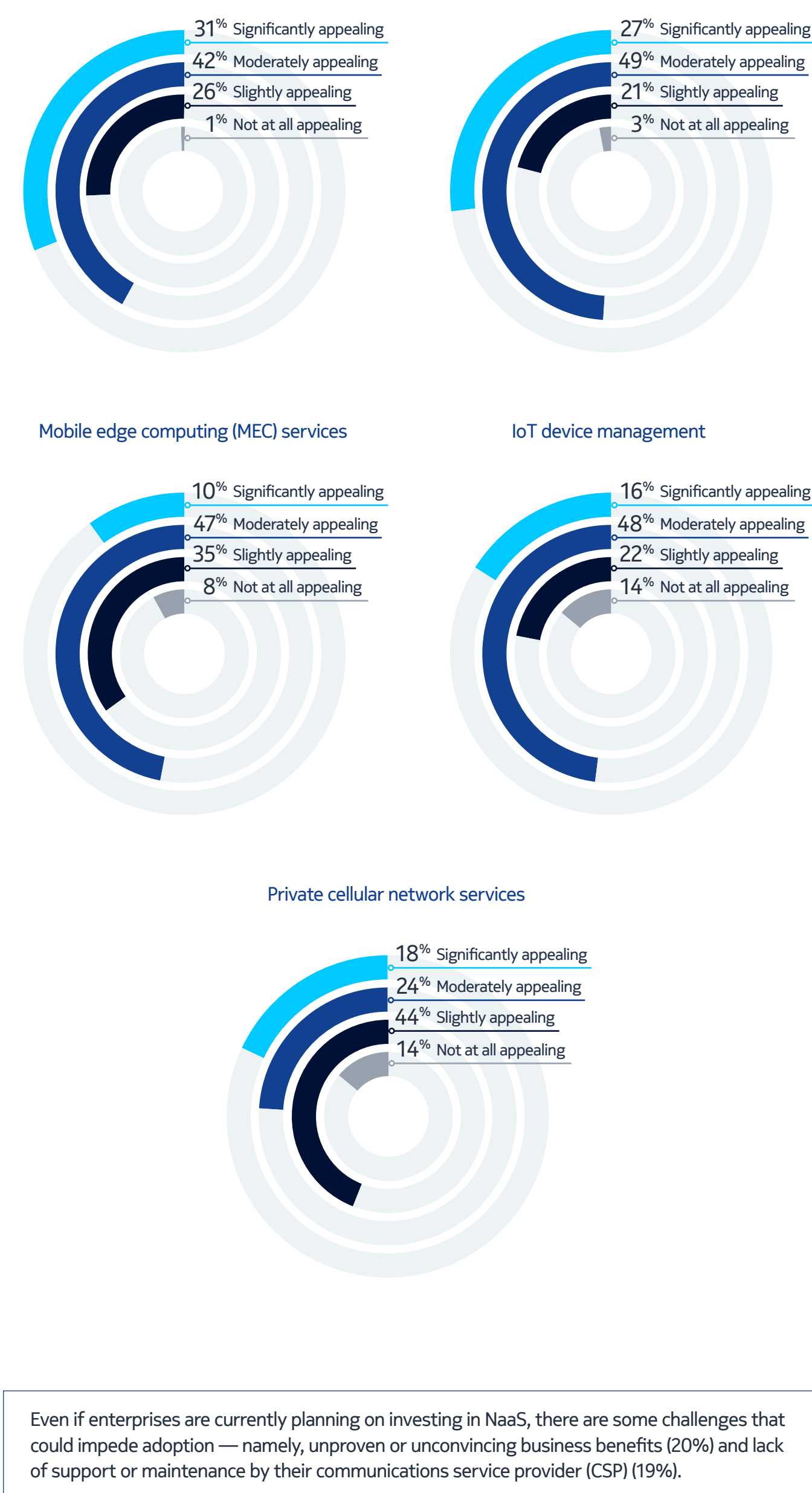
Which of the following internal departments are most frequently requesting or would most benefit from NaaS applications?



The most appealing NaaS features or characteristics are network security and bandwidth-on-demand

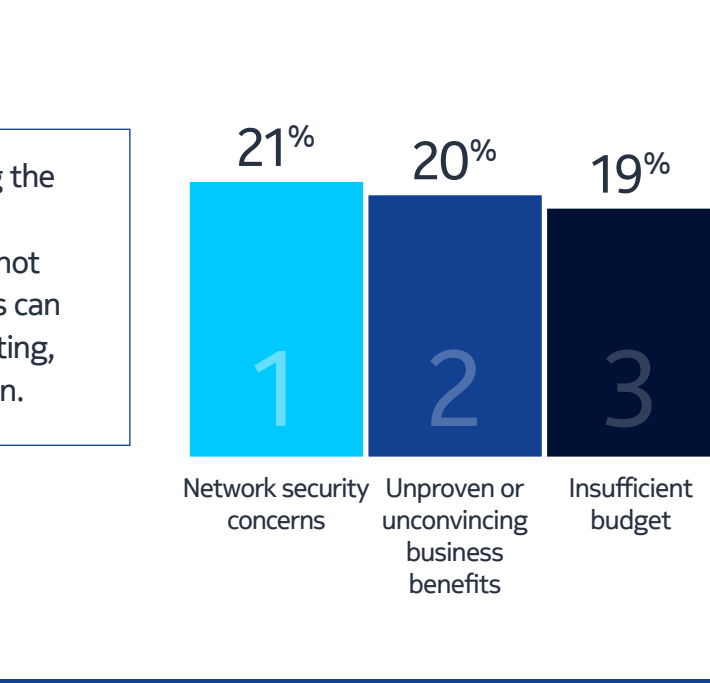
Of the enterprises who either plan to adopt NaaS or are undecided about their purchasing plans, most indicated network security (74%) would be the most appealing feature or characteristic, followed by bandwidth-on-demand (47%).

How appealing would your organization find each of the following NaaS services?

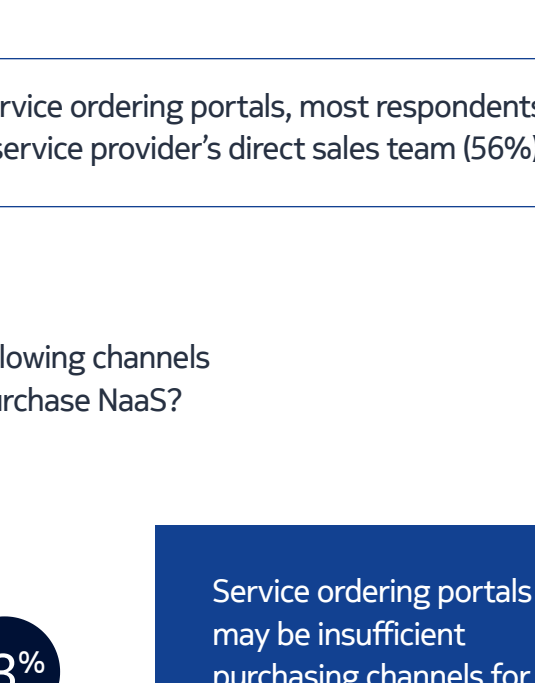


Even if enterprises are currently planning on investing in NaaS, there are some challenges that could impede adoption — namely, unproven or unconvincing business benefits (20%) and lack of support or maintenance by their communications service provider (CSP) (19%).

What are the three most significant barriers that could prevent your organization from purchasing NaaS services?



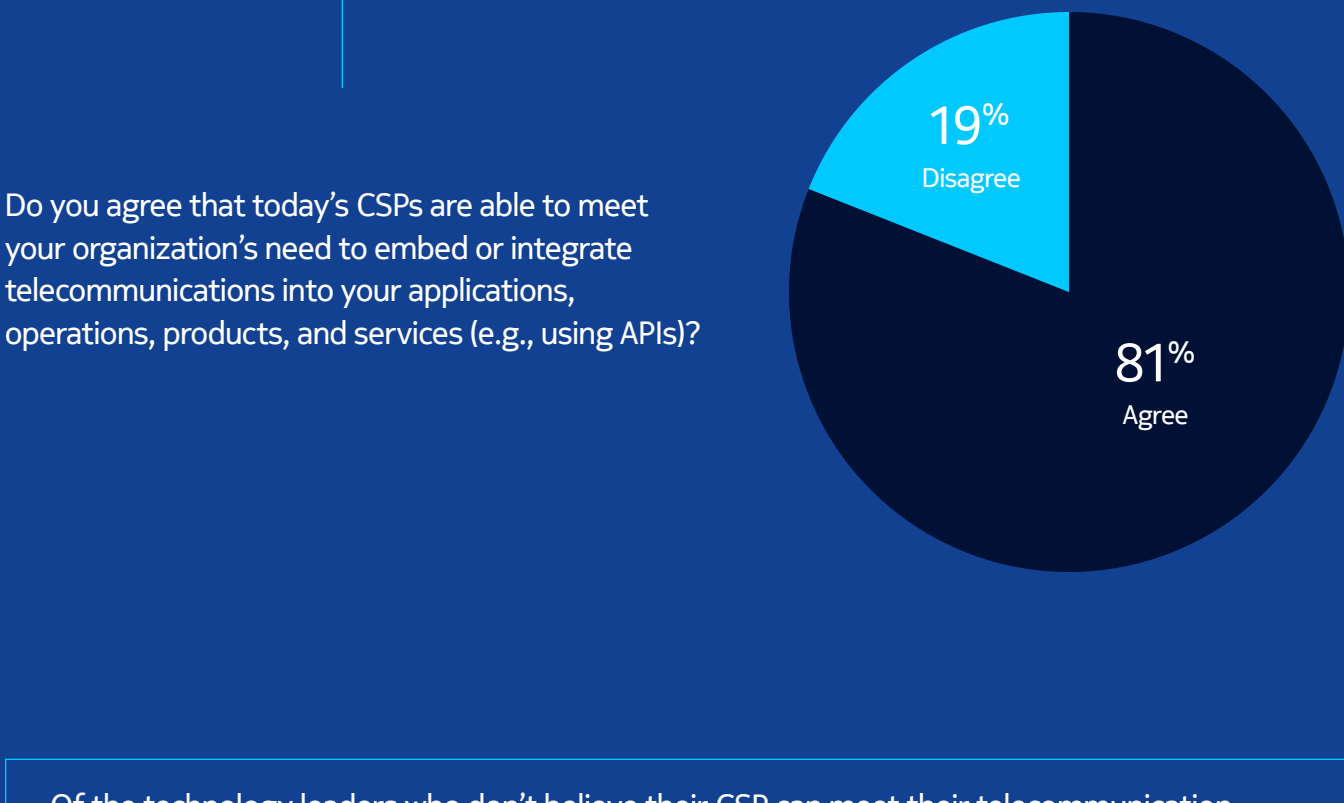
Comparatively, the barriers preventing the implementation of NaaS change when organizations are either undecided or not planning to invest in the services. CSPs can address these barriers through marketing, ROI tools, and other forms of education.



Addressing network security is top of mind for enterprises, and this can prove to be a barrier to NaaS adoption. With the right education, CSPs can demonstrate improved security with NaaS as a compelling reason to adopt.

Although there has been increasing emphasis on service ordering portals, most respondents say they would prefer to purchase NaaS through a service provider's direct sales team (56%).

Through which of the following channels would you prefer to purchase NaaS?

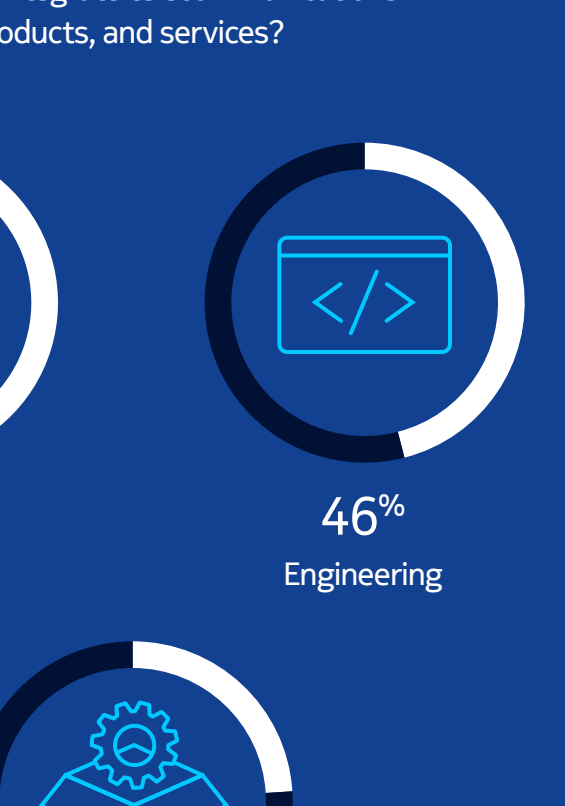


Service ordering portals may be insufficient purchasing channels for enterprises with complex networking needs that require detailed network planning and design.

An emerging NaaS innovation area is in network APIs, which would allow developers to access and embed CSP network data and actions into their applications.

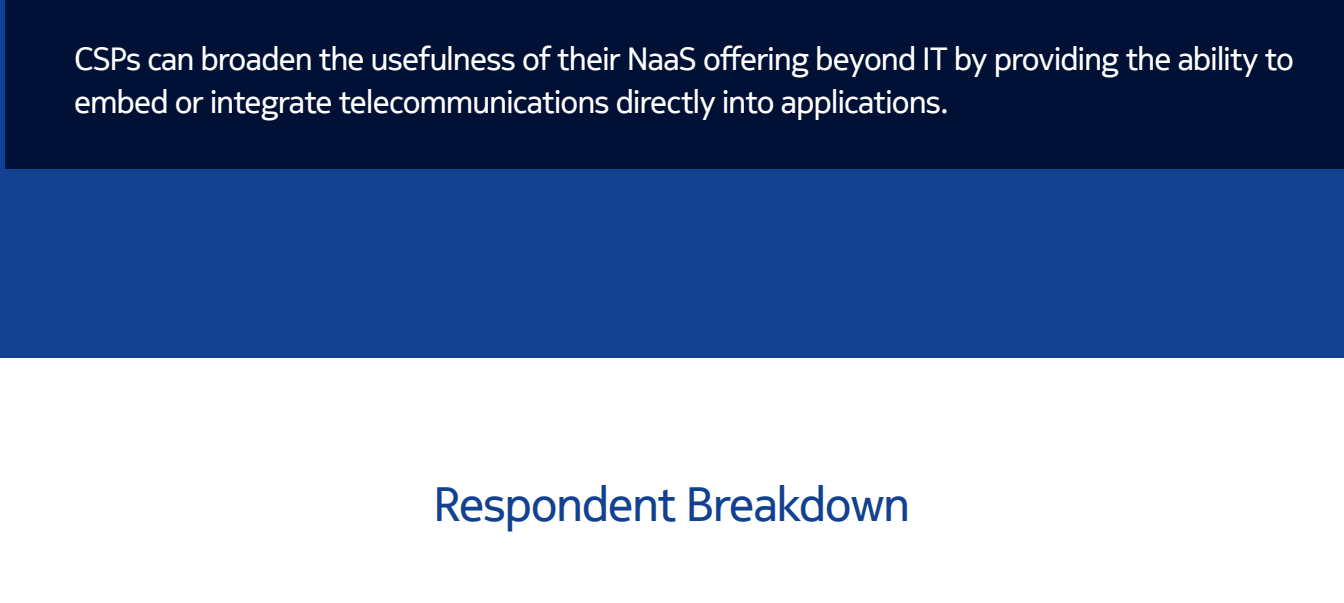
While purchasing NaaS through a service provider — like a CSP — is the preferred channel, 19% of enterprise leaders don't believe their current CSP can satisfy their need to embed/integrate telecommunications into the organization's applications, operations, products, and services.

Do you agree that today's CSPs are able to meet your organization's need to embed or integrate telecommunications into your applications, operations, products, and services (e.g., using APIs)?



Of the technology leaders who don't believe their CSP can meet their telecommunication integration needs, most say their CSPs must offer a wide choice of programmable functions, enable a testing environment/sandbox, and offer competitive pricing.

What areas must CSPs improve in order to meet your organization's need to embed or integrate telecommunications into your applications, operations, products, and services?



While most enterprise technology leaders believe the IT department (58%) would most benefit from integrating telecommunications into applications, about half report the operations team (51%) and engineering team (46%) would also benefit.

Which internal departments are most frequently requesting — or would most benefit from — the ability to embed or integrate telecommunications into your applications, operations, products, and services?



CSPs can broaden the usefulness of their NaaS offering beyond IT by providing the ability to embed or integrate telecommunications directly into applications.

Respondent Breakdown

To find out what 100 CSP leaders are saying about their readiness to offer NaaS, [click here](#).

[Read the article](#) to learn how CSPs can profit from the \$15B NaaS opportunity.