

CONTENT KICKSTART

Network Growth, IoT & Building Automation



Table of Contents

Introduction & Methodology	3
Respondent Profile	
Industry Vertical	5
Size of IT Staff & Number of Sites Managed Remotely	6
Key Findings	
YOY Change in Network Infrastructure & Management Budget	8
Number of Endpoints Managed: Current & Future	9
Use of QoS Configurations, Use of VLANs for Segmentation	10
Wireless Networks: Equipment Standard and Switches Used	11
PoE+ Network Switches: Introduction & Use Cases	12
Importance of IP-Based Systems: Implementation, Integration & Expansion	13
Partnership Plans for Network Administration: Next 3 Years	14
Deterrants to Deploying IP-Based Building Management Automation	15
About Informa Engage	16

Introduction & Methodology

OVERVIEW

Methodology, data collection and analysis by Informa Engage, on behalf of LINKSYS.

Data collected December 13, 2018, through January 3, 2019.

Methodology conforms to accepted marketing research methods, practices and procedures.

METHODOLOGY

On December 13, 2018, IT Pro Today emailed invitations to participate in an online survey to subscribers who:

- represent companies employing between 50 and 200 people, at all locations
- are not employed by organizations in Education or Government.

By January 3, 2019, Informa Engage had received 233 completed surveys. Of those, 135 were submitted by respondents who (1) hold a Director level or higher position; and (2) report their IT teams manage at least one site remotely. The following analyses are based on those 135 respondents.

RESPONSIVE MOTIVATION

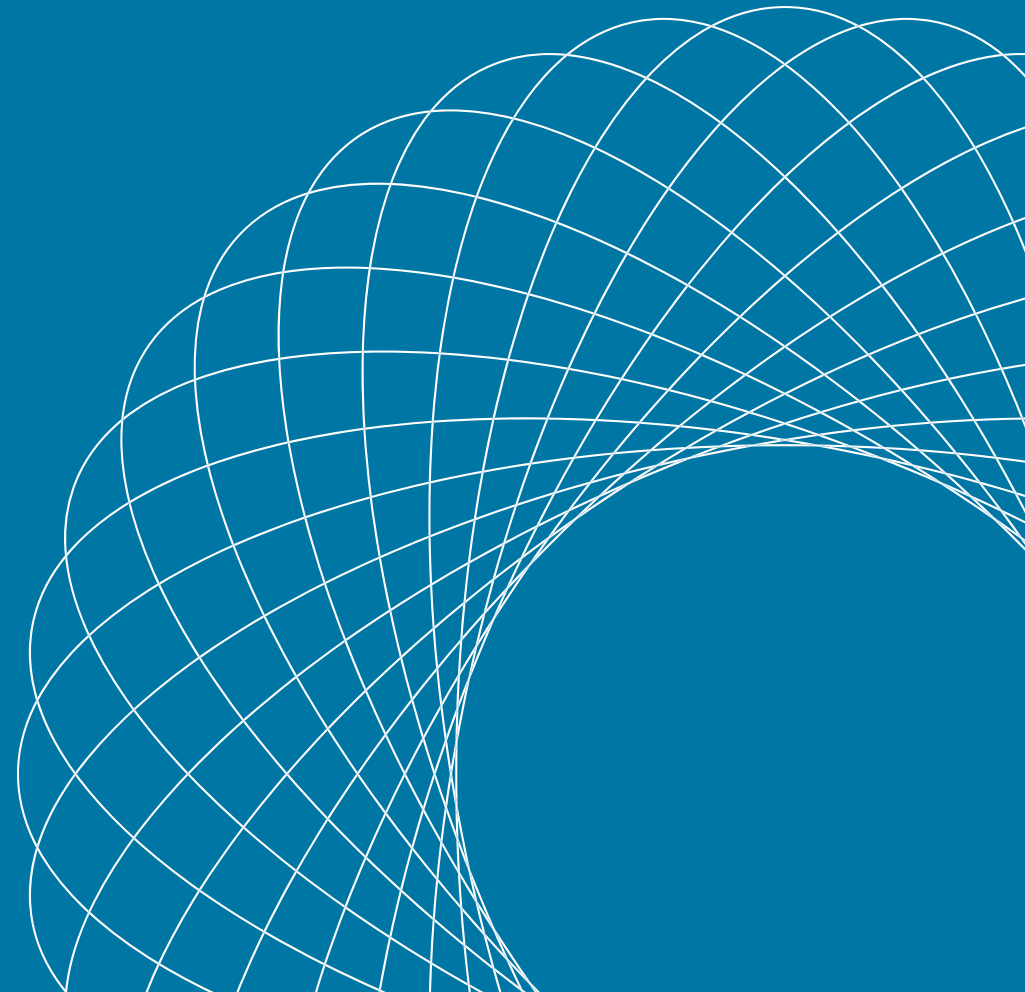
To encourage prompt response and increase the response rate overall, a live link to the survey was included in the email invitation to route respondents directly to the online survey.

The invitations and survey were branded with the IT Pro Today name and logo, in an effort to capitalize on user affinity for this valued brand.

Each respondent was afforded the opportunity to enter a drawing for one of four \$100 Amazon gift cards.

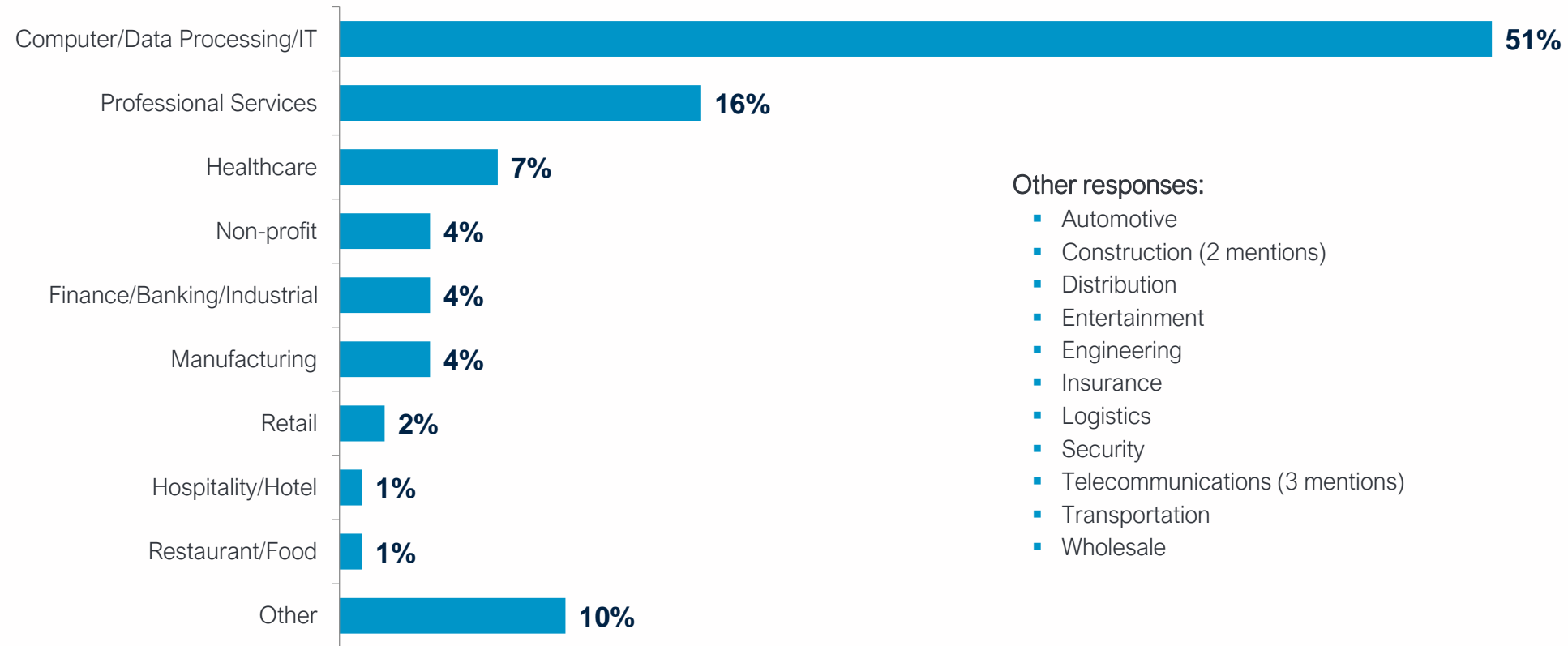
Follow-up emails were sent to non-respondents.

Respondent Profile



Industry Vertical

A variety of industries are represented in the sample, most commonly Computer/Data Processing/IT (51%).



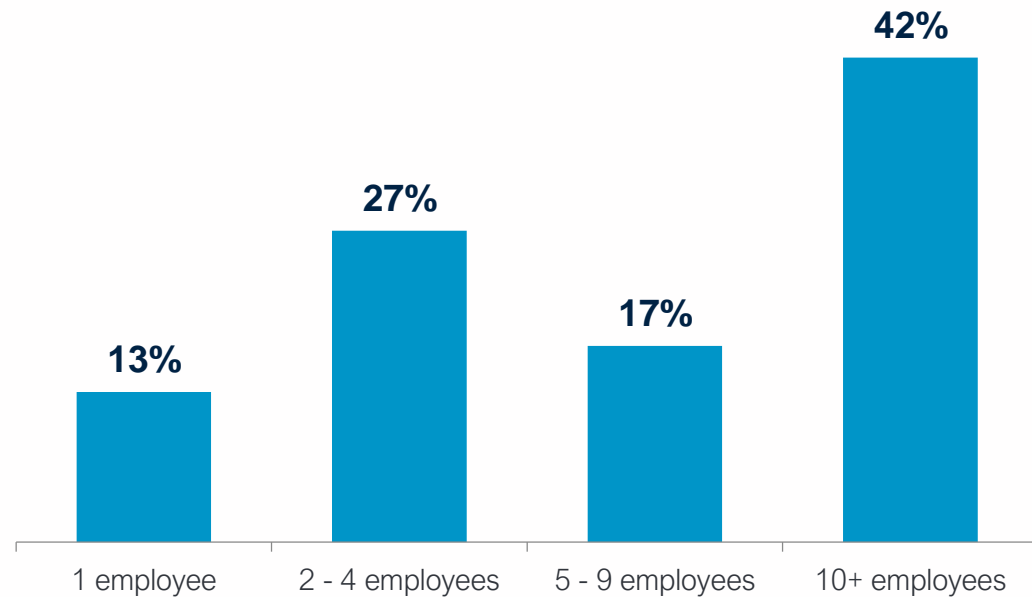
Question: Which industry vertical best identifies your company?

Base: All respondents (n=135).

Size of IT Staff & Number of Sites Managed Remotely

Four in ten respondents (42%) represent organizations with at least 10 dedicated IT employees. A majority (57%) report their IT teams manage at least four sites remotely; a third (33%) report they manage more than ten.

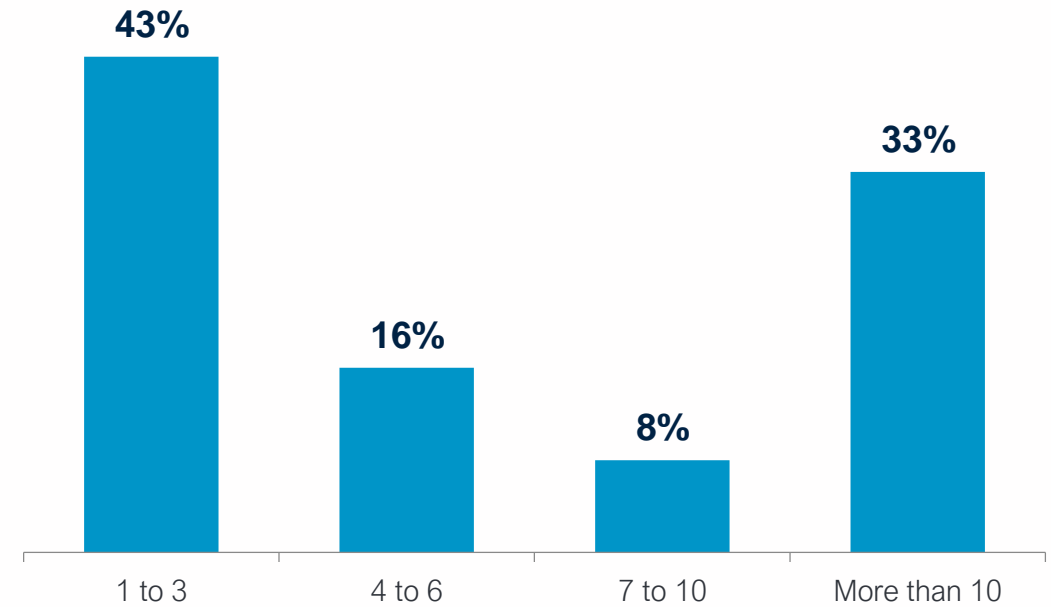
Number of Employees in IT Staff



Question: How large is your IT staff?

Base: All respondents (n=135).

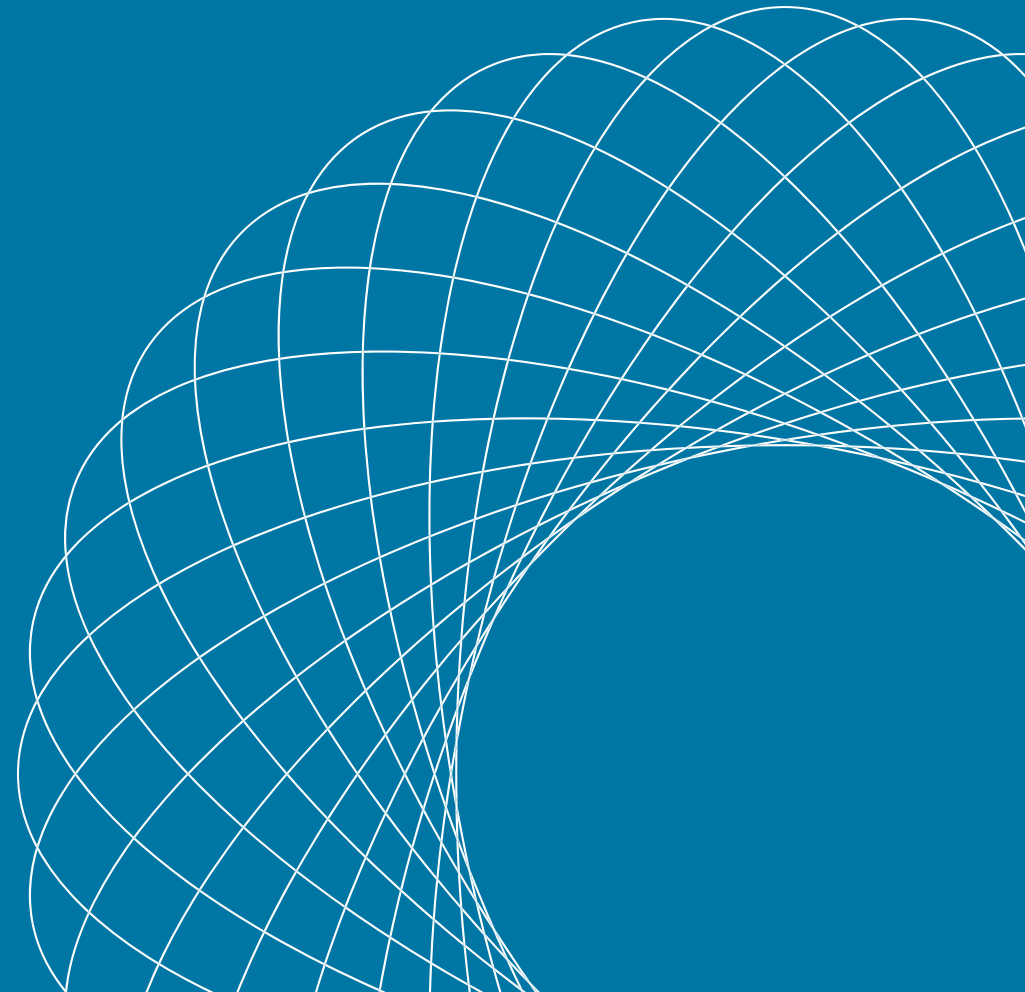
Number of Sites Managed Remotely by IT



Question: How many sites does your IT team manage remotely?

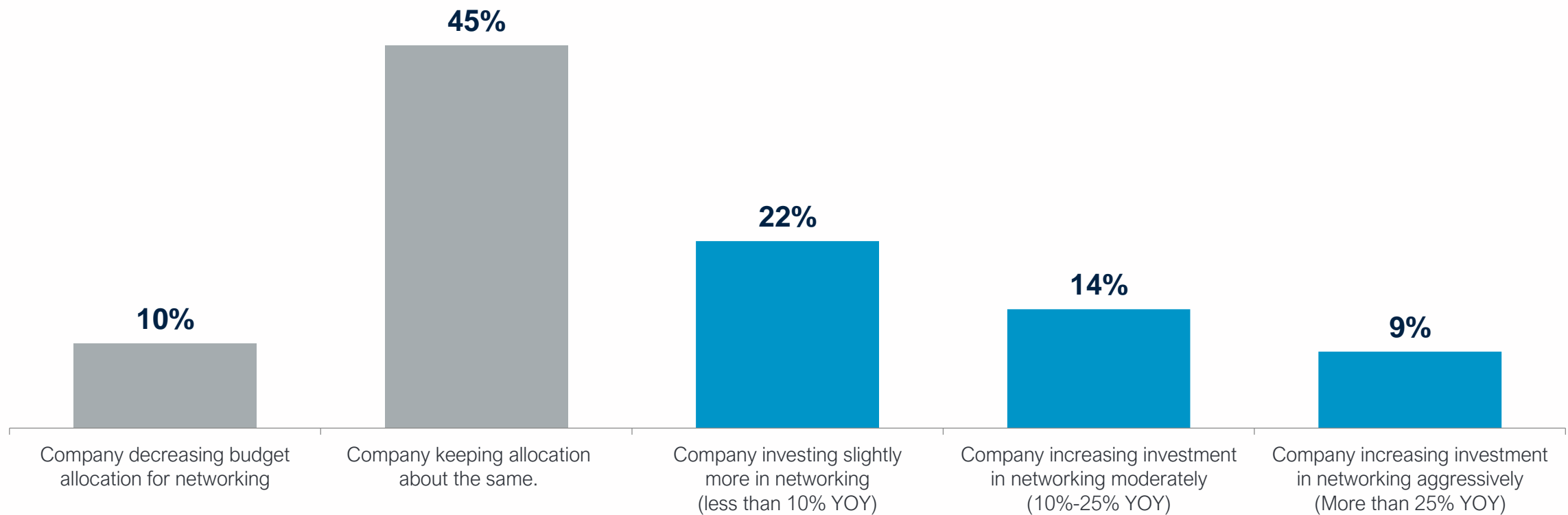
Base: All respondents (n=135).

Key Findings



YOY Change in Network Infrastructure & Management Budget

Almost half of respondents (45%) report their budgets for network infrastructure and management increased in 2018, relative to 2017. Only 10% report decreased spending.



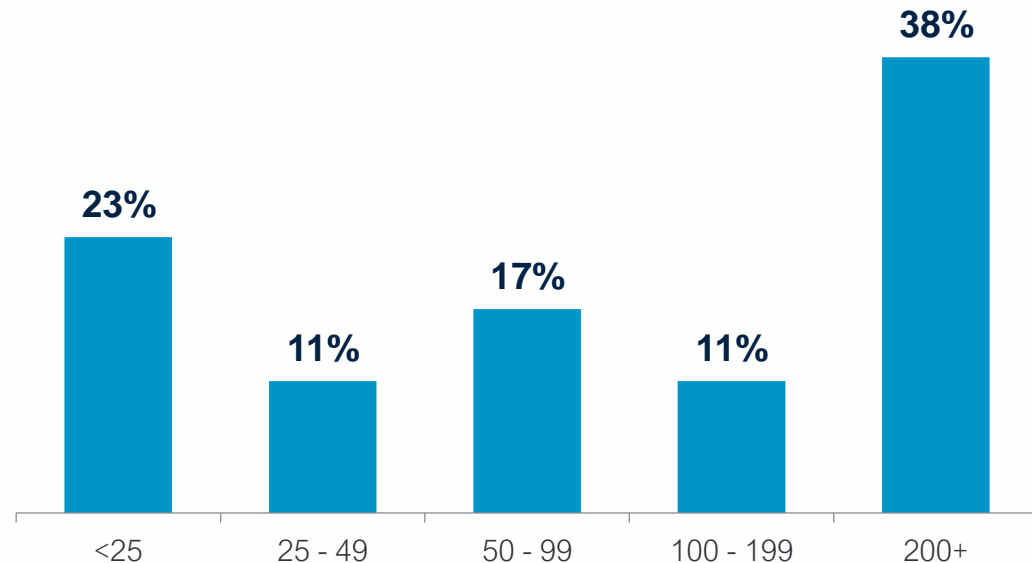
Question: In regards to your budget for network infrastructure and management, which best characterizes spending at your company compared to last year?

Base: All respondents (n=134).

Number of Endpoints Managed: Current & Future

The typical respondent reports currently managing an estimated median 98 endpoints on their organizations' IP networks, and anticipate adding a median 50 endpoints over the next three years.

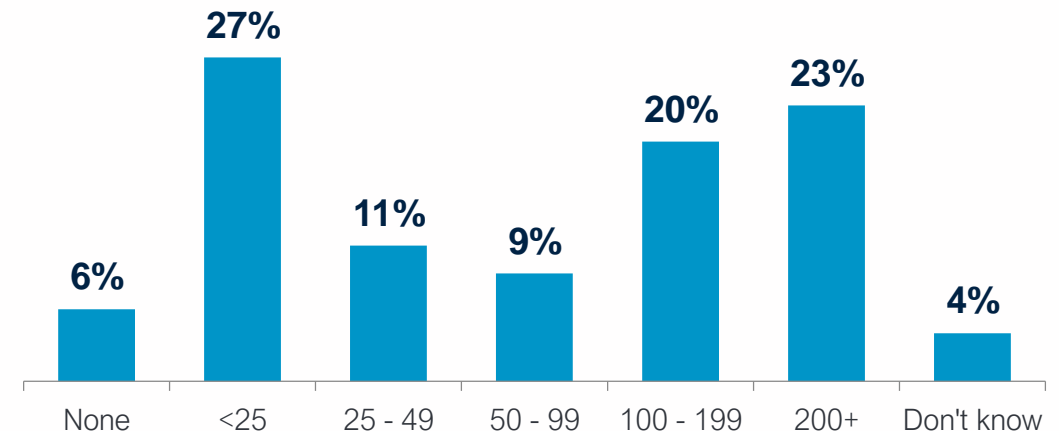
Number of Endpoints Managed on Organization's IP Network



Question: *Approximately how many endpoints do you manage on your organization's IP network? Include servers, employee computers, VoIP phones, mobile devices, printers, and other connected devices.*

Base: All respondents (n=133).

Number of Additional Endpoints Anticipated over Next 3 Years



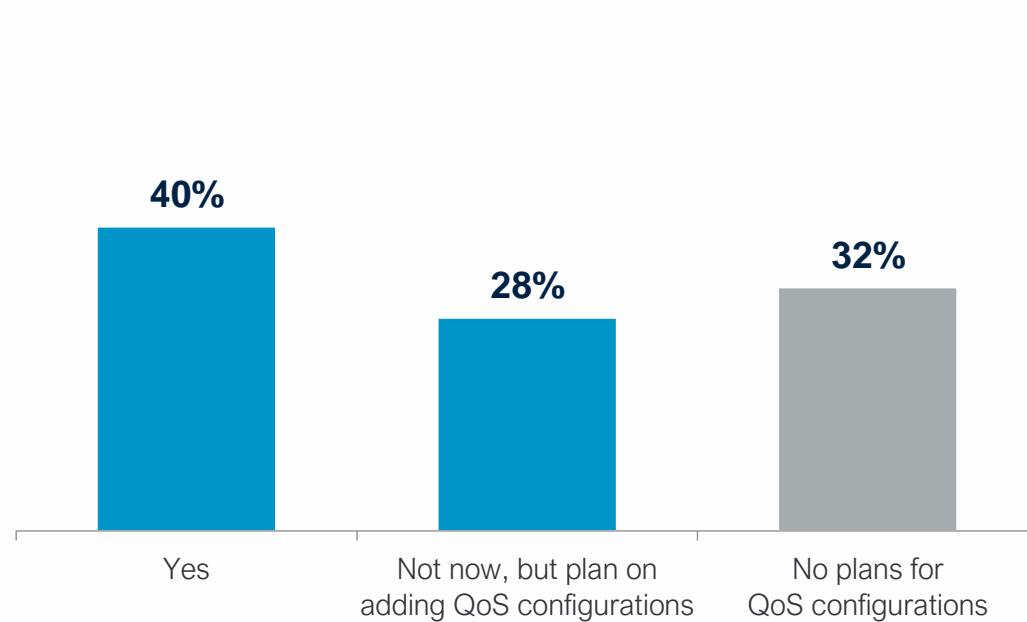
Question: *How many endpoints do you anticipate adding to your IP network in the next 3 years?*

Base: All respondents (n=135).

Use of QoS Configurations, Use of VLANs for Segmentation

Four in ten respondents are currently creating and applying QoS configurations, and an additional 28% plan to do so. A majority of respondents (62%) are currently using VLANs to segment traffic, and an additional 18% plan to do so.

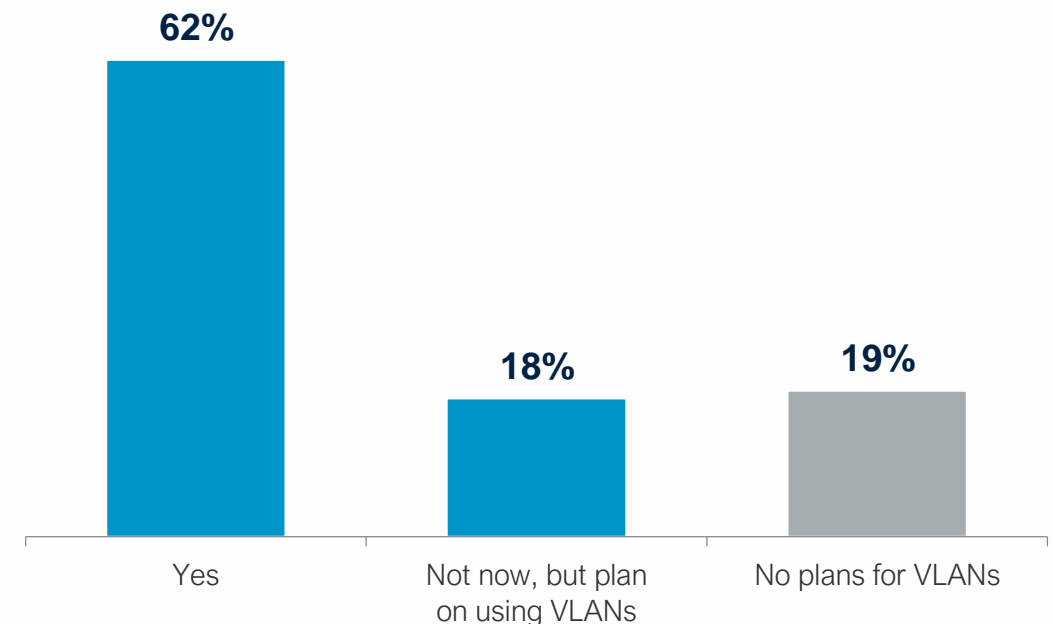
Use of QoS Configurations



Question: In regards to your network, are you currently creating and applying QoS configurations?

Base: All respondents (n=125).

Use of VLANs to Segment Traffic



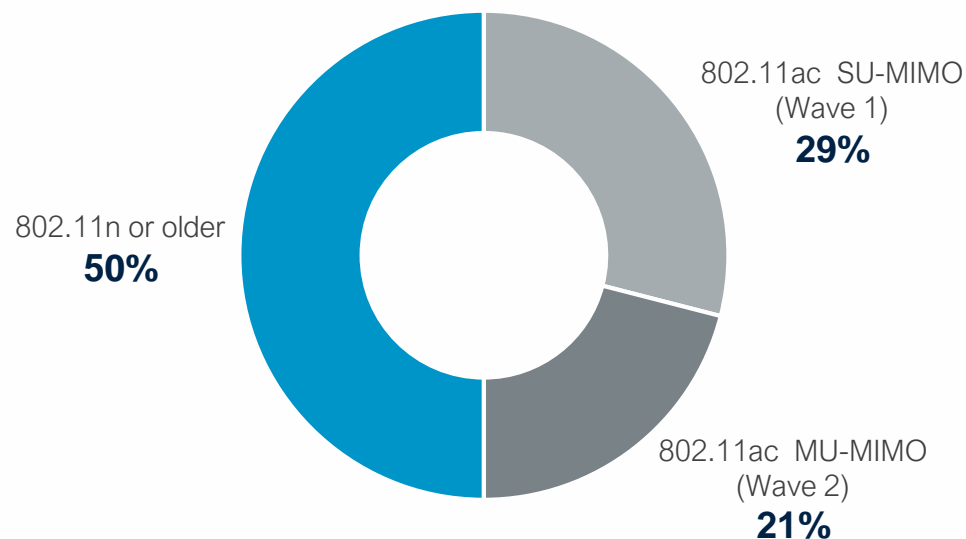
Question: In regards to your network, are you presently using VLANs to segment traffic/the segmentation of traffic?

Base: All respondents (n=125).

Wireless Networks: Equipment Standard and Switches Used

Half of respondents report using 802.11n or older equipment standards, 29% use 802.11ac SU-MIMO. A majority (59%) use managed switches and over a third (36%) use smart switches.

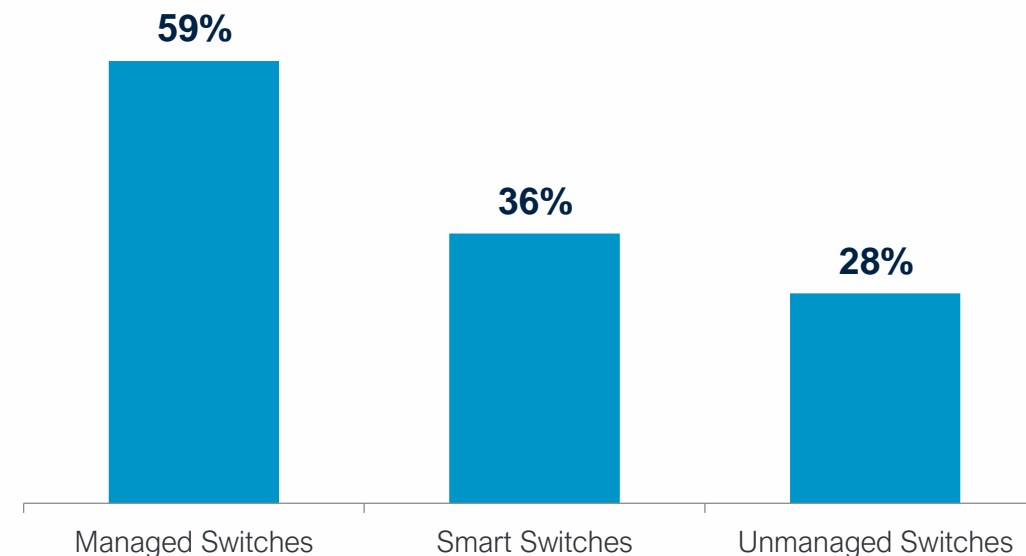
Wireless Network Equipment Standard



Question: In regards to your wireless network, what standard best describes the equipment you deploy?

Base: All respondents (n=125).

Switches Used in Network



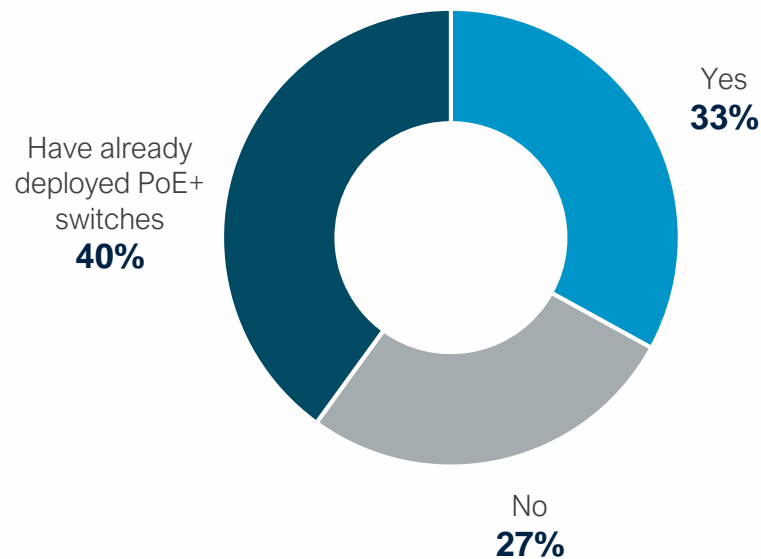
Question: What types of switches are you using in your network? (Select all that apply.)

Base: All respondents (n=125).

PoE+ Network Switches: Introduction & Use Cases

Four in ten respondents (40%) have already deployed PoE+ network switches, and an additional 33% plan to do so within the next three years. Those doing so are most likely to plan to connect IP surveillance cameras (69%) and VoIP phones (62%) to PoE+ in the next 3 years, followed by access control/door locks (39%).

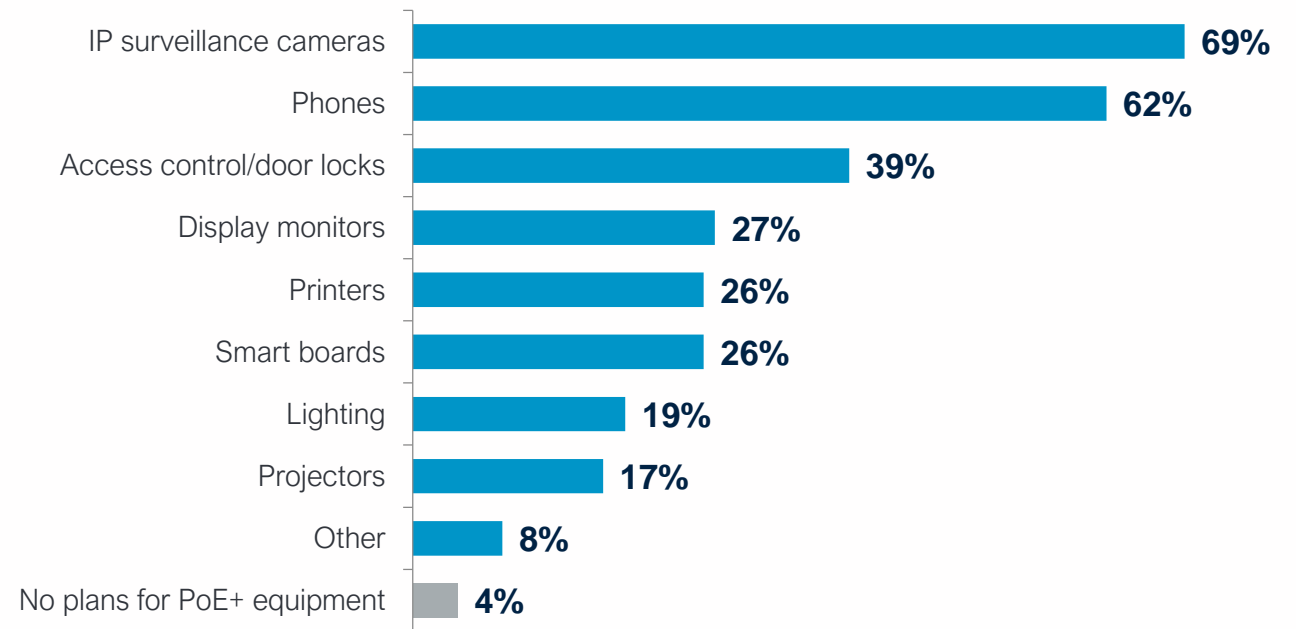
Do you plan to introduce PoE+ network switches in the next 3 years?



Question: Are you planning on introducing PoE+ network switches to your infrastructure inside of 3 years?

Base: All respondents (n=125).

What devices are you looking to connect to PoE+ in the next 3 years?

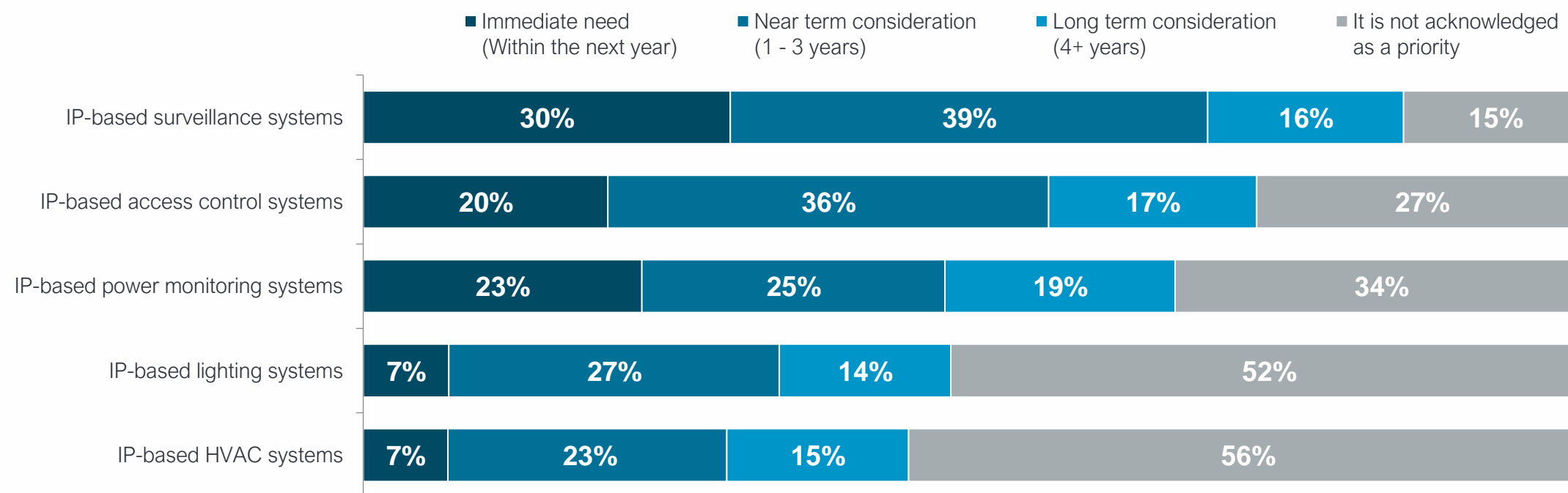


Question: What devices are you looking to connect to PoE+ in the next 3 years? (Select all that apply.)

Base: Respondents who have deployed, or plan to deploy, PoE+ network switches; multiple answers permitted(n=91).

Importance of IP-Based Systems: Implementation, Integration & Expansion

Respondents expressed the greatest sense of urgency around the implementation, integration and expansion of IP-based surveillance systems, followed by IP-based access control systems, and IP-based power monitoring systems.

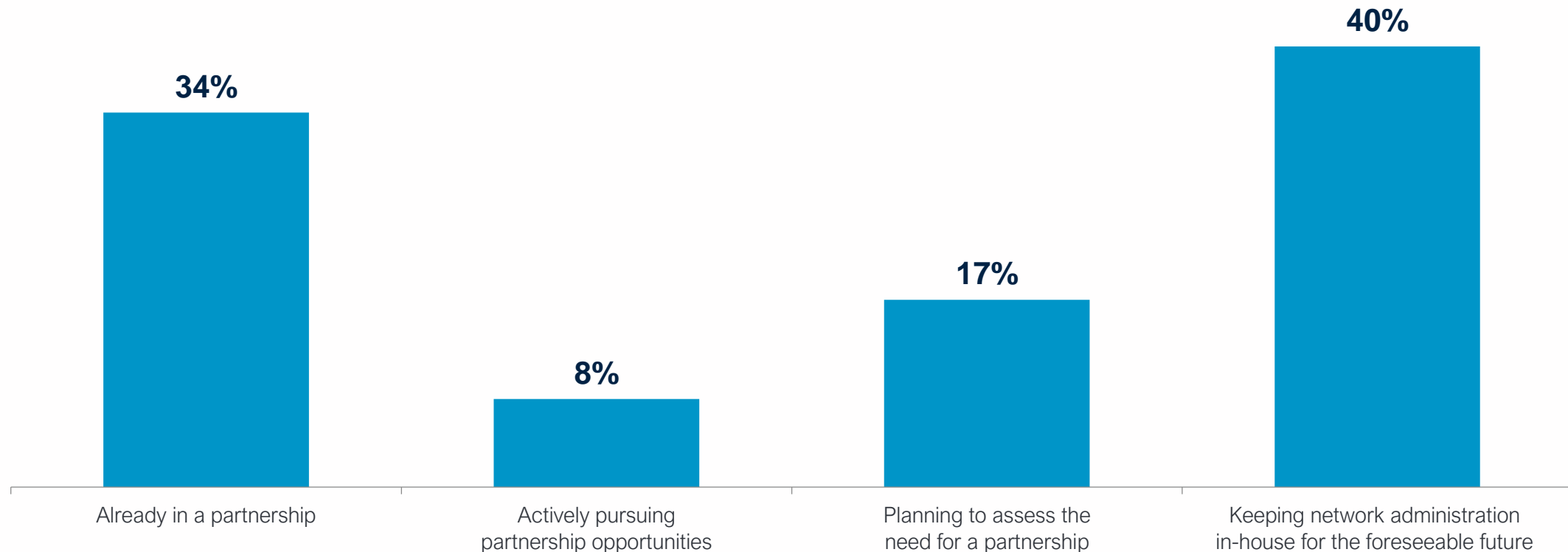


Question: How important to your organization is implementing, integrating or expanding...?

Base: All respondents (n=122).

Partnership Plans for Network Administration: Next 3 Years

One in three respondents (34%) are already in a partnership for network administration with an IT solutions or managed services provider. An additional 25% are either actively pursuing a partnership or planning to assess the need for one.



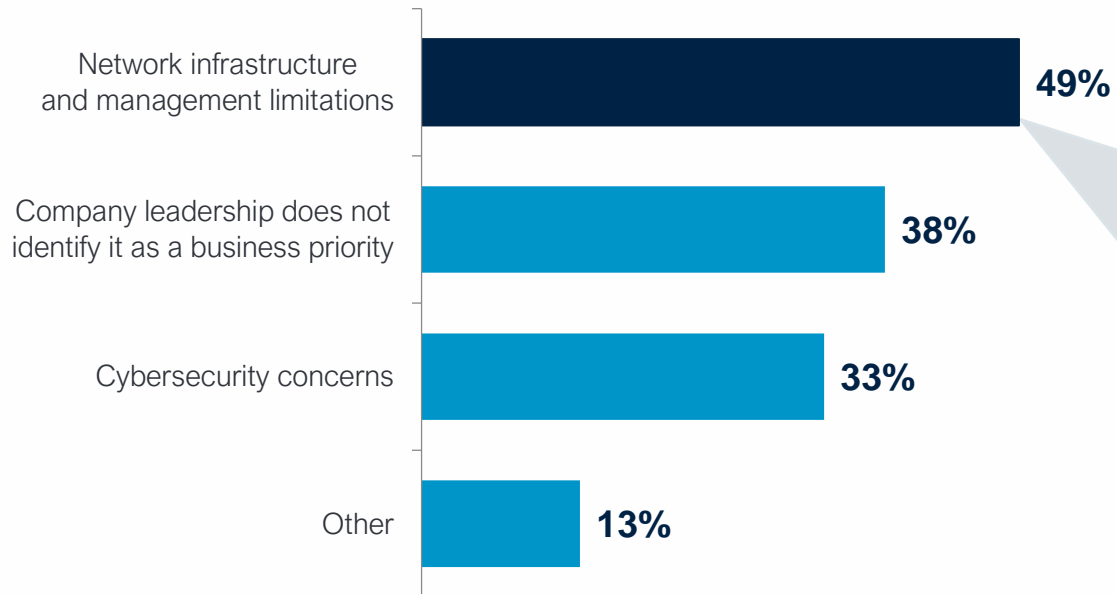
Question: Do you anticipate partnering with an IT solutions provider or managed services provider for network administration in the next 3 years?

Base: All respondents (n=121).

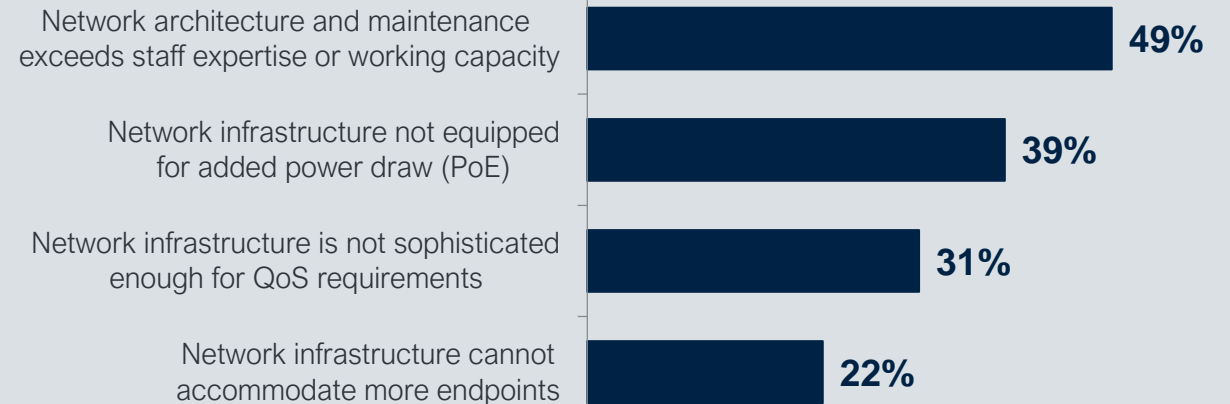
Deterrents to Deploying IP-Based Building Management Automation

The most common deterrent to deploying IP-based building management automation (IoT) concern limitations in network infrastructure and management (49%), followed by the failure of company leadership to identify it as a priority (38%), and cybersecurity concerns (33%).

Deterrents to IP-Based Building Management Automation



Limitation Breakdown



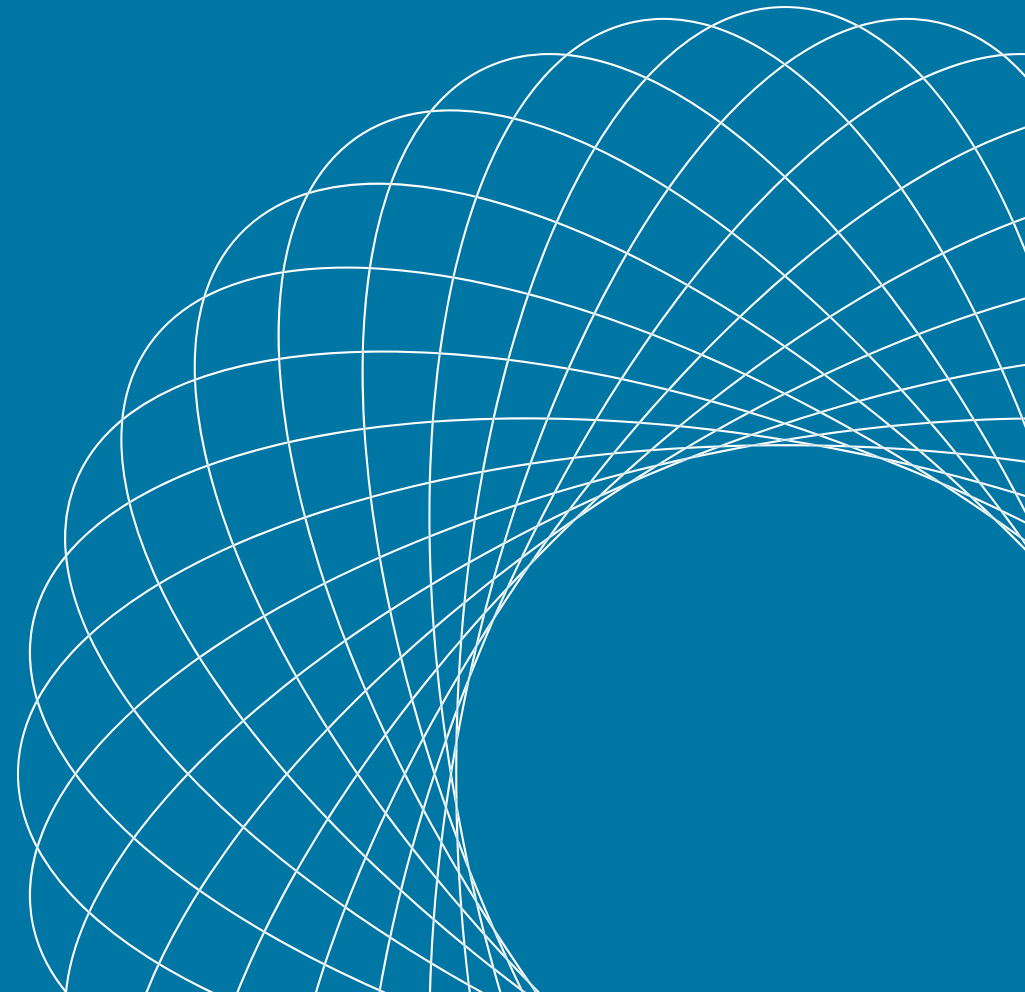
Question: If you haven't deployed IP-based building management automation (IoT), why not?

Base: All respondents; multiple answers permitted (n=115).

Question: If you haven't deployed IP-based building management automation (IoT), why not?

Base: Respondents citing a Network Infrastructure & Management limitation; multiple answers permitted (n=56).

About Informa Engage



informa engage

Informa Engage is the marketing services powerhouse behind Informa's trusted brands. We provide B2B marketers with unrivaled specialist audiences, deep knowledge of vertical markets, sophisticated data and content marketing expertise. Through our deep understanding of our customer's behaviors and changing needs, Informa Engage connects marketers to customers as they move from discovering a problem to identifying features and functionality of a solution to selecting a provider and making a purchase.

Connect at
informaengage.com

250+

DATA, INSIGHT &
INTELLIGENCE
PRODUCTS

INTELLIGENCE

110K+

ACADEMIC BOOKS
& JOURNALS

KNOWLEDGE

1,800+

EVENTS &
EXHIBITIONS

EVENTS

180+

COUNTRIES
WORLDWIDE
FUELING A RICH
DATABASE

GLOBAL REACH

informa

With reach to 30+ million business decision makers.

Meet Our Research Leadership Team

The Informa Engage Market Research team adheres to the highest standards in market research, conducting over 300 custom research studies each year for B2B clients in a wide variety of industries. Each member of the Research Leadership Team has over 20 years of research experience.



Kristin Letourneau, PhD

Director of Market Research
kristin.letourneau@informa.com
Overland Park, KS



Elinor Delagrangé, MBA

Senior Market Research Manager
elinor.delagrangé@informa.com
Atlanta, GA



Scott Grau, MS

Senior Market Research Manager
scott.grau@informa.com
Minneapolis, MN



Steffan Herbage

Market Research Manager
steffan.herbage@informa.com
London, UK

Thank you!

Kristin Letourneau, PhD
Director, Market Research
Informa Engage
Overland Park, KS, USA

T (913) 967-1892
E kristin.letourneau@informa.com
W engage.informa.com

