

# EMERGE VICTORIOUS IN THE NEW TOMORROW

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Four critical steps to become stronger  
from times of change and disruption

**Gigamon**<sup>®</sup>



# THE RETURN TO WORK

An aerial photograph of a red boat navigating through a field of ice floes on a dark sea. The boat is positioned in the lower right quadrant, moving towards the center. The ice floes are scattered across the dark water, creating a complex, fragmented pattern. The overall scene is dramatic and suggests a challenging journey or a path through adversity.

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Organizations have had to ensure operational continuity for their businesses during the course of intense economic disruption. But what's next?

The shift to work from home (WFH) happened for most organizations in a matter of days. In addition to trying to ensure both customer and employee user experiences, and improve security, many businesses have had to deal with frozen budgets and limited resources.

But with every economic disruption comes an opportunity to turn an obstacle into a competitive advantage. And today, this means using digital technologies to interact and transact with customers in faster and less expensive ways.

# FOUR CRITICAL STEPS TO SUCCESS WHILE NAVIGATING THROUGH CHANGE AND DISRUPTION

1

## **DELIVER** UNPARALLELED DIGITAL EXPERIENCES

Provide bespoke customer experiences combining new digital services, scalable cloud-architectures and SaaS applications.

2

## **DO MORE** WITH LESS

Reprioritize CapEx and OpEx investments and optimize existing infrastructure, tools and apps.

3

## **SUPPORT** A FLUID WORKPLACE

A fluid workplace will support a combination of a WFH model and office-based working to preserve productivity.

4

## **SECURE** THE NEW NETWORK.

InfoSec teams need to have full visibility more than ever to secure and control a wide range of devices, users, data and applications.

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# DELIVER UNPARALLELED DIGITAL EXPERIENCES

Organizations must rethink how they interact with their customers and use digital technologies to create new and unique customer experiences. The foundation to this lies in understanding customer needs and then building applications that satisfy these needs. These applications must offer compelling, personalized customer experiences built on all of the available data about a customer, their history and the ways they have interacted with your company.

Digital transformation initiatives are inherently cloud-based because cloud enables the fastest deployment of new apps and digital services. But in order to deliver the richest functionality and customer experience, cloud-based apps often span physical, virtual, cloud and multi-cloud networks.

To achieve high-performing and secure customer experiences, **there must be visibility into all data — both encrypted and unencrypted — as it crosses the distributed tiers of the app, in order to deliver:**

- ▶ Rich, responsive, personalized online experiences that engage and retain customers
- ▶ 24/7/365 availability of the experiences on any device, anywhere and at any time
- ▶ Guaranteed security of customer data as a cornerstone in your digital transformation



Gigamon was able to help us maximize network visibility, security, and/or performance during the current COVID-19 situation.”

– ALAN YAMASHIRO  
IT PROJECT MANAGER AT HAWAII PACIFIC HEALTH

Source: TechValidate

## DO MORE WITH LESS

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Most IT organizations in the world of the new tomorrow are facing budget uncertainty. More than ever, being agile and running lean is a critical success factor. Many CIOs are working with their organizations' financial teams to drill into CapEx and OpEx costs and re-prioritizing these investments to ensure that critical security and digital initiatives can be delivered. In parallel with re-prioritizing project spending, IT organizations must also optimize their existing infrastructure, tools and applications to free up OpEx and resources that could be better spent on higher impact customer-focused or digital transformation initiatives.

### **Four practical ways to optimize both network and financial efficiency include:**

- ▶ Understanding exactly what applications are running on the network and how much bandwidth they are consuming
- ▶ Maximizing network bandwidth by eliminating duplicate packets that typically make up over 50 percent of network traffic
- ▶ Filtering out irrelevant or low-risk network traffic that doesn't need to be inspected by security tools
- ▶ Optimizing capacity of network and security tools to ensure you are not over spending on these tools





A state and local government says it saw ROI with their investment in Gigamon solutions “immediately” and confirm they saved \$1,000,000 or more.

– ENGINEER, STATE AND LOCAL GOVERNMENT AGENCY

Source: TechValidate



## SUPPORT A FLUID WORKPLACE

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Many organizations are now planning a future in which a significant number of their employees will continue to work from home either on a permanent basis or for an extended period of time as part of a mixed onsite/offsite model. A survey by 451 Group taken in March<sup>1</sup> suggested that 38 percent of survey respondents expected this to become the new normal for their organization; however, a poll taken during a recent Gigamon Healthcare webinar<sup>2</sup> suggested this could be high as 75 percent.

For many organizations, work from home has driven a surge of productivity that has been largely achieved through the adoption of easy-to-use, secure and scalable SaaS-based applications, such as video conferencing and collaboration tools. These applications are designed to leverage high bandwidth internet and cellular networks and are accelerating the demise of older desktop-based applications. As these new working patterns and applications are adopted, **IT organizations must ensure:**

- ▶ Availability of the tools and data that employees need to be productive
- ▶ Security of both work-from-home and office environments
- ▶ Support of a seamless experience for employees as they transition between these environments





We have visibility into things we didn't realize were happening in our architectures thanks to Gigamon, and we can now account for them in our budgeting. We also have a better understanding of our application pathways. Plus, our OpEx savings will continue to make our lives easier than they would have been otherwise.”

– JAMES SCOLLARD, ENTERPRISE SOLUTIONS ARCHITECT  
U.S. BANK

Source: TechValidate

# SECURE THE NEW NETWORK

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In this complex, fluid environment, the need for security of customer and organizational data, users and assets is an absolute. However, the reality for many organizations is that their InfoSec teams were already under-resourced even before having to pivot to supporting a work-from-home model that added a massive increase in network traffic and attack surface.

As organizations plan the return to the office environment or adoption of a fluid workplace model, now is the ideal time for security teams to evaluate and re-evaluate the lessons learned in the work-from-home experience. While the exact security model for this new tomorrow will vary by organization, **key building blocks for a successful, agile model are:**

- ▶ End-to-end visibility into all network traffic, including the inspection of encrypted traffic to guard against hidden threats
- ▶ Artificial intelligence (AI) and machine learning (ML)-based analytic tools that accelerate your threat detection and response by combining the best of human and artificial intelligence
- ▶ Automation tools that free security teams to focus on the highest priority vs. mundane issues
- ▶ Adopting a Zero Trust model so that users, devices, data and other network assets are rigorously authenticated and protected at a much more granular level

# HOW GIGAMON CAN HELP

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Most IT organizations in the world of the new tomorrow are facing uncertainty, not just in terms of budget, but also in terms of their business model. In this situation, being agile, running lean and doing more with less are critical success factors.

Those companies that emerge stronger from the present situation will be poised for rapid organic and acquisition-based growth that will be built on agile, scalable and secure networks. Gigamon provides unparalleled visibility and analytics across physical, virtual, cloud and multi-cloud networks making the Gigamon Visibility and Analytics Fabric™ essential to powering the digital transformation process and enabling organizations to run fast, stay secure and emerge victorious.

Gigamon started in 2004. Since then, we've helped customers around the world by delivering market-leading network visibility, analytics, threat detection and response to support critical performance and security needs.

**#1**

in market share

**83**

of the Fortune 100

**3,500 +**

Customers

**7 OF 10**

Global banks

**8 OF 10**

Top tech companies

**10 OF 10**

Top government agencies



The world has faced a chain reaction of events that has profoundly affected our society and economy. Organizations and their IT teams have responded successfully to initial turmoil. But the hardest challenges — and greatest opportunities — lie ahead. Because change can happen in the blink of an eye.

# WE'RE HERE TO HELP NAVIGATE WHAT'S NEXT FOR YOUR ORGANIZATION

[Request a demo for your company today](#)



Most Innovative Product of the Year InfoSec  
Award 2019, Cyber Defense Magazine





**Gigamon**<sup>®</sup>

Worldwide Headquarters  
3300 Olcott Street, Santa Clara,  
CA 95054 USA +1 (408) 831-4000  
gigamon.com

<sup>1</sup> 451 Pulse Survey Featured in "Covid-19 and beyond: Will the work-from-home explosion revolutionize enterprise security architecture?" published by 451 Research, March 2020.

<sup>2</sup> Poll taken during a HIMSS Gigamon Webinar on 22 April, 2020.

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