Riverbed Digital Performance Global Survey 2018

Riverbed commissioned a study surveying 1,000 global business decision makers (BDMs) to better understand the forces that are driving businesses to go digital, and the opportunities and challenges they face in turning digital strategies into digital performance.

50%

Digital is critical to the future of business

more than 50% of global GDP will come from digital services1

Within the next three years,

99%

Agree that digital, including the

delivery of digital services/apps, is critical for future business success

\$2.1T

Expected global capital

expenditure for investments

in digital services²

services and applications are

failing a few times a

month or more



diminishing productivity, and causing deadlines to push.

While digital performance is deemed critical, and successful digital strategies

can have a meaningful impact on the business, there is a significant digital

performance gap that exists today impacting the customer experience,

80% 22% report that important digital report that important digital

When digital performance suffers,

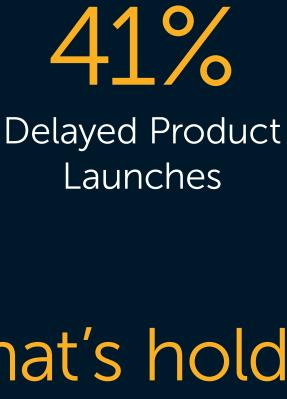
business performance is impacted

41%

42%

Loss of Sales

and Revenue







41%

Loss of Brand



40%

Loss of Employee

Productivity

services and applications are

failing a few times a

week or more



Recipe for digital success



Infrastructure



or End User

Experience

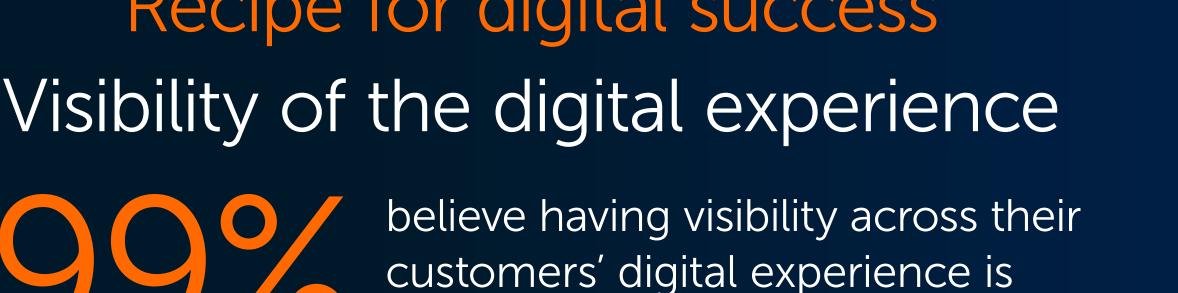
customers' digital experience is critical to managing it successfully

believe a modern, next-gen

infrastructure that delivers greater

Virtual Reality

5G Networks



Skilled Personnel

In order to understand digital performance, you need to have full visibility

into the customer and user experience, and put those insights into action.

By having the right visibility, and measuring the customers' digital

infrastructure that delivers grangility is critical to improving

Legacy network architectures are simply not designed to support the

requirements that today's digital services demand and will severely limit

business agility and overall success. Next generation networks are designed

to be increasingly resilient, agile and scalable, and easier to manage — all of

which are absolutely necessary to rapidly deploy and deliver digital services.

Emerging technologies gaining momentum

BDMs identify the following technologies as digital innovation accelerators:

Artificial

Intelligence

digital performance

experience, organizations can better understand user engagement and the overall success levels of their digital initiatives. The promise of a modern network

21% 47% 36%

Blockchain

IoT

HE IIMEIUACI

Data

Analytics

77%

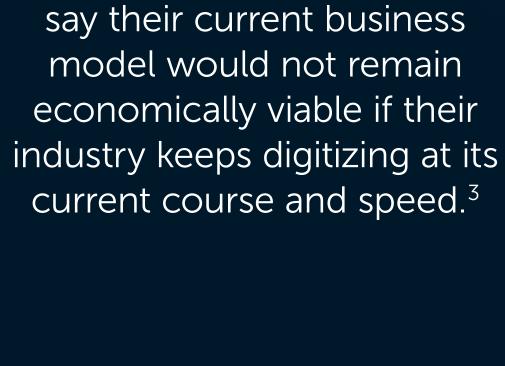
say it's critical their

company invests in improving

the digital experience for

users and customers in the

next 12 months



92%

on a strong foundation allowing full visibility into the customer and digital experience, and a next-gen infrastructure can drive an organization ahead of their competition for years to come. BDMs believe that improving

their organization's digital

performance will reap the

following benefits:

Improved Customer

Experiences and

Satisfaction

Increased

Revenue

& Profitability

The future looks bright...

A successful digital strategy that is built



91%

agree that providing a

successful digital experience is

more vital to their company's

bottom line now than it was

just three years ago

53%

Greater Market

Agility

Increased

Employee

Productivity

and accelerates digital performance, allowing our customers to rethink possible. Solutions include:

edge, to the data center, and to the cloud. Cloud networking enables a next-gen network architecture with a comprehensive solution that includes SD-WAN, Wi-Fi, app acceleration,

and network visibility. Cloud edge centralizes islands of infrastructure to secure 100% of data the lifeblood of any digital business while still delivering superior, local-like

experiences for users at the edge.

VIEW FULL REPORT

Riverbed Digital Performance

\$500 million or more in revenue. Research was completed in May 2018 across nine countries: US, Australia, Brazil, China, France, Germany, India, Singapore, and the UK.

Among the 1,000 respondents, 200 were in the US, with 100 in each remaining country. 1. Source: https://www.idc.com/getdoc.jsp?containerld=prUS42327517 2. Source: IDC, Worldwide Semiannual Digital Transformation Spending Guide, December 2017 3. https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/why-digital-strategies-fail

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productivity, costs, and other business KPIs.

Global Survey 2018 Methodology The Riverbed Digital Performance Global Survey 2018 is the result of a custom online survey by Wakefield Research of 1000 business decision makers at companies with

riverbed The Digital Performance Company

experience is like, and how that experience directly impacts revenue,

Digital Experience Next-Gen Infrastructure Unifies device-based user experience, Delivers new levels of operational application, infrastructure, and network agility and dramatically accelerates monitoring to provide a holistic view of business performance spanning from the a user's digital experience. This provides clear insights into how customers are consuming apps, what their digital

