

Communication Service Providers Are Embracing Hybrid Cloud Flexibility

Communication (telecom, cable, satellite) companies are actively building hybrid and public cloud environments to ensure rapid service delivery and enhanced customer experiences. This transition requires more than just deploying applications in the cloud; it also requires service assurance solutions capable of monitoring these modern, highly dynamic environments, especially as 5G rollouts increase.

This Enterprise Strategy Group Infographic was commissioned by BMC and is distributed under license from TechTarget, Inc.

Transforming to Hybrid Cloud Environments

Communication service providers (CSPs) are actively modernizing to transform their business. Research from TechTarget's Enterprise Strategy Group highlights that CSPs' top goal of digital transformation is to develop new business models. This reflects cable providers shifting to delivering cellular services and wireless internet, as well as telecom operators looking to monetize 5G for enterprise services. These shifts also affect how they justify purchases and are reflected in the challenges they face.

Most Important CSP Considerations for Justifying IT Investments



Enables digital transformation

44%



Improves business process

41%



Improves customer experience

41%

New Technology Deployments, Distributed Environments, and Lack of Visibility Drive Complexity



New technology deployments



Need to ensure connectivity between on-premises data centers and one or more public clouds



Highly distributed application environment



Lack of visibility into the end-to-end network

Distributed Environments Require Comprehensive Solutions

CSPs need to ensure they have end-to-end visibility and management that leverages AIOps and autonomous operations. This enables operations teams to transform from reactive to proactive or predictive—and, ultimately, autonomous. Enterprise Strategy Group research highlights the near-universal need for end-to-end network visibility and unified management. It also demonstrates the shift to leveraging AIOps and automation to create zero-touch change and problem resolution environments.

VISIBILITY:

81%



of respondents said having unified end-to-end visibility of their organization's network environment is **critical or very important**

MANAGEMENT:

82%



of respondents said having unified end-to-end management of their organization's network environment is **critical or very important**

The Need to Leverage AI Is Paramount



34%

We get alerts but prefer retaining full control so that our staff analyzes and defines what should be done



48%

We expect the management software to provide alerts and serve as a recommendation engine based on learned behavior from automated real-time and/or historical data analysis, but staff should be responsible for implementation and execution of the recommendations



18%

We want the management software to automatically detect, analyze, recommend, and apply changes as needed, with the ability of the staff to review outcomes and make changes if required

Visibility in Public Cloud Networks Is in High Demand



55%

Public cloud environment networks



51%

Data center network

Top Areas to Have Unified Management Capabilities



59%

Public cloud environment networks



46%

Data center network

Comprehensive Monitoring Solutions Deliver Real Benefits

Ensuring hybrid cloud environments have a comprehensive visibility and management solution leveraging AIOps and autonomous operations can deliver real benefits to customers. Specifically, organizations cite that having end-to-end visibility and unified management provides:



Benefits of Unified Network Visibility

Top benefits align well with goals of digital transformation: better customer experiences and improved operational efficiency.



34%

Improved customer experiences



34%

Improved network performance



34%

Greater operational efficiency



33%

Faster problem resolution



Unified Network Management Benefits

Consistent policy enforcement, enhanced security and agility, and strategic focus lead benefits.



34%

Consistent and correct network policies enforced



33%

Enhanced network security



32%

Faster deployment times



32%

More time to work on strategic initiatives



31%

Faster problem detection



31%

Faster problem resolution

BMC Service Assurance Solutions Accelerate Modernization Efforts

Recognizing that CSPs need to shift to elastic, hybrid cloud environments to remain agile and competitive, BMC leverages its network operations center expertise in trouble ticketing as well as inventory management and field services, along with its partnership with AWS, to provide a comprehensive service assurance stack. BMC Helix solutions for ServiceOps and AIOps can help CSPs achieve end-to-end visibility of their IT and network topology, predict outages by detecting anomalies before service is affected, and recommend best actions to remediate issues. With the combination of causal, predictive, and generative AI, BMC Helix solutions can support CSPs on their path to autonomous network operations, helping to increase operational efficiency and business agility.

Enabling the CSP of Tomorrow, Today—BMC Software

[LEARN MORE](#)

