InboxInsight

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.

Network &
Infrastructure

ACCELERATING B2B SALES FOR NETWORK & INFRASTRUCTURE COMPANIES

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

In this category report, we reveal the top obstacles facing **Network and Infrastructure** vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

CONTENTS

WHAT VALUE WILL THIS CATEGORY REPORT PROVIDE NETWORK & INFRASTRUCTURE VENDORS?

Networks and Infrastructure are the heart of all modern businesses and digital enterprises. They provide a reliable and efficient way for crucial data to be securely sent and received and enable large organizations spread over geographic locations and time zones to operate smoothly and efficiently.

In the aftermath of COVID-19, the rapid global shift to flexible and hybrid working and the acceleration of digital transformation, many businesses have found themselves on the back foot trying to scale up and evolve their networks and infrastructure and make transitions to cloud deployment stick in the long term. This increased complexity has led to significant challenges with network management and visibility and raised fears of the impact of network failure, with a single minute of downtime costing businesses on average **$9,000** – meaning the average cost per hour is over $500,000.

As a result of these changes and concerns, Networks and Infrastructure are high on the list of investment priorities for businesses. What this means for Network and Infrastructure vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.
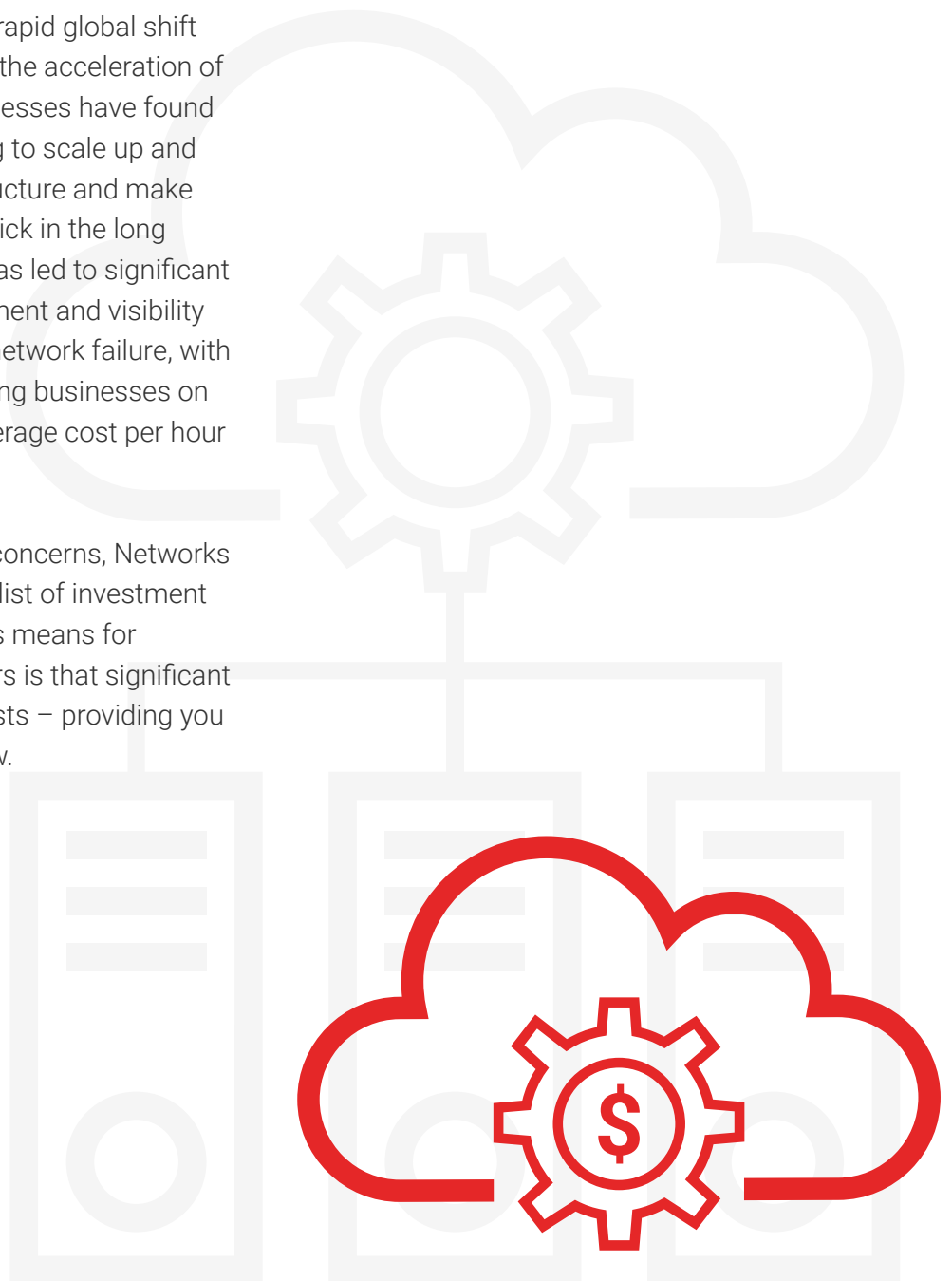
KEY PAIN POINTS FOR IT PROFESSIONALS

33% of organizations are struggling to keep up with the growing complexity of IT **infrastructure** (*Infiniti Research*).

Monitoring IT infrastructure

in real-time is a challenge for **44%** of businesses (*Statista*).

43% of organizations are facing challenges in securing the **cloud infrastructure** (*Gartner*).

69% are concerned about the security of their IT **infrastructure** (*Gartner*).

Cloud infrastructure scalability

is a concern for **46%** of businesses (*Tech Pro Research*)

31% of organizations struggle to **monitor cloud infrastructure** in real-time (*Infiniti Research*).

42% of CIOs and CTOs consider cloud waste – which often occurs from **overprovisioning** – to be a major challenge (*VentureBeat*)

A survey by Statista found that **44%** of organizations are struggling to scale their **network visibility** to meet the demand of workloads (*Statista*).

73% of IT organizations have found **network automation** difficult to implement (*Infoblox*).

47% of organizations find it difficult to keep up with the availability of **network visibility** (*Gartner*).
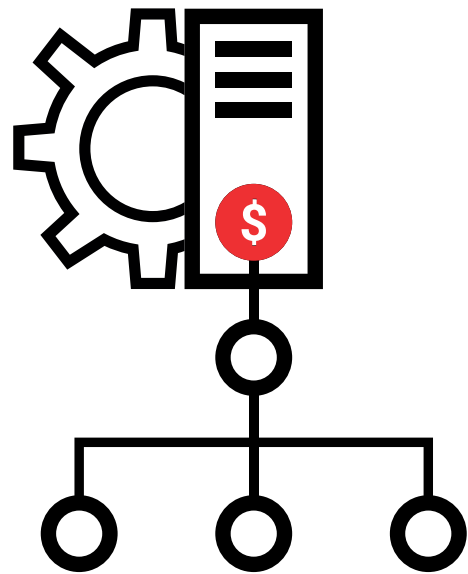
According to one survey, only **23%** of respondents were fully confident in their data-center **network automation** strategies (*Enterprise Management*).

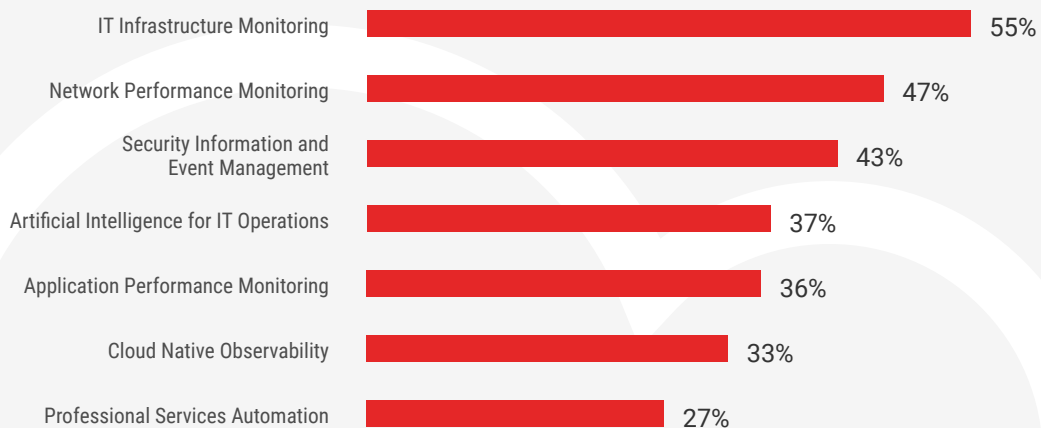**95%** or so of **network changes** today are done manually (*Cisco*).

MARKET TRENDS & INVESTMENT AREAS FOR NETWORKS & INFRASTRUCTURE COMPANIES

- The global **infrastructure deployment** market was valued at around **$450 million** in 2021 and is expected to grow at a CAGR of **25%** from 2022 to 2030 (*GlobeNewswire*).

- **55%** of MSPs say IT **infrastructure monitoring** is their most valuable technology (*VentureBeat*).

- By 2025, 70% of organizations will implement structured **infrastructure automation** to deliver flexibility and efficiency, up from **20%** in 2021 (*Gartner*).

- By 2025, **50%** of enterprises will develop skills for **infrastructure automation** across hybrid and multi-cloud platforms, up from less than **10%** in 2021 (*Gartner*).

Top Network & Infrastructure challenges

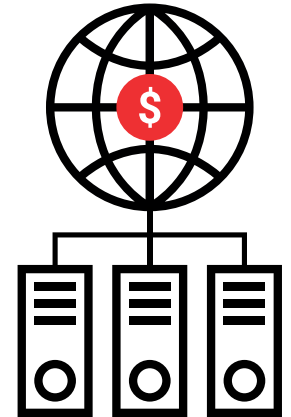| Challenge	Percentage
IT Infrastructure Monitoring	55%
Network Performance Monitoring	47%
Security Information and Event Management	43%
Artificial Intelligence for IT Operations	37%
Application Performance Monitoring	36%
Cloud Native Observability	33%
Professional Services Automation	27%

- **85%** of infrastructure and operations leaders without full **automation** expect to increase automation within 3 years (*Gartner*).

- In 2020, **69%** of respondents following a hybrid cloud only approach state having deployed or are in the process of deploying a **hyperconverged infrastructure** (*Statista*).

- More than **86%** of companies expect their budgets for data center **network automation** to increase over the next two years, and with spending ramping up, network teams need to plan carefully (*Cisco*).

- **Network infrastructure** market - The global **network automation** market was valued at USD **$2.58** billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of **22.9%** from 2022 to 2030 (*Grand View Research*).

Revenue by Segment

in billion USD (US$)

Year	Total
2016	174.65
2017	181.27
2018	186.36
2019	183.25
2020	179.35
2021	189.53
2022	191.86
2023	203.44
2024	211.46
2025	219.78
2026	228.59
2027	237.26

● Enterprise Network Infrastructure   ● Service Provider Network Infrastructure
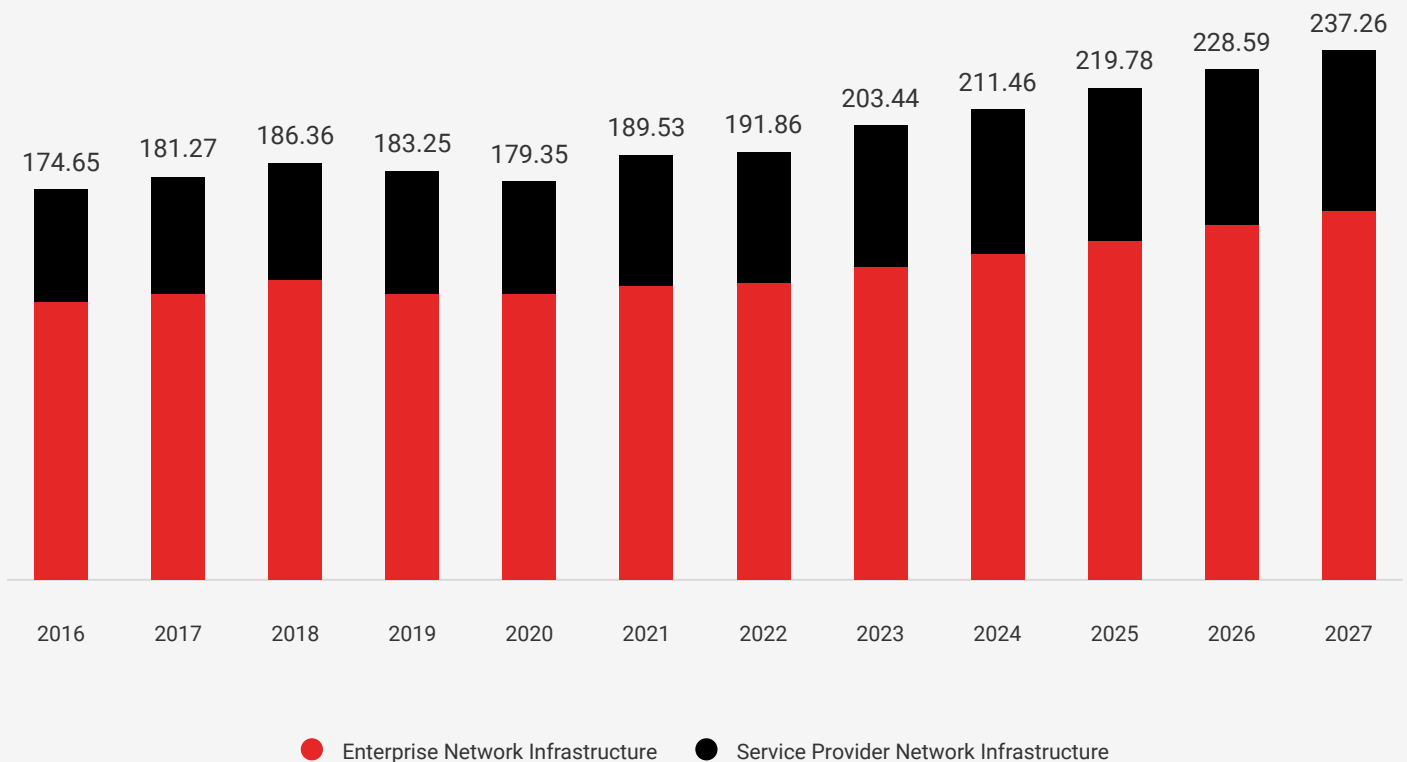
IDENTIFYING DEMAND FOR NETWORK & INFRASTRUCTURE SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product.
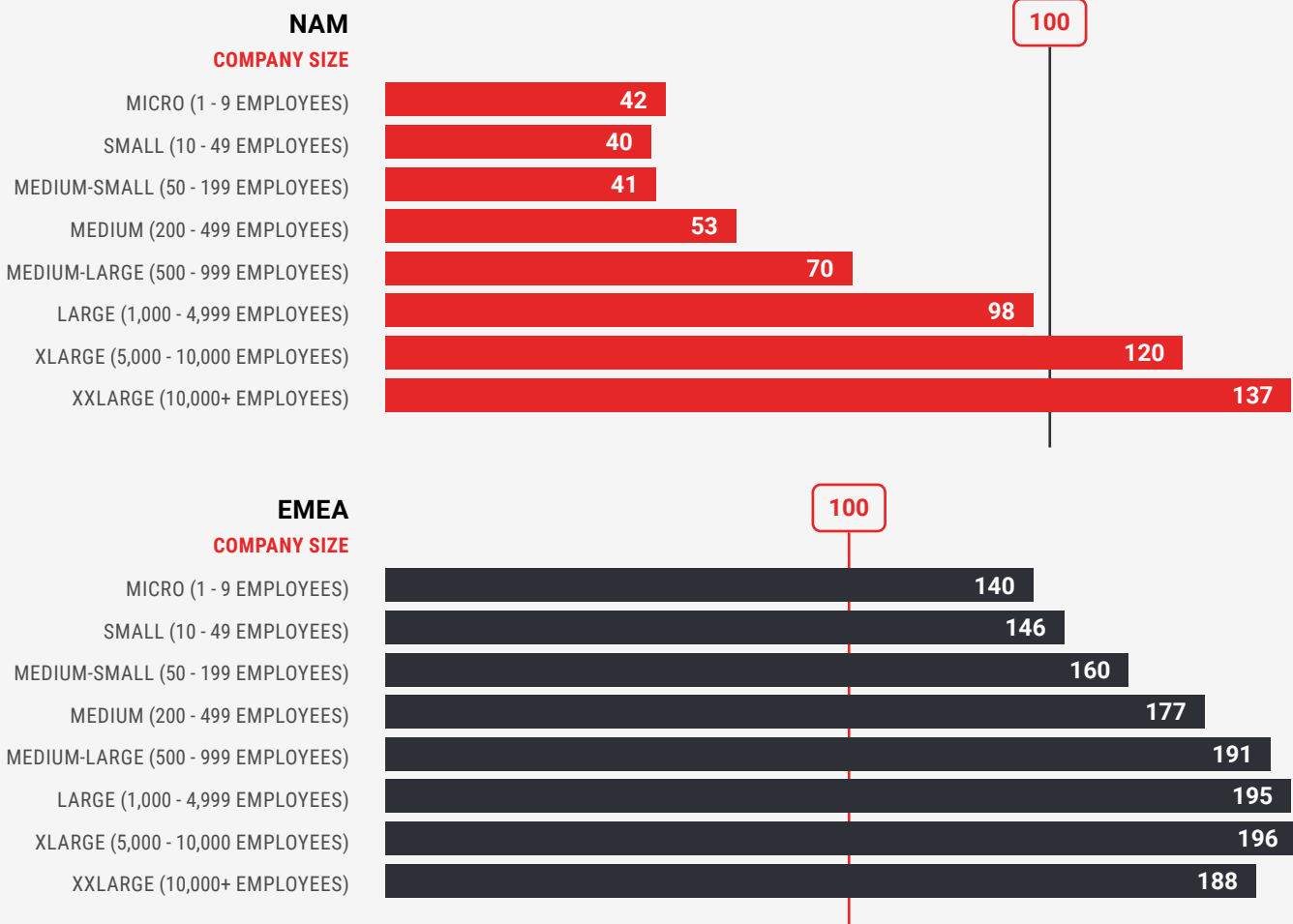
Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level. Knowing where the demand for Network and Infrastructure solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focusing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

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COMPANY SIZE: NAM VS EMEA

NAM
COMPANY SIZE

	100
MICRO (1 - 9 EMPLOYEES)	42
SMALL (10 - 49 EMPLOYEES)	40
MEDIUM-SMALL (50 - 199 EMPLOYEES)	41
MEDIUM (200 - 499 EMPLOYEES)	53
MEDIUM-LARGE (500 - 999 EMPLOYEES)	70
LARGE (1,000 - 4,999 EMPLOYEES)	98
XLARGE (5,000 - 10,000 EMPLOYEES)	120
XXLARGE (10,000+ EMPLOYEES)	137

EMEA
COMPANY SIZE

	100
MICRO (1 - 9 EMPLOYEES)	140
SMALL (10 - 49 EMPLOYEES)	146
MEDIUM-SMALL (50 - 199 EMPLOYEES)	160
MEDIUM (200 - 499 EMPLOYEES)	177
MEDIUM-LARGE (500 - 999 EMPLOYEES)	191
LARGE (1,000 - 4,999 EMPLOYEES)	195
XLARGE (5,000 - 10,000 EMPLOYEES)	196
XXLARGE (10,000+ EMPLOYEES)	188

TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	DaVita, Inc.	davita.com	XXLarge (10,000+ Employees)	Healthcare	31	69
2	Dell, Inc.	dell.com	XXLarge (10,000+ Employees)	Manufacturing	30	69
3	The City University of New York	cuny.edu	XXLarge (10,000+ Employees)	Education	30	67
4	DePaul University	depaul.edu	XLarge (5,000 - 10,000 Employees)	Education	30	68
5	Union Pacific Corporation	up.com	XXLarge (10,000+ Employees)	Transportation & Travel	30	71
6	Nordstrom, Inc.	nordstrom.com	XXLarge (10,000+ Employees)	Retail	30	67
7	Discover Financial Services	discover.com	XXLarge (10,000+ Employees)	Finance	30	66
8	Mobilitie, LLC	mobilitie.com	Medium-Large (500 - 999 Employees)	Construction	30	69
9	Fidelity China Special Situations, PLC	fidelity.co.uk	Micro (1 - 9 Employees)	Finance	30	68
10	Maximus, Inc.	maximus.com	XXLarge (10,000+ Employees)	Software	30	69
11	Fish & Wildlife, Washington State Dept.	wa.gov	Small (10 - 49 Employees)	Government	30	68
12	Dynamic Metals, LLC	dynamicmetalsllc.com	Medium-Small (50 - 199 Employees)	Resource Extraction	30	69
13	Public Service Enterprise Group, Inc.	pseg.com	XXLarge (10,000+ Employees)	Energy, Utilities & Waste	30	69
14	The Charles Stark Draper Laboratory, Inc.	draper.com	Large (1,000 - 4,999 Employees)	Transportation & Travel	29	70
15	Micron Technology, Inc.	micron.com	XXLarge (10,000+ Employees)	Manufacturing	29	69
16	Nike, Inc.	nike.com	XXLarge (10,000+ Employees)	Retail	29	68
17	Banner Health	bannerhealth.com	XXLarge (10,000+ Employees)	Healthcare	29	69
18	Ameriprise Financial Advisors	ampf.com	Small (10 - 49 Employees)	Finance	29	68
19	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	29	66
20	AT&T Wireless Mexico	att.com.mx	XLarge (5,000 - 10,000 Employees)	Telecommunications	29	70
21	Meijer	meijer.com	XXLarge (10,000+ Employees)	Consumer Services	29	68
22	TEKsystems, Inc.	teksystems.com	XXLarge (10,000+ Employees)	Software	29	67
23	University of Southern California	usc.edu	XXLarge (10,000+ Employees)	Education	29	69
24	County of Santa Clara	sccgov.org	XXLarge (10,000+ Employees)	Government	29	70
25	Oak Ridge National Laboratory	ornl.gov	Large (1,000 - 4,999 Employees)	Government	29	69
26	Walgreen, Co.	walgreens.com	XXLarge (10,000+ Employees)	Retail	29	67
27	Research Triangle Institute	rti.org	Large (1,000 - 4,999 Employees)	Manufacturing	29	68
28	Sonoco Products Company	sonoco.com	XXLarge (10,000+ Employees)	Manufacturing	29	67
29	International Game Technology, PLC	igt.com	XXLarge (10,000+ Employees)	Business Services	29	67
30	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	29	67

NAM

INDUSTRY

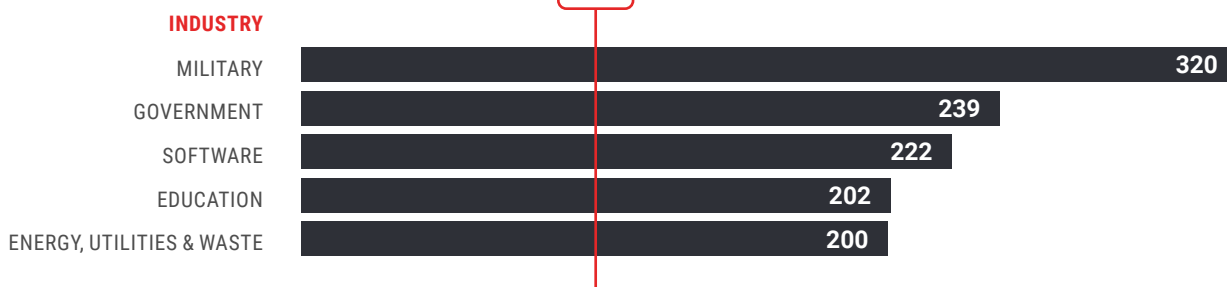|	
MILITARY	106
EDUCATION	96
GOVERNMENT	86
SOFTWARE	85
ENERGY, UTILITIES & WASTE	81

100

TOP INDUSTRY INTEREST: EMEA

EMEA

	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	31	71
2	AREP	arep.fr	Large (1,000 - 4,999 Employees)	Construction	30	68
3	Arkema, Inc.	arkema-americas.com	Large (1,000 - 4,999 Employees)	Manufacturing	30	68
4	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	30	69
5	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	30	70
6	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	29	70
7	Federal-Mogul Holdings Corporation	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	29	70
8	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	29	69
9	Weatherford International, PLC	weatherford.com	XXLarge (10,000+ Employees)	Manufacturing	29	68
10	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	29	71
11	Claranet Limited	claranet.co.uk	Large (1,000 - 4,999 Employees)	Software	29	68
12	Saginaw Valley State University	svsu.edu	Medium-Large (500 - 999 Employees)	Education	29	68
13	North Atlantic Treaty Organisation	nato.int	XLarge (5,000 - 10,000 Employees)	Government	29	70
14	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	28	70
15	BNP Paribas SA	group.bnpparibas	XXLarge (10,000+ Employees)	Finance	28	70
16	Saudi Aramco	saudiaramco.com	XXLarge (10,000+ Employees)	Resource Extraction	28	69
17	Thales SA	thalesgroup.com	XXLarge (10,000+ Employees)	Transportation & Travel	28	69
18	SATA	sata.pt	Large (1,000 - 4,999 Employees)	Transportation & Travel	28	69
19	APCO Worldwide, Inc.	apcoworldwide.com	Large (1,000 - 4,999 Employees)	Business Services	28	73
20	Iteration AB	iteration.se	Small (10 - 49 Employees)	Software	28	68
21	Telia Company AB	teliacompany.com	XXLarge (10,000+ Employees)	Telecommunications	28	69
22	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	28	69
23	Robert Bosch GmbH	bosch.com	XXLarge (10,000+ Employees)	Manufacturing	28	68
24	LOKO IT-specialisten BV	loko.nl	Small (10 - 49 Employees)	Software	28	69
25	Essensys, PLC	essensys.co.uk	Medium-Small (50 - 199 Employees)	Software	28	67
26	Guildford College Group	guildford.ac.uk	Medium-Large (500 - 999 Employees)	Education	28	69
27	Atos SE	atos.net	XXLarge (10,000+ Employees)	Software	28	70
28	Woking College	woking.ac.uk	Small (10 - 49 Employees)	Education	27	68
29	ADS Group, Limited	adsgroup.org.uk	Medium-Small (50 - 199 Employees)	Non-Profit	27	68
30	Intel Corporation	intel.com	XXLarge (10,000+ Employees)	Manufacturing	27	70

EMEA

100

| INDUSTRY	
MILITARY	320
GOVERNMENT	239
SOFTWARE	222
EDUCATION	202
ENERGY, UTILITIES & WASTE	200

CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Networks and Infrastructure, it can help you prioritize your content focus. And by analyzing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.
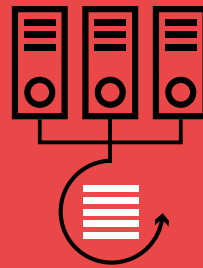
INFRASTRUCTURE PROVISIONING IS SEEING THE LARGEST % CHANGE IN INCREASED SEARCHES WITH

+289%

UPLIFT IN THE PAST 90 DAYS IN NAM AND

+465%

IN EMEA.

NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Infrastructure	73%	35,222
2	Infrastructure Deployment	-49%	28,446
3	Network Automation	204%	27,820
4	Network Visibility	4%	27,505
5	Internet Infrastructure	-24%	27,069
6	Network Modernization	17%	24,049
7	Network Monitoring	42%	23,783
8	Infrastructure Monitoring	95%	18,721
9	Network Connectivity	-51%	17,225
10	Cloud Infrastructure	-7%	15,874
11	Network Management	21%	15,515
12	Remote Network Management	-16%	15,126
13	Routers	-49%	14,308
14	Infrastructure Automation	6%	13,313
15	Network Performance	-49%	13,141
16	Zero Trust Network Access	-54%	11,992
17	Infrastructure Provisioning	289%	10,428
18	Infrastructure as Code (IaC)	57%	9,215
19	Wireless Infrastructure	-12%	8,902
20	IT Infrastructure	-15%	8,743
21	Hyper-Converged Infrastructure	19%	7,136
22	Application Infrastructure	3%	5,256
23	Infrastructure Management	-6%	4,219
24	Virtual Infrastructure	-41%	2,576
25	Software-Defined Wide Area Network	-10%	2,505
26	Wide Area Networking (WAN)	-18%	2,346
27	Infrastructure as a Service (IaaS)	12%	1,637
28	Public-Key Infrastructure (PKI)	-51%	1,387
29	Network Infrastructure	-72%	1,293
30	Virtual Desktop Infrastructure (VDI)	-72%	1,170
31	Software-Defined Infrastructure	-14%	684

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	Topic Field	Percent Change		Businesses with Spiking Intent
1	Network Monitoring		43%	15,553
2	Network Automation		309%	15,223
3	Network Visibility		122%	13,732
4	Network Management		40%	11,076
5	Infrastructure Monitoring		98%	10,701
6	Infrastructure Deployment	-22%		8,814
7	Network Performance		28%	7,890
8	Remote Network Management	-23%		7,537
9	Infrastructure		60%	6,295
10	Cloud Infrastructure		2%	5,715
11	Infrastructure Automation		72%	5,668
12	Network Connectivity	-64%		4,444
13	Internet Infrastructure		20%	4,319
14	Network Modernization		31%	4,237
15	Infrastructure Provisioning		465%	3,219
16	Routers	-25%		3,182
17	Infrastructure as Code (IaC)		68%	3,090
18	Zero Trust Network Access (ZTNA)	-7%		2,978
19	IT Infrastructure		87%	2,369
20	Application Infrastructure	-2%		1,861
21	Wireless Infrastructure	-36%		1,247
22	Infrastructure Management		102%	1,241
23	Hyper-Converged Infrastructure		49%	1,081
24	Infrastructure as a Service (IaaS)		62%	1,037
25	Virtual Infrastructure	-21%		772
26	Software-Defined Wide Area Network		23%	744
27	Wide Area Networking (WAN)		30%	443
28	Public-Key Infrastructure (PKI)	-69%		419
29	Network Infrastructure	-72%		325
30	Virtual Desktop Infrastructure (VDI)	-87%		286
31	Software-Defined Infrastructure	-38%		177

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1.	Infrastructure – **35,222** actively searching businesses	**+73%**
2.	Infrastructure Deployment – **28,446** actively searching businesses	**-49%**
3.	Network Automation – **27,820** actively searching businesses	**+204%**

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1.	Network Monitoring – **15,553** actively searching businesses	**+43%**
2.	Network Automation – **15,223** actively searching businesses	**+309%**
3.	Network Visibility – **13,732** actively searching businesses	**+122%**

TOP 3 SURGING CLOUD CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

①	**INFRASTRUCTURE PROVISIONING**	**+289%**
②	**NETWORK AUTOMATION**	**+204%**
③	**INFRASTRUTURE MONITORING**	**+95%**

EMEA:

①	**INFRASTRUCTURE PROVISIONING**	**+465%**
②	**NETWORK AUTOMATION**	**+309%**
③	**NETWORK VISIBILITY**	**+122%**

Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the network and infrastructure space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. 10 Network Monitoring Best Practices You Need to Know About
2. 5 Networking Components Missing from Your Digital Transformation Strategy
3. 6 Key Network Challenges of Hybrid Work (And How to Overcome Them)
4. 5 Reasons Why You Need Advanced SD-WAN for your Cloud-First SASE Architecture
5. 4 Major Trends Fueling the Demand for Network Security Post-COVID-19

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. The State of SD-WAN, SASE and Zero Trust Security Architectures
2. 6 Key Skills Every Network Manager Needs
3. 5 Reasons Why You Need Advanced SD-WAN for your Cloud-First SASE Architecture
4. 6 Vulnerabilities in Your Network You Need to Fix
5. 10 Network Monitoring Best Practices You Need to Know About

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. 5 Networking Predictions for 2022
2. The Zero Trust Edge: Deliver a More Secure Network from the Start
3. How to Identify and Eliminate Zero-Day Vulnerabilities in Hybrid Cloud Networks
4. The Economic Advantages of Network & Security Transformation
5. 5 Critical SASE Use Cases for Hybrid Work Environments

STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Network and Infrastructure vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- With digital transformation accelerating network advancement in the last few years, it's no surprise that **Network Monitoring** is a key area of interest, particularly in EMEA where it's experiencing spiking intent. Similarly, *'10 Network Monitoring Best Practices You Need to Know About'* is the top performing piece of content in terms of views and in the top 5 for performance by dwell time.

- The desire for greater monitoring feeds into the need for greater network visibility, and increased concerns about the security of networks. Consequently, titles related to this topic such as *'4 Major Trends Fueling the Demand for Network Security Post-COVID-19'* and *'6 Vulnerabilities in Your Network You Need to Fix'* are among the top performing pieces by views and dwell time and key areas audiences want to learn more about.

- The rise of hybrid and remote working has prompted IT professionals to reassess **network security**, leading to the popularity of Zero Trust Network Access (ZTNA) and Software-Defined Wide Area Networks (SD-WAN), as reflected by high performing titles like *'The State of SD-WAN, SASE and Zero Trust Security Architectures'*, *'The Zero Trust Edge: Deliver a More Secure Network from the Start'* and *'5 Reasons Why You Need Advanced SD-WAN for Your Cloud-First SASE Architecture'*.

- A common trend among the highest performing titles is the need for certainty and questions surrounding the future of networks. Audiences want to keep their finger on the pulse for the latest trends and innovations, which is why titles like *'5 Networking Predictions for 2022'* and *'4 Major Trends Fueling the Demand for Network Security Post COVID-19'* are performing well via email.

- Speaking of trends, **Network Automation** is a key area of investment – it was valued at $2.58 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 22.9% from 2022 to 2030. Unsurprisingly, **Network Automation** is featured as a key trend the high-performing report *'5 Networking Predictions for 2022'*.
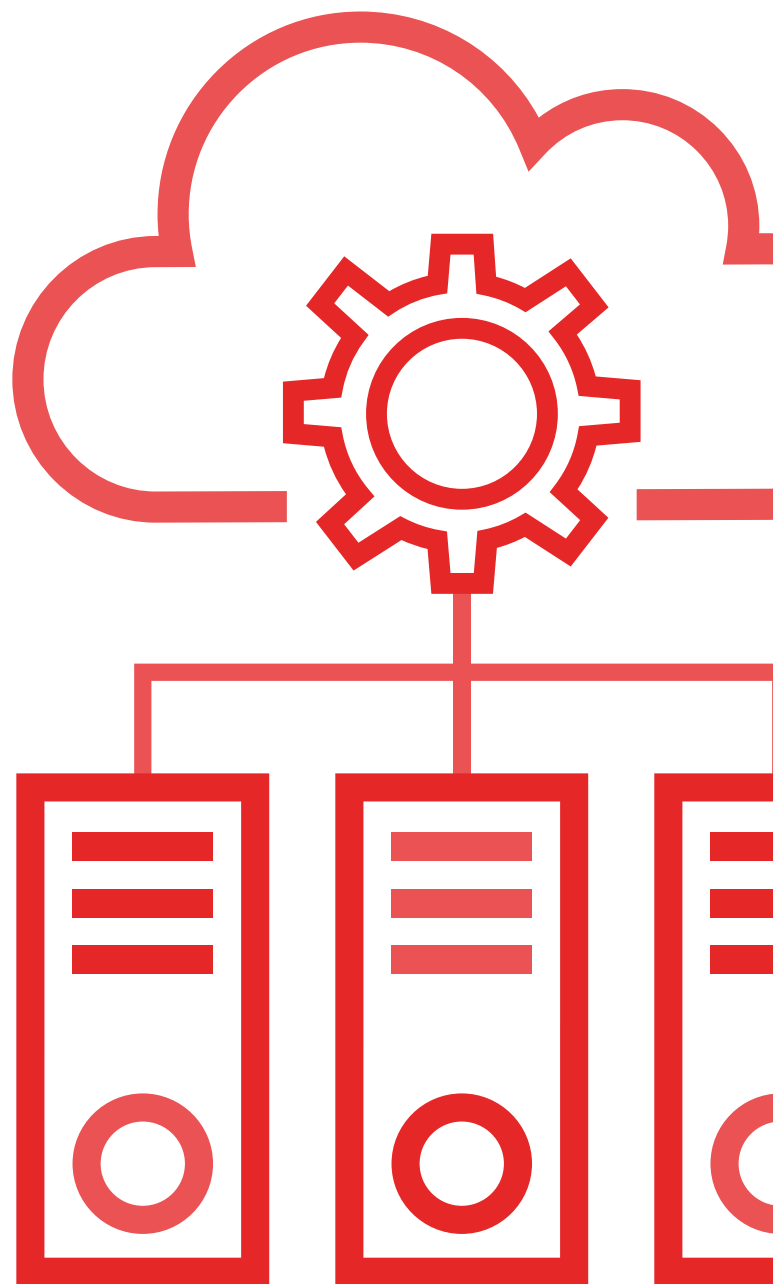
WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.
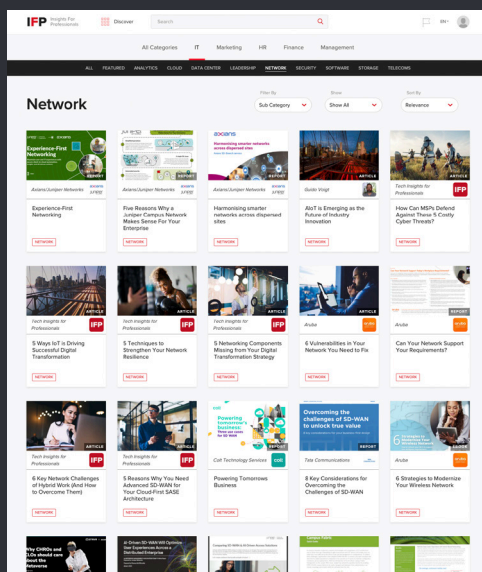
LOOKING FOR MORE NETWORK & INFRASTRUCTURE INSIGHTS?

DISCOVER THE NETWORK CATEGORY ON IFP.

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Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

For a custom report of your specific market or competitor intelligence book a demo.

IFP Insights For Professionals

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