

The Network Matters

Understanding the Network's Role in Infrastructure Modernization

As we enter a new decade, organizations are embracing the fact that the IT pendulum is swinging back toward distributed environments. Applications, having been consolidated into a small number of private, on-premises data centers, are now being distributed to public clouds and edge locations in response to business and competitive pressures.

New Applications Have to be Deployed Faster



86%

of organizations report being under pressure to launch new apps and services at an accelerating pace

“We were able to switch all of their networking over to the Google Cloud Platform rather easily. Basically it just required a networking config change and then all of a sudden, one data center lights up like Christmas and the other one basically stopped taking traffic, so it was rather magical. It didn't require any downtime.”

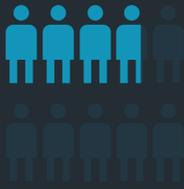
- Engineering executive at a leading link management platform company

Public Cloud Adoption Is Still Expanding



45%

run production applications in the cloud



38%

have a cloud-first policy for deploying new applications



49%

of cloud-native organizations (10 years or less) have a cloud-first policy for deploying new applications

Organizations Favor Hybrid Environments for Containers



70%

Our container-based applications are/will be deployed in a combination of public cloud platforms and private data centers



16%

Our container-based applications are/will be deployed in a public cloud environment only



13%

Our container-based applications are/will be deployed in an on-premises data center(s) or co-location facility managed by our organization only

Average Application Migration Times Are Mostly Measured in Days...but



33%

have experienced migrations that have lasted at least one month

Security, Scale, and Performance Are the Top Network Challenges in Modern Cloud-based Container Environments



52%

Network security



38%

Ability to rapidly scale the network services



36%

Ability to meet performance requirements



32%

Keeping up with dynamic nature

“After migrating to the Google Cloud network, the company realized a 50% decrease in connection times globally.”

- Engineering executive at a leading link management platform company

The Google Cloud Platform Network delivers:

The largest cloud network, comprised of more than 100 points of presence

- Deep global reach and coverage.
- One of the largest SDN architectures to ensure agility.
- Integrated security to deliver comprehensive solutions.
- Network innovations to optimize performance.
- Global VPCs, Anycast IP to accelerate global expansion.
- Premium network tiers for enhanced performance.

The Bigger Truth

These new, distributed environments will be more reliant on the network to deliver the requisite performance and ultimately the appropriate customer experience. In short, the network matters and can be a determining factor in the degree of success achieved when using a public cloud initiative. Google has a long history of innovation that it leverages to ensure its customers can accelerate their transition to modern application environments and build out robust global cloud network architectures. Customers are able to take advantage of Google's solutions to deliver enhanced user experiences and more efficient operational environments as well as to easily compete on a global scale.

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