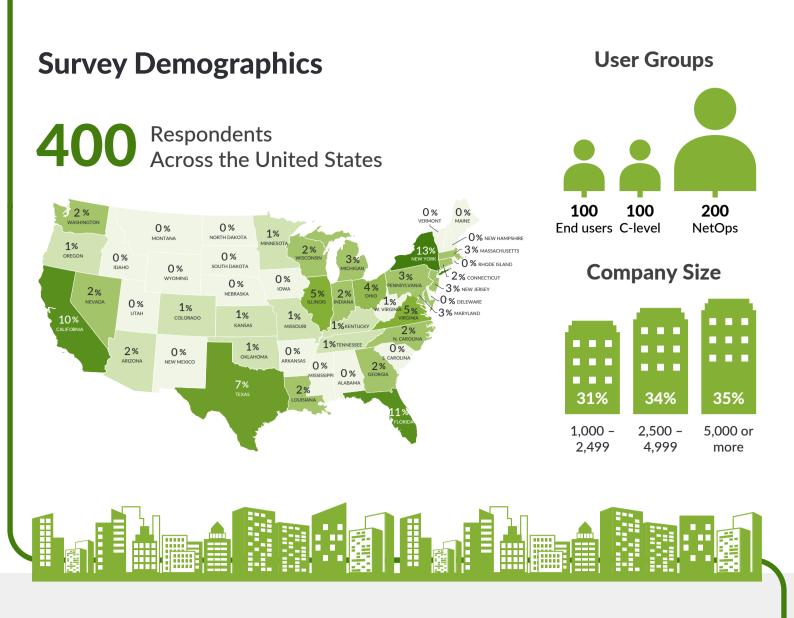


# **The Hidden Cost of Network Brownouts**

How Can IT Organizations Prevent the Damage Caused by Network **Brownouts?** 

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According to a recent survey sponsored by Juniper Networks, more than 60% of network brownouts are first discovered by customers and employees, or never even reported, instead of being proactively detected by IT Organizations. Those performance degradations can lead to severe and costly damage. Fortunately, some enterprises are better equipped than others and can prevent brownouts. In this infographic we are sharing our survey findings which reveals how best performing companies tackle this critical issue.



# The Overlooked Network Brownout Problem

#### What are Network Brownouts?

Network brownouts are unexpected and unintentional drops in network quality.

#### What is the impact of brownouts on medium and large enterprises?

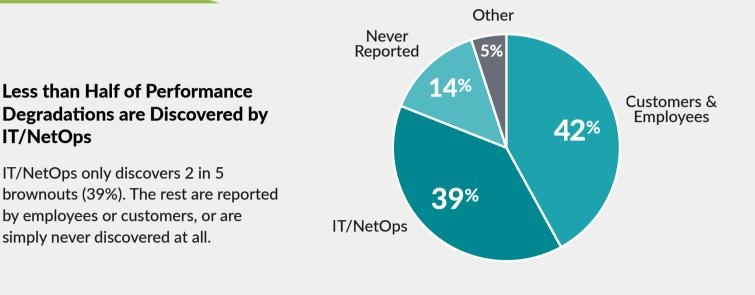


**IT/NetOps** 

90% YET 61%

of enterprises believe their network is somewhat or extremally critical for their business,

of Network Brownouts are not discovered by IT/NetOps



Who discovers brownouts?

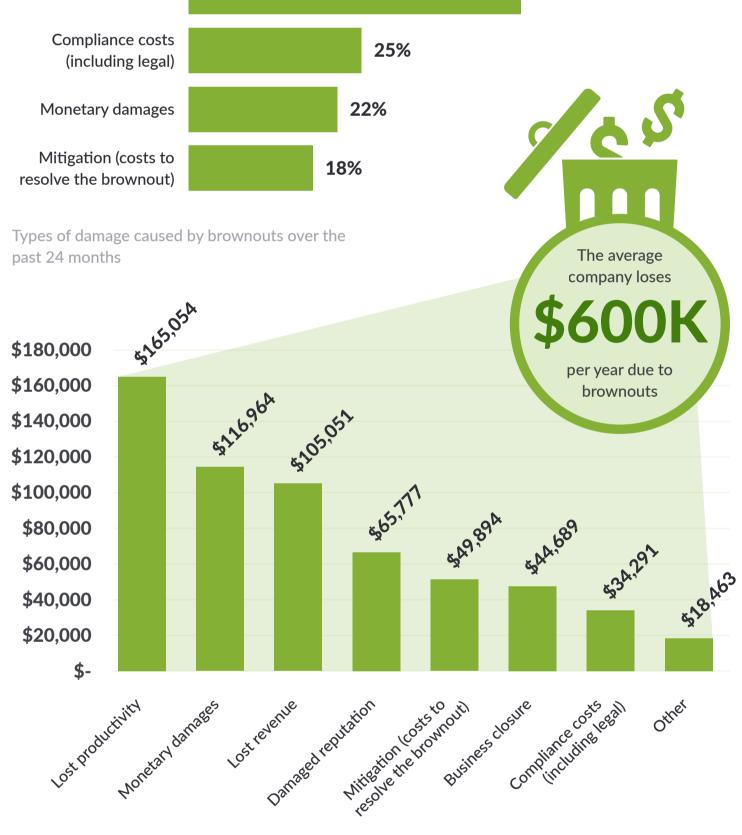
# How Damaging are Network Brownouts?

Persistent brownouts are the 3rd most critical issue every IT organization is facing



49%

Lost revenue



Breakdown of average company loss per year

## The Impact on User Experience



C-levels understand that network brownouts are a serious issue limiting productivity to just 70% on average







One in ten leave to work elsewhere



## **How Top Performing Organizations Prevent Brownouts and Maximize Customer Experience?**

**Top Performing Organizations:** Juniper's survey revealed that organizations that run active testing and monitoring see 5 to 10 times fewer brownouts and can identify the cause of brownouts much faster. **Actively monitor Run activation** service quality tests 189/F Missing/mis-In fact, the top 3 causes of brownouts could be avoided with active monitoring configured QoS Active service assurance and monitoring can be used to prevent 66% of all causes that can lead to Congestion Problematic or load issues brownouts. in-line devices

### Not Surprisingly,

Customer Experience Monitoring is IT Executive's Most Critical Initiative.

Those survey results corroborate what others in the industry have recently reported. According to Digital Enterprise Journal (DEJ), 58% of companies report that monitoring IT performance from the user perspective has become a strategic goal and top performing organizations are 2.2 times more likely to have customer experience as a focal point of IT.

For more information, read our detailed Survey Report.

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