

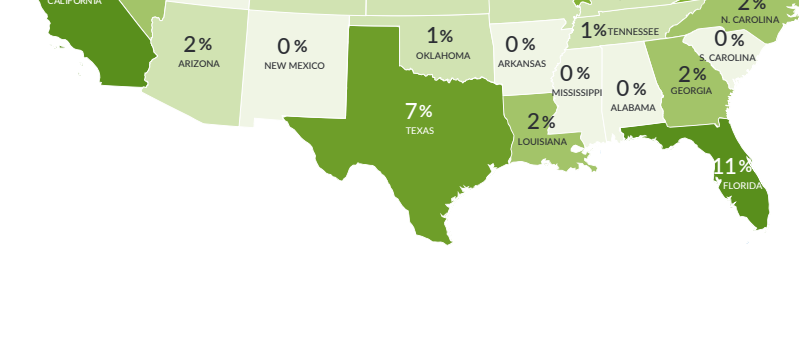
The Hidden Cost of Network Brownouts

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

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.

Survey Demographics

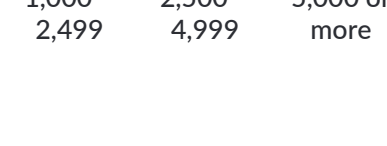
400 Respondents Across the United States



User Groups



Company Size

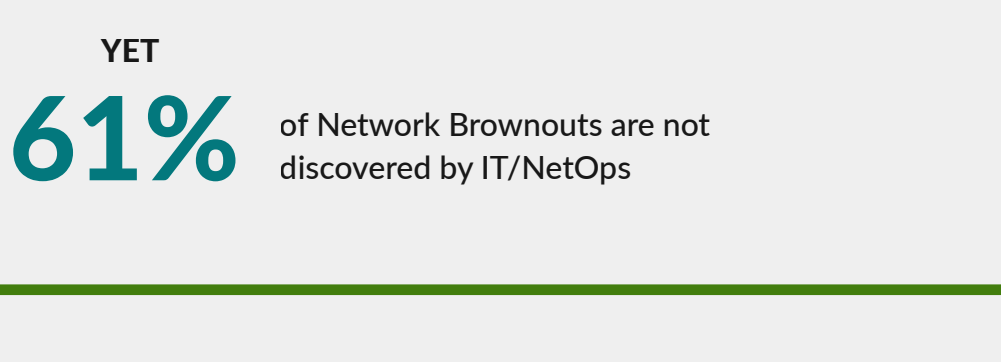


The Overlooked Network Brownout Problem

What are Network Brownouts?

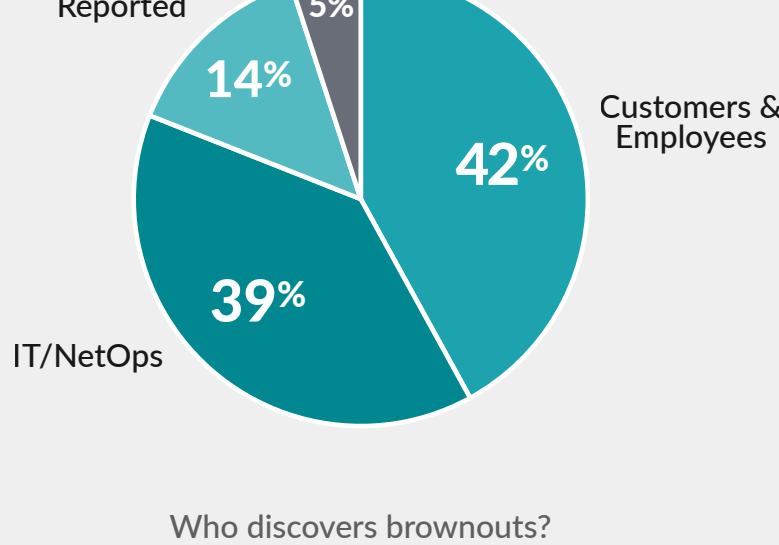
Network brownouts are unexpected and unintentional drops in network quality.

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



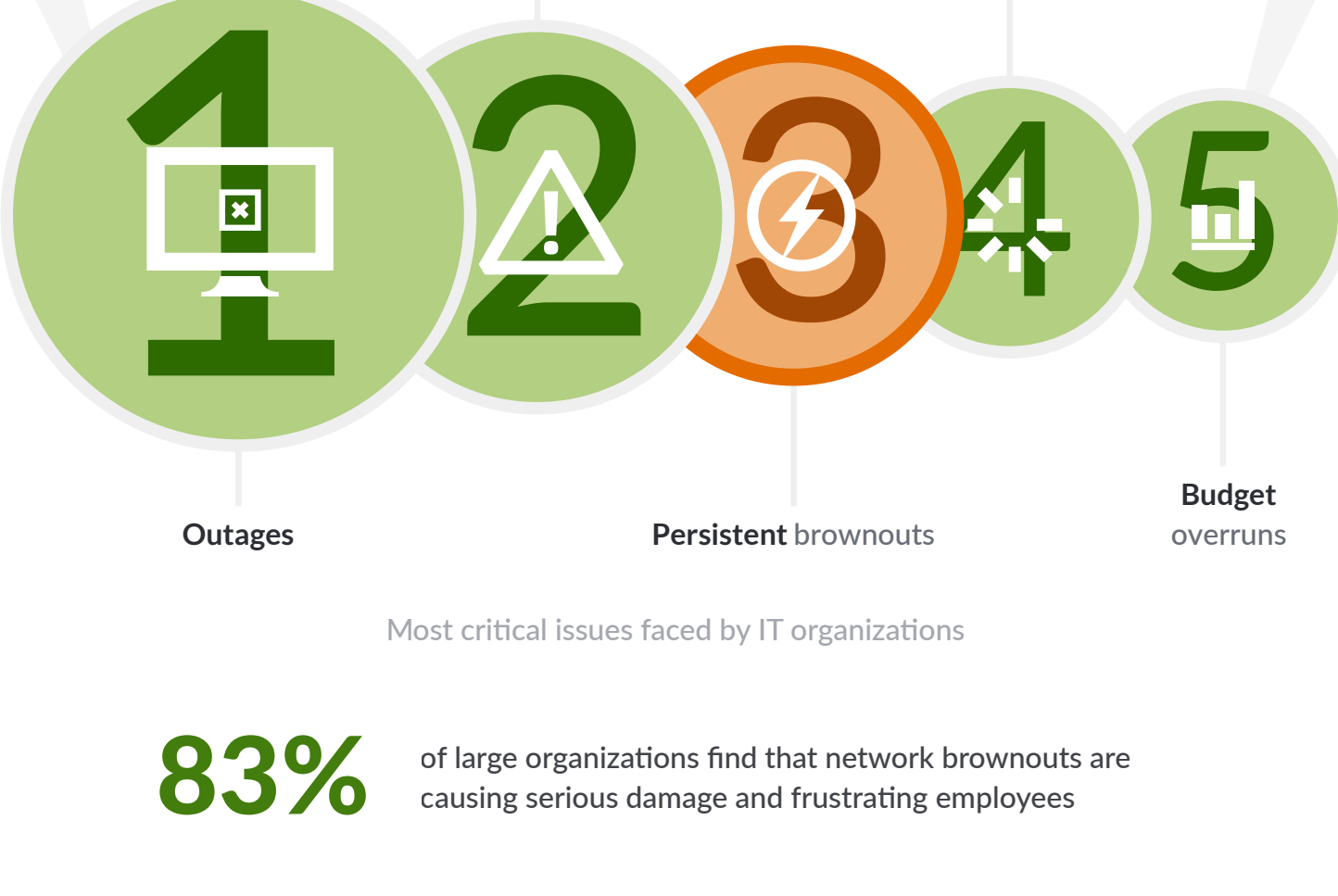
Less than Half of Performance Degradations are Discovered by IT/NetOps

IT/NetOps only discovers 2 in 5 brownouts (39%). The rest are reported by employees or customers, or are simply never discovered at all.

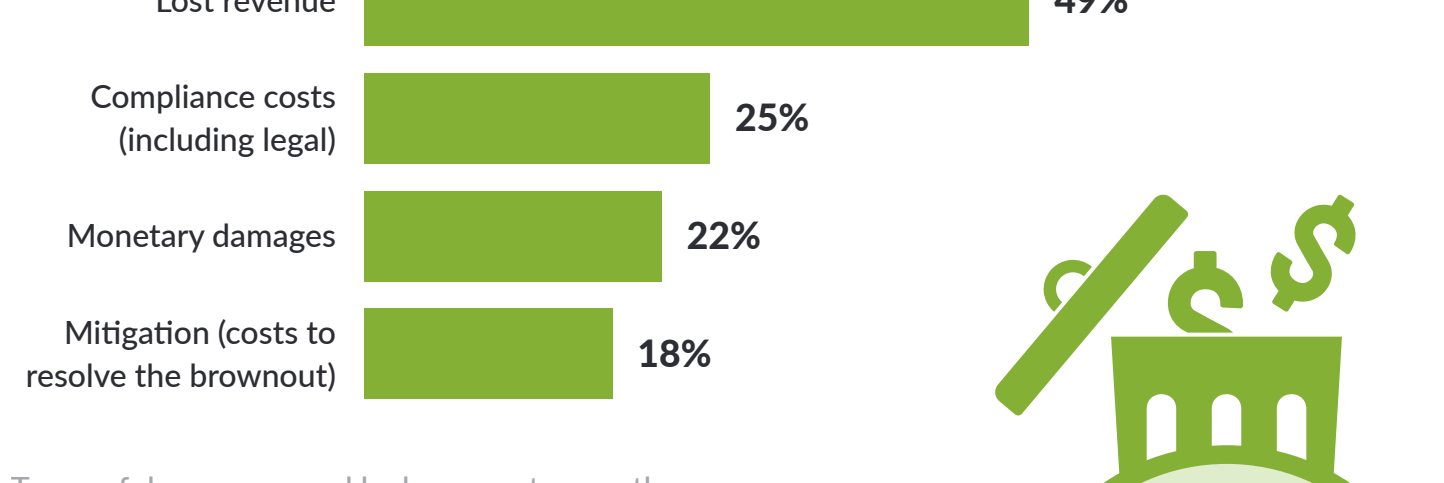


How Damaging are Network Brownouts?

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



83% of large organizations find that network brownouts are causing serious damage and frustrating employees



Types of damage caused by brownouts over the past 24 months



Breakdown of average company loss per year

The Impact on User Experience

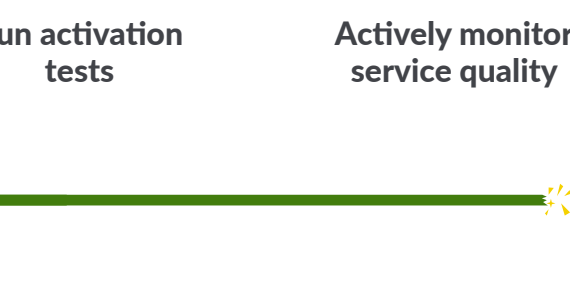
C-levels understand that network brownouts are a serious issue limiting productivity to just 70% on average



How Top Performing Organizations Prevent Brownouts and Maximize Customer Experience?

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.

Top Performing Organizations:



In fact, the top 3 causes of brownouts could be avoided with active monitoring



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](#).