AppNeta

THE EVOLUTION *of the* DISTRIBUTED ORGANIZATION

The future of IT is looking more and more distributed all the time. As SaaS apps and cloud services reach tipping points of adoption, the back-end technologies supporting them continue to mature. The past 30 years of tech have brought us to a modern world, where every business can be global and every employee can work. Here's how it happened, and what will come next.

1991 The first VoIP application, **NetFone** (later Speak Freely), is released, effectively enabling the first phonecord-cutters.

PPTP, a method for implementing virtual private networks, is invented, allowing users to work outside the office over a secure internet connection. **1996**

1999 **Salesforce.com** comes onto the scene, pioneering the concept of delivering enterprise applications via the web.

Amazon Web Services arrives as the first public cloud service, starting the rise of Infrastructure a sa Service (IaaS). **2002**

2003 Popular video conferencing platform **Skype** appears on the market and quickly becomes a business tool.

Calypso Wireless introduces the first mobile phone with WiFi connectivity and wins Frost & Sullivan's WiFi Technology of the Year award. **2005**

2007 **VMWare** introduces the first virtual desktop infrastructure, which uses virtualization to uncouple user desktops from hardware so they can be delivered via remote access.

Microsoft Azure arrives, finally bringing an AWS competitor to the market. **2008**

2009 **Web 2.0** gains traction as **Google** and others begin offering browser-based enterprise apps, further speeding app delivery and increasing user flexibility.

OpenStack, the open-source software for creating private and public clouds, is launched by **Rackspace Hosting** and **NASA**, offering a new way for businesses to build their own clouds. **2010**

2015

Amazon Web Services (AWS), still the cloud leader, generated $2.4B in revenue in Q4 2015, up 69% over the previous year.

American-based companies **Amazon, Microsoft, Google** and **IBM** nearly triple their combined cloud-infrastructure revenue in Western Europe over the past three years, reflecting new European data centers, increased cloud trust and demand from global companies to host their data locally and safely.

Major SaaS tipping point: **Gartner** predicts that 50% of all CRM software will be SaaS and that by 2025, that percentage will shoot up to 85, solidifying the trend toward cloud-based, distributed infrastructure. **2016**

2017

Analysts predict mobile **VoIP** becomes a $1 billion market as internet-based services become de facto.

More than 50% of organizations' IT budget will be spent on social, mobile, big data and cloud technologies, solutions and services.

IDC predicts 65% of companies' IT assets will be off-site, one-third of IT "staff" will be employees of third-party service providers, and 25% of global enterprises will have service providers from Asia/Pacific as part of their cloud ecosystem. **2018**

2019

Gartner predicts 30% of enterprises will deploy SD-WAN technology in their branches by the end of the year, up from less than 1% in 2015, reflecting an increased need to manage internet connections from the data center to the cloud and remote locations.

The market for BYOD and enterprise mobility is estimated to expand to more than $266 billion, up 25% per year from 2013.

34% of business leaders believe more than half of their full-time workforce will be remote. **2020**

2025 **McKinsey** predicts that cloud computing will have up to a $6.2 trillion economic impact annually and drive potential productivity gains of 15% to 20% across IT infrastructure, app dev and packaged software.

WHERE DO WE GO FROM HERE?

IT past and future have diverged quickly, with the old legacy infrastructure breaking down into flexible tools and functions that enable a global workforce. Industry trends and predictions are all pointing in the direction of cloud computing as infrastructure backbone, and improved networks that are able to manage various ways of transporting data. IT teams will have to stay ahead of the trends to build a flexible infrastructure with always-on monitoring to keep up with any problems that may arise.

AppNeta is the leader in proactive end-user performance monitoring solutions built for the distributed digital enterprise. With AppNeta, IT and Network Ops teams can assure continual and exceptional delivery of business-critical applications. AppNeta's SaaS-based solutions give IT teams essential application and network performance data, allowing them to continuously monitor user experience across any application, network, data center or cloud. For more information, visit www.appneta.com.

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