



www.pipelinepub.com

Volume 20, Issue 12

More Than a Platform: NaaS, Networking and a New Era of Consultancy in Interconnectivity

By: [Mark Daley](#)

In today's rapidly evolving digital landscape, Network as a Service (NaaS) has emerged as a key component of digital infrastructure for enterprises. This market is predicted to grow from \$14.46 billion in 2024 to \$78.38 billion in 2029, with a CAGR of more than 32 percent according to [Mordor Intelligence](#). As businesses shift towards cloud-based operations, the demand for robust, flexible and scalable networking solutions has never been greater. NaaS provides a pathway to achieving these goals, but navigating this journey requires more than just a technological shift. It demands expert guidance and consultancy.



Enterprises now face numerous networking challenges critical to their success. From managing the proliferation of cloud services and IoT devices to supporting a growing remote workforce, the need for reliable and efficient networking is paramount. However, many organizations lack the in-house expertise necessary to effectively manage and optimize their networking or may simply be unaware of the latest networking options available to them.

This is where an expert networking partner comes into play. As the networking landscape continues to evolve, the role of consultancy and professional services becomes even more crucial in this new era of interconnectivity.

These partners offer comprehensive guidance, providing advice, insights, and practical recommendations to maximize the value and performance of their network. By aligning networking solutions such as NaaS with business objectives, they help enterprises ensure their network is an enabler for business success and customer satisfaction.

Enterprise Networking Hurdles

The fast-paced and demanding nature of today's business landscape can put unnecessary strain onto both IT and networking enterprise teams. Four common challenge areas are:

Network Complexity: As enterprise networks grow in size and sophistication, managing multiple devices, configurations, and network policies becomes increasingly challenging. This complexity often requires advanced network management tools and more skilled personnel to ensure optimal performance and security.

Security Vulnerabilities: Complex networks have more potential entry points for cyber threats. Ensuring comprehensive security across a dispersed and intricate network structure demands constant vigilance, sophisticated security measures, and timely updates.

Scalability & High Cost: As enterprise networks get more complex, scaling them to meet growing demands becomes more difficult, and expensive. This is particularly prominent with rigid, legacy systems.

Skills Gap: There is a significant skills gap in the enterprise IT industry, with a shortage of professionals who can design, implement, and manage complex networks. Keeping existing staff up to date with the latest networking technologies and practices requires continuous training and development, which can be resource-intensive and time-consuming.

Connectivity, Consultancy & Expert Communication

Partnering with an expert NaaS provider can bridge internal network technology and skills gaps and offer an array of connectivity solutions for their network to thrive:

Expertise & Advanced Skills: Partnering with a NaaS provider gives enterprises access to highly specialized and experienced professionals with the latest knowledge and skills in network management, design, and security. These providers invest in continuous training and certification for their staff, ensuring they are always up to date with the latest networking technologies and best practices. This expertise can be valuable to enterprises that are open to combining their internal teams with expert external NaaS teams, for a comprehensive approach to network management.

Cost Efficiency: By leveraging a NaaS provider, enterprises can avoid the substantial upfront costs associated with purchasing and maintaining network infrastructure by opting for a subscription-based model instead. NaaS providers offer flexible pricing models that allow enterprises to scale their network services according to demand, ensuring cost efficiency and budget predictability.

Network Performance & Reliability: NaaS providers use advanced technologies and best practices to optimize network performance, ensuring high-speed, low-latency connectivity that meets the demands of modern enterprise applications. With robust infrastructure and redundant systems, NaaS providers also ensure high availability and minimal downtime, critical for mission-critical applications and services. Most importantly, you can be assured that your network is designed specifically for the connectivity and capacity you need, minimizing cost overheads.

Comprehensive Security & Compliance: NaaS providers implement state-of-the-art security measures,

including threat detection, prevention and response, to protect enterprise networks from cyber threats. They also help enterprises adhere to industry-specific regulations and compliance requirements, offering peace of mind and reducing the risk of penalties.

Focus on Core Business Activities: By outsourcing network management to a NaaS provider, enterprises can free up internal IT resources to focus on core business activities and strategic initiatives, rather than network maintenance and troubleshooting. NaaS partners provide expert consultancy services, helping enterprises develop and implement strategic network plans that align with their business goals and future growth. This enables enterprises to concentrate on what they do best, while leaving the complexities of the network technology layer, and even management, to their NaaS provider.

Rapid Deployment & Agility: NaaS providers can streamline networking operations, enabling enterprises to quickly deploy and configure network services and respond swiftly to market changes and new business opportunities. The flexibility of NaaS solutions allows enterprises to easily adapt their network infrastructure to changing needs, such as expanding to new locations or integrating new technologies. This can provide huge competitive advantages to enterprises looking to scale their operations, as well as deal with day-to-day business events depending on, or being impacted by, the network.

A Network Model Built for Tomorrow

Over the last decade, we have witnessed a change in how we design our network services, with an application-oriented approach to core network design replacing traditional, building-oriented physical architectures.

Several trends are expected to continue to reshape both today and tomorrow's networking landscape, and the future of NaaS as a whole. One of these is the growing integration of artificial intelligence (AI) and automation in NaaS platforms. This will help enterprises enhance the efficiency of their network management and security. AI can be used to predict network issues before they happen, optimize network traffic in real time by suggesting faster, alternative routes, and boost security by rapidly identifying and responding to threats.

Additionally, the rise of edge computing and the deployment and utilization of 5G networks will further enhance and evolve the capabilities of NaaS. Edge computing reduces latency and improves the performance of applications and services by bringing the network as close as possible to the data source. The combination of 5G and edge computing will enable new use cases for NaaS, particularly in IoT-heavy environments and industries that demand real-time data processing and ultra-low-latency connections for mission-critical services. The interconnectivity and management of edge-to-core networking continues to drive large scale network management needs, creating a complex blend of large to small network bandwidth and management requirements.

Cyber threats are also rising at an alarming rate. With hacks becoming more sophisticated and intelligent, security will need to move to the forefront of NaaS platforms, even more so than currently. We can expect to see even more advanced encryption techniques, zero-trust architectures, and AI-driven security analytics to provide stronger defenses against cyber threats.

However, in the face of network innovation and growth comes environmental concerns. With NaaS becoming a core component of enterprise networks, more providers are likely to put a stronger focus on sustainability. Technologies will be powered by greener, more efficient energy sources, and the network itself will be analyzed to reduce power consumption. There is a huge potential for NaaS to not

only improve the performance of enterprise networks, but also to help enterprises reduce their carbon footprint, achieve sustainability goals, and align with environmentally conscious customers.

The transition to NaaS provides a huge opportunity for enterprises to modernize their network infrastructure, reduce costs, and enhance performance. Partnering with an expert NaaS provider not only bridges the skills gap, but also ensures that enterprises have access to the latest technological advancements and professional support, with a team of experts ready to advise them every step of the way.

As the digital landscape continues to evolve, enterprises must be agile and proactive in their approach to network management. Leveraging the expertise of a NaaS provider enables businesses to focus on their core objectives while ensuring their network infrastructure is robust, secure, and scalable. By embracing NaaS and network consultancy, enterprises can confidently navigate the complexities of modern networking, ensuring they remain competitive and poised for future growth.

Not for distribution or reproduction