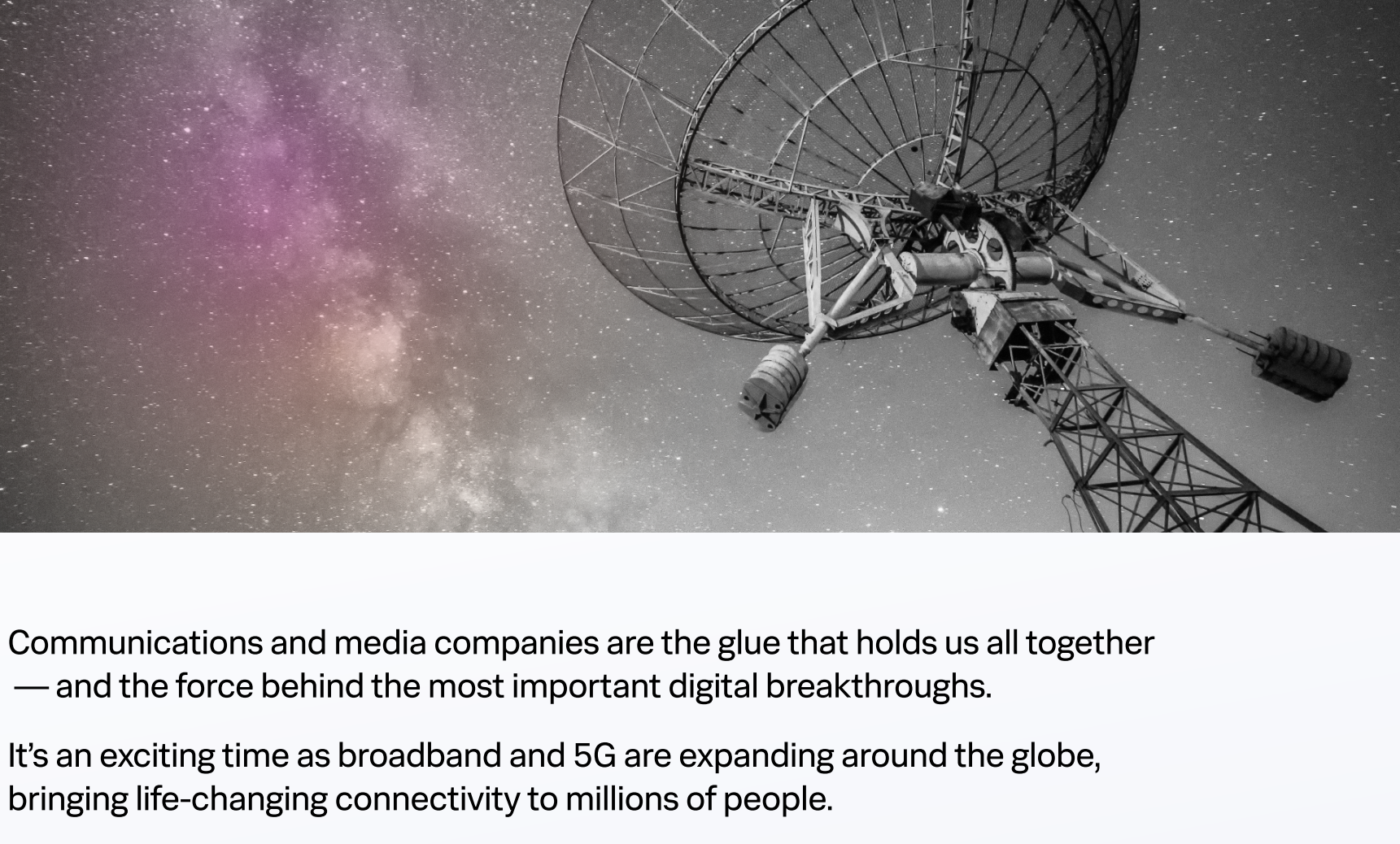


DIGITAL RESILIENCE FOR A CONNECTED FUTURE

3 Priorities for Communications and Media's Next Chapter



Communications and media companies are the glue that holds us all together — and the force behind the most important digital breakthroughs.

It's an exciting time as broadband and 5G are expanding around the globe, bringing life-changing connectivity to millions of people.

The opportunity is huge, but it's not without obstacles.

Cumbersome manual processes

<10%

Less than 10% of telcos report being fully automated in any single network and service operations domain

High customer expectations

31

The telecom industry has one of the lowest NPS scores at 31

Rising security threats

39%

of telecom CISOs believe security isn't adequately factored into strategic investments

46%

of consumers believe it's impossible to keep online data secure

Communications and media companies' new top priority: digital resilience.

Here are three things they want to accomplish:

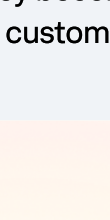
1

Proactively prevent major issues with zero-touch operations

Communications and media companies grapple with staggering operational complexity. Zero-touch automation reduces manual work, keeps networks up and running, and delivers standout customer experiences.

By following proven best practices, companies can advance zero-touch capabilities.

Monitoring and anomaly detection



Monitor networks to spot glitches and fix them fast before they become issues for customers.

Root cause analysis and troubleshooting



Understand why network issues happened, identify anything else at risk and prevent downtime.

Threat remediation and reporting

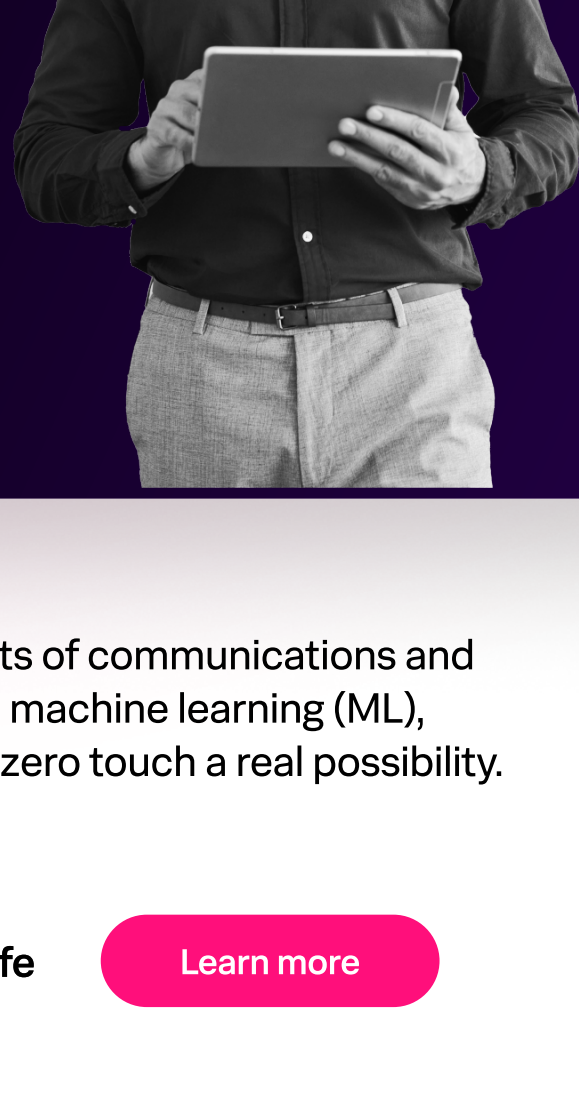


Automate key security tasks to focus on the most critical issues first.

“

It's about spotting where we have a flawed process, then using the Splunk platform to provide us with a list of affected customers so we can fix the problems using robotic process automation (RPA). Splunk helps us tactically fix processes because it gives us access to the data.

Paul Emmett,
Head of Network Operations, TalkTalk



Zero-touch automation has long been in the sights of communications and media companies. But recent advances in AI and machine learning (ML), combined with cloud-native technologies, make zero touch a real possibility.

Start bringing the zero-touch dream to life

[Learn more](#)

2

Remediate threats and disruptions faster to protect critical infrastructure

Connectivity is essential for the critical industries — like healthcare, manufacturing, transportation and others — that make our world work.

That's why countering pervasive security threats against communications networks is at the top of the regulatory agenda.

87%

The communications and media sector was the target of 87% of the largest denial of service (DoS) attacks in a single quarter.

41%

Double-extortion ransomware attacks against telecom companies surged 41% in one year.

Nearly 75% of 5G service providers

experienced up to six breaches or cyber attacks in the past year.

5G Managed Security Survey 2022, Nokia



“

I will put it plainly: When it comes to 5G, we cannot afford to make risky choices and just hope for the best. We must see clearly the threats to the security of our networks and act to address them.

Ajit Pai,
Former Federal Communications Commission (FCC) Chairman

Do more to protect your critical infrastructure

[Learn more](#)

3

Adapt quickly to new opportunities with standalone 5G

Standalone 5G (5G SA) delivers fast downloads and ultra-low latency, making innovations possible that once seemed futuristic.

Now with 5G SA, organizations can achieve more.

Build lucrative, new B2B2X services

\$440B

The B2B2X market is on course to reach \$440 billion in annual revenues by 2030.

Differentiate on customer experience

53%

Over half of 5G smartphone users want apps and experiences that harness the power of advanced network capabilities.

Tackle complexity and new security threats

25 billion

The number of installed IoT devices is on track to reach 25.1 billion in 2027, and each one is a potential entry point for cyberattack.

As 5G SA advances, achieving end-to-end visibility will be essential to delivering standout experiences.

Deloitte.

“

5G standalone (SA) networks are poised to drive disruptive change that could make previous advances in wireless technology (2G/3G/4G) appear incremental.

Start maximizing your 5G SA potential

[Learn more](#)

Build stronger connections powered by resilient systems

With increasingly resilient digital systems, the communications and media industry can prevent major issues that threaten the security and reliability of its digital infrastructure and quickly remediate problems that do occur. This means they can focus on innovations that strengthen their businesses and keep customers happy.

[Learn more about Splunk for Communications and Media >](#)