

Current Driving Factors for the Reassessment of Enterprise Networks and Cloud Security in German-Speaking Europe

Digitalization and Cloud Transformation

- The advancing digitalization and massive shift to cloud services are causing traditional network infrastructures (e.g., MPLS) to reach their limits. Companies today require flexible, scalable, and high-performance networks to efficiently and securely support cloud applications, SaaS, and hybrid work models ^{[1][2]}.
- The pandemic has accelerated the trend toward remote work and multi-cloud solutions, massively increasing requirements for network performance, availability, and security ^{[3][2]}.

Growing Network Complexity and Flexibility Requirements

- With the increase in remote work and the migration of applications to the cloud, CIOs must ensure that all locations and employees are securely and efficiently connected without increasing network complexity and costs ^{[4][2]}.
- SD-WAN solutions offer advantages here through centralized control, dynamic routing, and the ability to flexibly combine different connection types (MPLS, broadband, LTE, 5G) ^[2].

Cybersecurity, Zero Trust and Compliance

- The threat landscape from cyberattacks is increasing, while regulatory requirements are simultaneously rising (e.g., GDPR, BSI C5 certification in Germany). Companies must continuously adapt their security architectures to protect data and systems ^{[5][4]}.
- Zero Trust architectures and the integration of security functions directly into the network (e.g., SASE, encryption, centralized policy management) are becoming increasingly important to ensure protection in decentralized and cloud-based environments ^{[4][2]}.
- Compliance and data protection are central drivers, particularly in regulated industries such as finance, healthcare, and manufacturing ^{[6][4]}.

Cost and Efficiency Pressure

- Traditional WAN architectures are often expensive, difficult to scale, and offer little flexibility. SD-WAN and modern cloud security solutions enable more efficient resource utilization, centralized management, and cost savings through optimized bandwidth usage and reduced hardware requirements ^{[1][2]}.
- Companies expect new solutions to provide a better balance between investment security, future viability, and operating costs ^{[4][7]}.

Scalability and M&A Capability

- Corporate growth, internationalization, or mergers and acquisitions (M&A) require network solutions that can quickly and cost-effectively adapt to new locations and organizational structures. SD-WAN and cloud-based security architectures offer decisive advantages here ^{[4][2]}.

Technological Innovations (5G, IoT, SASE)

- The introduction of 5G and the increasing proliferation of IoT devices are raising requirements for bandwidth, latency, and security. SD-WAN can optimally leverage the advantages of 5G, enabling new use cases ^[6].
- SASE (Secure Access Service Edge) combines network and security functions in a cloud-based platform, thereby addressing the challenges of modern, decentralized IT landscapes ^[4].

Summary of Key Drivers

Factor	Description
Digitalization & Cloud	Need for flexible, high-performance networks for cloud and SaaS applications
Remote Work & Mobility	Secure, location-independent connectivity for all employees
Cybersecurity & Compliance	Protection against cyberattacks, compliance with regulatory requirements (GDPR, BSI C5, etc.)
Cost & Efficiency Pressure	Reduction of operating costs, centralized management, better resource utilization
Scalability & M&A	Rapid integration of new locations/companies, flexible adaptation to growth
Technological Innovations	Utilization of 5G, IoT, SASE for enhanced performance, security and new business models

These factors are leading IT executives and CIOs in German-speaking Europe, particularly in Switzerland, to reevaluate their WAN, SD-WAN, and cloud security strategies to ensure their companies' competitiveness, security, and future viability ^{[6][4][2]}.

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