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# Open Networking Services: The Key to Integrated Operations

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## Introduction: Integration is essential for today's IT Ops

For years, network administrators have juggled multiple management tools specifically for the network due to the technical complexity and specialization required for addressing and resolving network issues. This is especially true when organizations deal with networks that cover large geographical footprints and support hybrid IT environments and when some network segments are consumed as a service from a third-party provider.

Unfortunately, managing diverse network domains and multi-vendor tools regularly forces organizations into “tool stacks” that are both siloed and independent. This fragmented approach is operationally inefficient and lacks the necessary scalability for today's dynamic workloads and diverse use cases. The result is collaboration gaps that can sap employee productivity, impact financial outcomes, and inhibit the pursuit of proactive and preventative practices.

Instead, organizations should strive for a more integrated approach that focuses on deep, native integration of tools. Continuous visibility has never been more vital, with 88% of enterprises agreeing that networks are becoming increasingly critical with the arrival of AI technologies<sup>1</sup> and demanding seamless interoperability. Further, according to the research, networks are to blame for less than one-quarter of difficult issues in organizations' IT ecosystems.<sup>2</sup>

Integration is even more essential when considering the rapid and dramatic escalation of network-attached devices and endpoints. Nearly three-quarters (72%) of organizations are managing 1,000 or more endpoint devices,<sup>3</sup> from desktops and notebooks to consumer devices, smart things/IoT sensors, wearables, and many other emerging formats.

Much of IT operations is integrated today, so networks need to follow suit and be brought into the same systems and workflows. Integrations enable organizations to link together technology elements to reveal and consider relationships, such as servers, storage, and network infrastructure, with the applications and business processes they support. This allows for business value and priority to be understood when dealing with IT operations, rather than simply managing a bunch of technology stacks.

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<sup>1</sup> Source: Omdia Research Report, *Network Observability in the Agentic AI Era*, April 2026.

<sup>2</sup> Ibid.

<sup>3</sup> Source: Enterprise Strategy Group (now Omdia) Research Report, *The Growing Role of AI in Endpoint Management and Security Convergence*, June 2025.

Integration of network monitoring and management with other IT operations systems helps address these needs, turning a traditional first-blamed technology into a position of strength. But what do organizations need to do to get this right? Where do they focus first, and how do they know what they should expect?

## Getting network integrations right

Done efficiently and with proper planning, integrating the network viewpoint can create a situation where a single, primary monitoring and management dashboard or interface merges data and actions across all domains. This may be based in a commercial AIOps platform, a third-party ITSM platform, or something that an organization has constructed itself.

To get there, organizations need the ability to tie in data sources and action capabilities from multiple systems, and this means programmatic interfaces. The most common integration approach is to use application programming interfaces (APIs), which can be unidirectional (typically as a source of monitoring or management data) or bidirectional (typically including a capability for taking actions between systems). This all requires any solution being considered to be “open,” meaning that there is a published and supported means of integrating the solution with something else.

Increased use of APIs, however, can create new challenges, as they bring the potential for complexity and custom development projects that must be developed, tested, deployed, and then maintained. There are better approaches, such as unified data streams and automated remediation, which can:

- **Eliminate custom API overheads.** Adopting open, standardized frameworks like TM Forum or ServiceNow Service Exchange replaces rigid, custom-built connectors to proprietary APIs. This accelerates deployment cycles, boosts operational velocity, and increases return on investment.
- **Unify data streams.** Industry-certified data schemas make it easier to funnel real-time network alerts and telemetry into a single monitoring platform or AIOps engine, improving visibility across all suppliers.
- **Drive automated remediation.** Open integrations that enable bidirectional workflows open the door to diagnosing anomalies, keeping track of dependencies, and applying corrective changes without human intervention—all in real time.

When it comes to networks, the most common integrations bring alerts and telemetry from the network domain into higher-level, cross-domain AIOps or ITSM solutions for integrated reporting, ticketing, and change management. Such integrations are particularly important and valuable when enabling advanced, AI-powered analytics coupled with automation for accelerating problem diagnosis and application of corrective change.

## The Verizon approach

Verizon Managed Network Services (MNS) has recognized the need to proactively empower organizations to fully integrate network health, activity, and operations into the broader IT operations realm. The Verizon Service Management Platform can be integrated with commercial cross-domain service platforms, such as ServiceNow, or with any other system that can leverage the TM Forum-based APIs.

This enables free flow and a continuous exchange of network, performance, and telemetry data between Verizon MNS and the Verizon customer's choice of operational platform. It also opens the door to automated workflows so that actions can be initiated in a third-party or internally developed operations or service management platform and sent back to the Verizon Service Management Platform for automated implementation.

Among Verizon MNS' open networking capabilities and benefits are:

- **Flexible integration models.** Verizon's Digital Services Integration (DSI) adapts to an enterprise's cloud-native maturity, embedding managed network services directly into a client's existing operating environment.
- **Code-level API access.** For organizations with custom ITSM platforms (like Jira or BMC Helix), Verizon offers TM Forum-certified REST APIs, giving developers direct, programmatic access to back-office operational support systems.
- **Turnkey ServiceNow connection.** For ServiceNow users, Verizon provides an out-of-the-box Service Exchange B2B application that connects instances quickly, enabling configuration focus and eliminating custom code, lengthy deployment scoping, and legacy maintenance overhead.

Together, this provides a seamless method for monitoring and managing essential portions of the enterprise network, making it a first-class citizen across the broader IT estate.

## Conclusion

Networks are critical to every part of organizational operations and are becoming even more important, as they carry critical data and enable applications for everything from team collaboration to financial transactions and compliance reporting. All parts of the network need to be brought into the fold of integrated IT operations, including those being consumed as a service by third-party providers.

Only when this is done can the full health and capability of the infrastructure be properly tied to the business value it provides and made part of integrated workflows for incident response and change. Verizon MNS has introduced an open approach to integrating telemetry from and actions upon the network services it provides to enterprises, so this critical part of the infrastructure can be viewed and managed where it belongs—alongside the rest of the infrastructure upon which the business relies.

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