

The rise of serverless computing



Enterprise adoption of serverless computing is on the rise, driven by factors such as IoT growth, cloud adoption, the growing complexity of security threats, and the growth of microservices. To remain competitive in the modern business landscape, organisations are making the switch to serverless to achieve greater agility and efficiency, cost optimisation and enhanced security.



CAGR of over **23.17%** by 2029. Asia Pacific will be the fastest growing market¹



More than **85%** of organisations will embrace a cloud-first principle by 2025²



By the end of 2024, **15%** of enterprises are forecasted to adopt NaaS. It was less than 1% in 2021³

Making the switch to serverless

What is serverless computing?

Serverless computing is a type of cloud computing that enables businesses to build and run applications and services without the need for infrastructure management and provisioning. The back-end services are purchased from a cloud services provider, and charged on a pay-as-you-go basis.



Popular cloud service models:

- Platform-as-a-service (PaaS)
- Infrastructure-as-a-service (IaaS)
- Network-as-a-service (NaaS)



Growth of NaaS:

ABI Research forecasts that over 90% of enterprises will consume at least 25% of their network services through this model by 2030.⁴



Understanding NaaS

NaaS is an integrated approach to networking, in which various network functions, like routing, security and network optimisation are consolidated into a single platform. Think of it as a network subscription service, where enterprises can access networking resources—including hardware, software, tools, licences and lifecycle services—on demand.

What should a NaaS solution look like?

NaaS services and capabilities

- Bandwidth on demand
- Virtual private network (VPN) services
- Software-defined wide area network (SD-WAN)
- Multi-cloud connectivity
- Network security
- Network monitoring and predictive analytics

Types of hardware NaaS can replace

- VPN hardware
- Load balancers
- Firewall devices
- Multiprotocol label switching (MPLS) connections
- Digital antenna systems (DAS)
- Structured cabling

What are the advantages of NaaS over traditional network models?

Business agility

Organisations can easily adapt to changing business environments through features like:

- Cloud-centric on-demand model
- Flexible usage-based pricing



Enhanced security

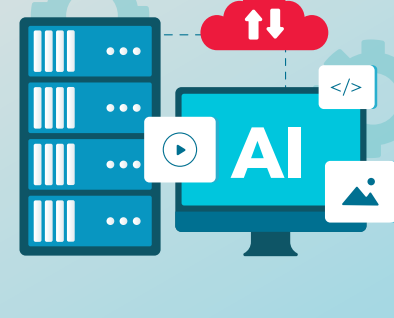
NaaS addresses emerging threats with security technologies and best practices like:

- Proactive network monitoring
- Centralised network visibility

Cost optimisation

NaaS supports cost optimisation and financial flexibility for businesses through:

- Elimination of upfront investments
- Consumption based payments for network services



Simplifies network management

Organisations seamlessly manage network resources across multiple environments via features like:

- Unified platform
- Automation and AI tools for repetitive tasks

Key considerations for NaaS adoption within your organisation



Evaluate your organisational needs

Carefully assess the unique needs of your organisation. Reach out to a trusted NaaS partner to discuss how the solution fits in with your current organisational strategy, and how it can contribute to your business goals.



Understand the cost model

Have a clear understanding of the cost model to avoid potential hidden costs in subscription. Involve your IT and finance teams early on in the decision-making process, as this helps you evaluate the long-term financial considerations for your NaaS strategy.



Ensure compliance

Ensure that your provider complies with relevant industry regulations, standards and acts. You may review their compliance reports, or conduct independent audits if required.



Choose the right partner

Choosing a partner that can deliver the right strategy and solution is key, given the complexity of enterprises. Seek out a solution that can be integrated into your existing model, and a partner that can help you scale as your organisation grows.

Partnering with Singtel for seamless NaaS deployment

The fragmented landscape in Asia can present significant connectivity challenges for enterprises. Singtel's holistic network services cater to the diverse requirements of different countries, ensuring seamless connectivity wherever your organisation operates. Our extensive network capabilities lets you experience end-to-end services on a global scale.



428 points of presence across 362 cities



A comprehensive suite of connectivity solutions



A global partner ecosystem



Over 30 cloud access gateways



Global Internet coverage in over 200 countries

Discover how Singtel can help you enhance connectivity through reaping the full benefits of NaaS.

[Start now](#)

References

¹ Mordor Intelligence, Serverless computing market size & share analysis - growth trends & forecasts (2024 - 2029), 2023

² Gartner, Gartner says cloud will be the centrepiece of new digital experiences, 2021

³ TechTarget, Enterprises consider NaaS adoption for business agility, 2023

⁴ ABI Research, Enterprise opportunities in network-as-a-service adoption, 2022