

# 2023 Edge Advantage Report

## Financial services perspective

Secure, grow and excel with edge as a service



The edge advantage is real, and investments are driving key business outcomes

95% of edge adopters agree that edge is providing a **competitive advantage**.

Over 8 in 10 agree that edge investments are **meeting – and frequently exceeding – expectations**.

90%

say their edge investment is directly linked to **reducing the workforce and automating tasks**.

87%

say their edge investment is directly linked to **improving supply chain efficiency and resilience**.

74%

say their edge investment is directly linked to **improving the customer experience and anticipating customer needs**.

The **2023 Edge Advantage Report** explores key themes to aid businesses in unlocking the full potential of the edge

1



### The state of the edge

Why enterprises invest in edge

2



### The future: The rise of edge as a service

Enterprises need wider expertise

3



### How to succeed: key factors

Lessons on success

Understanding the application of edge, defining its scope and building the right network foundations are essential.

1

## The state of the edge

Two-thirds of early adopters are investing in edge technology to solve urgent business challenges.

### Top 5 business objectives

1. Business growth
2. Use of data for decision-making
3. Improve customer experience
4. Improve quality control
5. Secure data from threats

### Top 4 problems solved using edge

1. Real-time data access
2. Automation and AI
3. Support network-segmentation strategy
4. Reduce data security and privacy risks

93%

say their IT security team plays a critical role in the architecture and implementation of edge.

3 out of 4 say collaboration is required across stakeholders.

#1

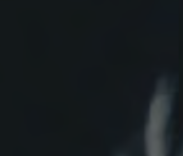
Adopters vote "having more off-the-shelf edge applications" to be the top factor in making edge consumption easier.

## Edge investments are producing results

Financial services and insurance enterprises that have already implemented edge technologies are reporting outcomes that positively impact their businesses.

5

key outcomes



Seamlessly integrated private 5G/edge with enterprise networks



Improved security with local data storage/connectivity



Improved access to business and customer analytics



Enhanced operational resilience/reliability



Reduced our cloud networking costs

2

## The rise of edge as a service (EaaS)

Current edge adopters see fragmented management of compute, connectivity and IoT devices as a drawback. Most enterprises need outside help.

8 in 10

expect their **dependency on third-party edge services** to grow over the next 2 years.

94%

partner for edge expertise through a managed-service model to **protect the enterprise from infrastructure obsolescence**.

90%

prefer to consume third-party edge services from a **single partner that offers a central point of accountability**.

Top 3

factors that drive EaaS

1. Cost management (incl. opex pricing)
2. Improved performance
3. Access to global and/or local support footprint

## Enterprises investing in edge and private networks achieve better outcomes

Those that have deployed private 5G compared to those that have not are:



more likely to report an **improved ability to make decisions in real-time**

twice as likely

to experience **improved application performance** on the edge



more likely to report improved access to **business and customer analytics**

3

## How to succeed: key factors

Achieving the edge advantage requires end-to-end solutions with holistic management and uncompromising accountability.

### Top 3 learnings to a successful edge strategy

1. Don't go solo: Managed service options were voted the top factor in easier edge consumption.
2. Innovation: Develop a strategy and culture that look beyond business as usual and fire-fighting.
3. Collaborate: Clarify ownership, and align edge budgets to wider business outcomes.

9 in 10

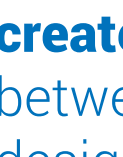
say private 5G is an important, if not critical, enabler to unlocking benefits of edge.



### Work with partners who'll provide the required expertise

- Edge data storage and management
- Edge computing server solutions
- Security and encryption management

- Internet of Things (IoT) platforms
- Edge analytics and machine learning
- Data center and content delivery network (CDN)



Adopters indicate that there is an opportunity to create greater alignment between edge strategy design and other, complementary initiatives.

57%

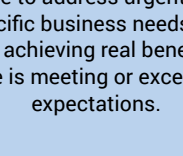
say that their edge strategy is strongly aligned with their **digital transformation strategy** needs.

63%

say that their edge strategy is strongly aligned with their **network modernization strategy**.

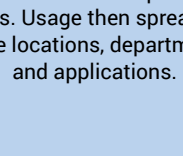
## 2023 Edge Advantage Report

Top 4 insights



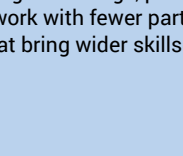
### The edge advantage is real – and it is here and now

Enterprises are deploying edge to address urgent and specific business needs and are achieving real benefits; edge is meeting or exceeding expectations.



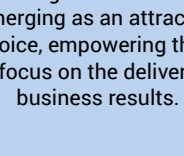
### Journeys to the edge can start at any pace

Enterprises start the journey with anchor applications that address their most pressing needs. Usage then spreads to more locations, departments and applications.



### Enterprises don't go it alone

They engage with expert partners to design, deploy and manage their edge, preferring to work with fewer partners that bring wider skillsets.



### Appetite for edge is growing

Edge is adapting to enterprises' preferences, and edge as a service is emerging as an attractive choice, empowering them to focus on the delivery of business results.



Find out more about NTT's **Edge as a Service**

Join the conversation

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