

2023 Edge Advantage Report

Secure, grow and excel with **edge as a service**



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

93% 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**.

79%

say their edge investment is directly linked to **increasing employees' safety, experience and efficiency**.

76%

say their edge investment is directly linked to **streamlining and digitizing business processes**.

74%

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

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

Organizations are deploying edge to help them achieve their business objectives.

Top 5 business objectives

1. Improve customer experience
2. Increase supply chain efficiency
3. Achieve environmental and sustainability goals
4. Drive business growth
5. Increase agility and decision-making speed

Top 4 problems solved using edge

1. Real-time data access
2. Automation and AI
3. Data security/privacy risks
4. Managing growth of connected devices (incl. IoT)

91%

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.

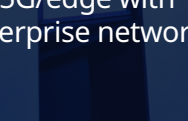
#1

Adopters vote "**having more managed service options**" to be the top factor in making edge consumption easier.

Edge investments are producing results

Organizations that have already implemented edge technologies are reporting outcomes that positively impact their businesses.

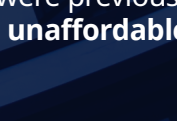
5 key outcomes



Seamlessly integrate private 5G/edge with enterprise networks



Improved security with local data storage/connectivity



Enabled new outcomes that were previously unaffordable



Improved access to business and customer analytics



Improved application performance

2

The rise of edge as a service (EaaS)

Current edge adopters see fragmented management of compute, connectivity and IoT devices as a drawback. To go further, most organizations need outside help.

8 in 10

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

91%

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

91%

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

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

38%



more likely to report improved **security** on the edge

53%



more likely to experience improved **analytics** on the edge

39%



more likely to experience improved **performance** on the edge

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: Organizations acknowledge the need for outside help.
2. Innovate: Look beyond business as usual and organizational barriers.
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 the benefits of edge.

Work with partners who'll provide the required expertise

6 crucial areas

- IoT platforms
- Configuration, deployment, orchestration
- Edge computing server solutions
- Data storage and management
- Security and data encryption
- Machine learning, automation and analytics



Adopters indicate that there is a **misalignment** between edge strategy design and other initiatives.

54%

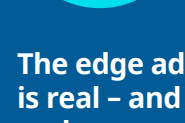
say that their edge strategy is strongly aligned with their **digital transformation strategy**.

59%

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 business 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**

Get the **2023 Edge Advantage Report**

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