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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	**2**	**3**
The state of the edge	**The future: The rise of edge as a service**	**How to succeed: key factors**
Why enterprises invest in edge	Enterprises need wider expertise	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.
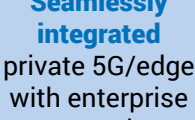3 out of 4 say collaboration is required across stakeholders.

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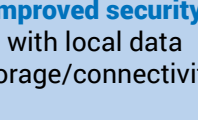

Edge investments are producing results
Organizations that have already implemented edge technologies are reporting outcomes that positively impact their businesses.
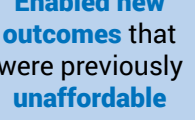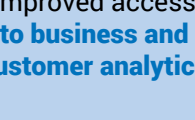
5 key outcomes

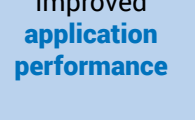- **Seamlessly integrated** private 5G/edge with enterprise networks
- **Improved security** with local data storage/connectivity
- **Enabled new outcomes** that were previously unaffordable
- **Improved access** to business and customer analytics
- **Improved application performance**

2

The rise of edge as a service (EaaS)
Current edge adopters see the 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

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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 silos.
3. **Collaborate:** Clarify ownership and align 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

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 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

Get the **2023 Edge Advantage Report**