

2023 Edge Advantage Report

Transportation and logistics perspective

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



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

92% 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**.

85%

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

78%

say their edge investment is directly linked to **encouraging innovation and creating new products or services**.

75%

say their edge investment is directly linked to **securing business and customer data from threats**.

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. Demonstrate sustainable business practices
2. Improve supply chain efficiency
3. Improve customer experience
4. Improve employee experience
5. Innovate/create new products or services

Top 4 problems solved using edge

1. Real-time data access
2. Automation and AI
3. Manage growth of connected devices and sensors (IoT)
4. Application/UI downtime

89%

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.

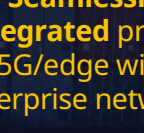
#1

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

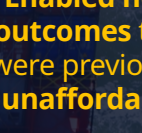
Edge investments are producing results

Transportation and logistics enterprises that have already implemented edge technologies are reporting outcomes that positively impact their businesses.

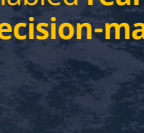
5 key outcomes



Seamlessly integrated private 5G/edge with enterprise networks



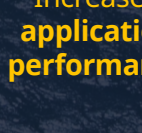
Enabled new outcomes that were previously unaffordable



Enabled real-time decision-making



Improved security with local data storage/connectivity



Increased 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. Most enterprises need outside help.

8 in 10

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

98%

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

89%

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. Improved performance
2. Access to global and/or local support footprint
3. Reduced costs (incl. more for less)

Enterprises investing in edge and private networks achieve better outcomes

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

66%

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

65%

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

41%

more likely to enable new outcomes that were **previously unaffordable** with cloud 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:** 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. **Collaboration:** Clarify ownership, and align edge budgets to wider business outcomes.

8 in 10

say private 5G is an important, enabler to unlocking the benefits of edge.

Work with partners who'll provide the required expertise

6 crucial areas

- Configuration, deployment, orchestration
- IoT platforms
- Data centers and content delivery network (CDN)
- Edge analytics and machine learning
- Business case/ROI analysis
- Edge computing server solutions



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

49%

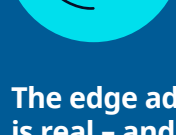
say that their edge strategy is strongly aligned with their **digital transformation strategy needs**.

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 urgent 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**

Get the **2023 Edge Advantage Report**

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