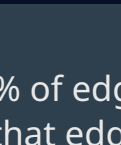# NTT DATA | intel | OMDIA

2023 Edge Advantage Report

Energy and natural resources 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.

89%
say their edge investment is directly linked to **securing business and customer data from threats.**

86%
say their edge investment is directly linked to **streamlining and digitizing business processes.**

84%
say their edge investment is directly linked to **increasing employees' safety, experience and efficiency.**

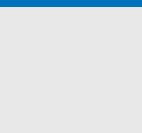The **2023 Edge Advantage Report** explores key themes to aid businesses in unlocking the full potential of the edge

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.

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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. Improve quality control
2. Improve customer experience
3. Improve supply chain efficiency
4. Improve employee experience
5. Encourage innovation/create new products or services

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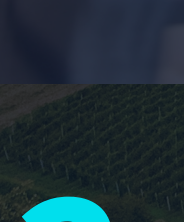4. Application/UI downtime

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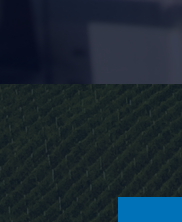
#1
Adopters vote "having more managed service options" to be the top factor in making edge consumption easier.

Edge investments are producing results

Energy and natural resources enterprises that have already implemented edge technologies are reporting outcomes that positively impact their businesses.
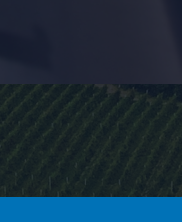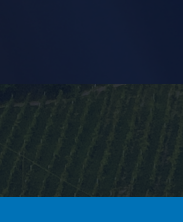
5 key outcomes

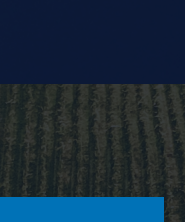Improved **security** with **local data storage/ connectivity**

Enabled **real-time decision-making**

Increased **application performance**

Enabled **new outcomes** that were previously **unaffordable**

Improved access to **business and customer analytics**

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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.

95%
partner for edge expertise through a managed-service model to **protect the enterprise from infrastructure obsolescence.**

86%
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. More flexibility/faster scalability
2. Reduced costs (incl. more for less)
3. Agile innovation (evergreen solution)

Enterprises investing in edge and private networks achieve better outcomes

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

48%
more likely to report improved **security** on the edge

71%
more likely to experience improved **analytics on the edge**

47%
more likely to report increased **application performance**

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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.
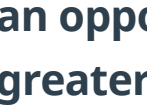3. Collaboration: Clarify ownership, and align edge budgets to wider business outcomes.

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
- Configuration, deployment, orchestration
- Edge-computing server solutions
- Edge communications infrastructure
- IoT platforms
- Operational integration
- Observability, traceability, audit trail

Adopters indicate that there is an opportunity to create greater alignment between edge strategy design and other, complementary initiatives.
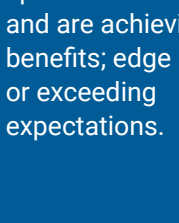
56%
say that their edge strategy is strongly aligned with their **digital transformation strategy needs.**

61%
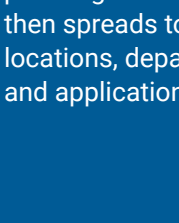say that their edge strategy is strongly aligned with their **network modernization strategy.**

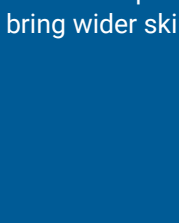
2023 Edge Advantage Report
Top 4 insights

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.
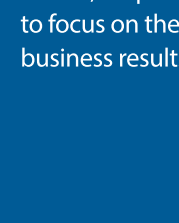
Journeys to the edge can start at any pace
Enterprises start the journey with anchor applications that address their most pressing needs. Usage then spreads to more locations, departments and applications.

Enterprises don't go it alone
They engage with expert partners to design, deploy and manage 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.