

# The Edge, The Data & Your Business

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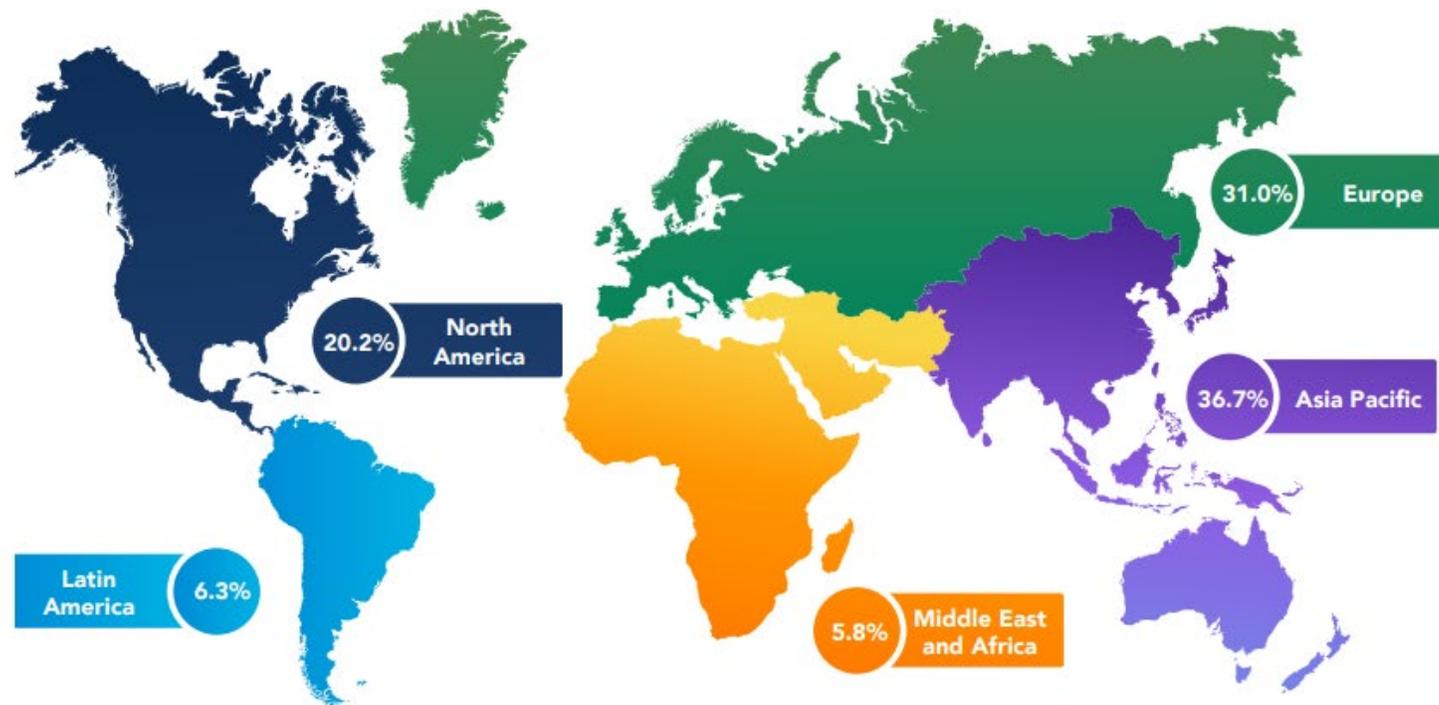
# What is the Edge?

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- **The edge is a location, not a thing.**
- **There are lots of edges, but the edge we care about is the edge of the last-mile network.**
- **This edge has two sides: an infrastructure edge and a device edge.**
- **Compute will exist on both sides, working in coordination with the centralized cloud**

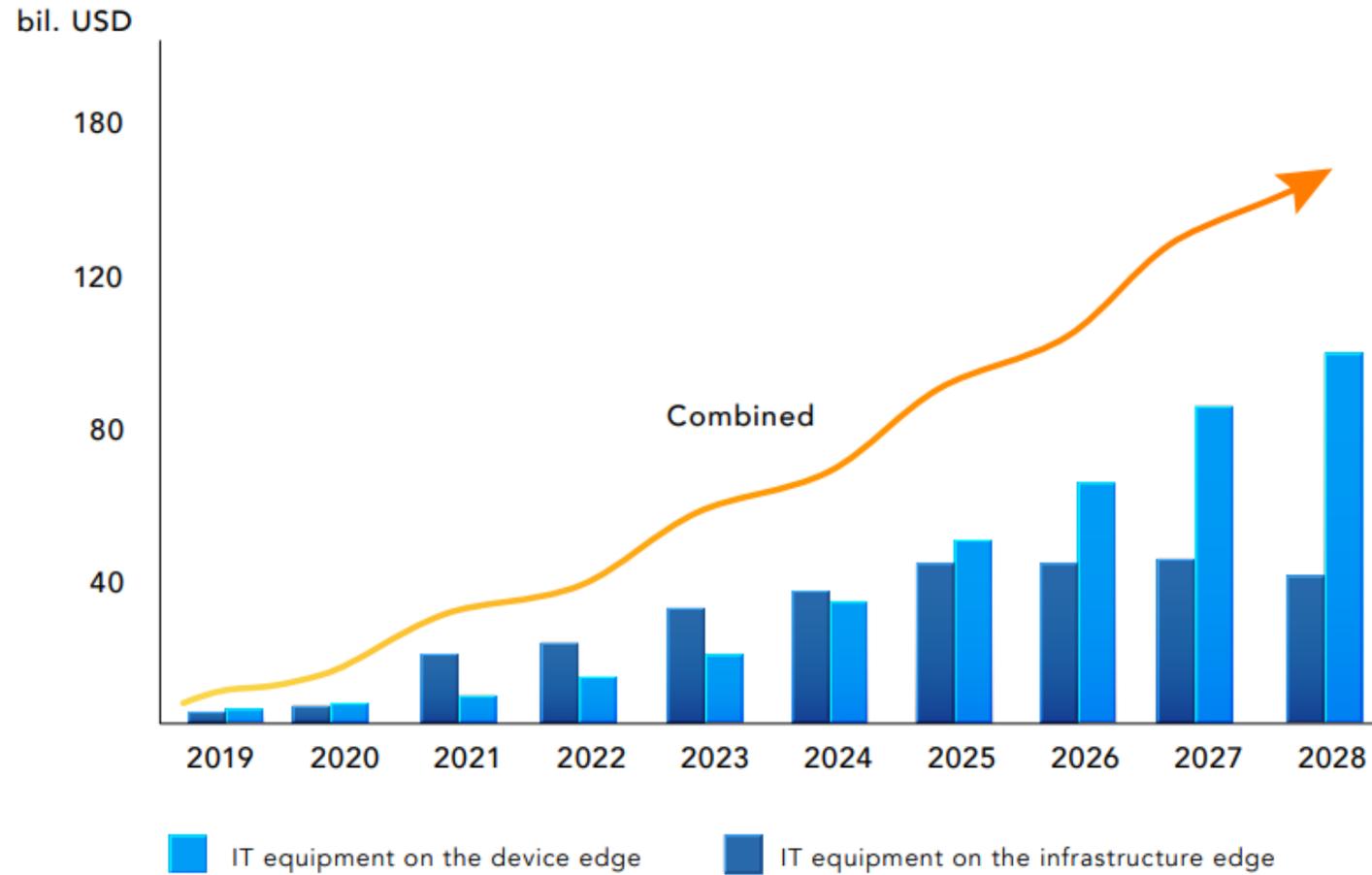


## Global Edge Infrastructure Investments



Source: Tolaga Research / State of the Edge

## Global Annual CAPEX Spend on Edge



Source: Tolaga Research / State of the Edge



# Why is it important?



## Speed

Human Speed is being replaced by Machine Speed



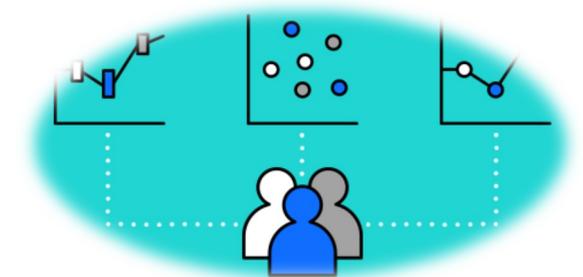
## Scale

Billions of new devices are being connected to the Internet



## Automation

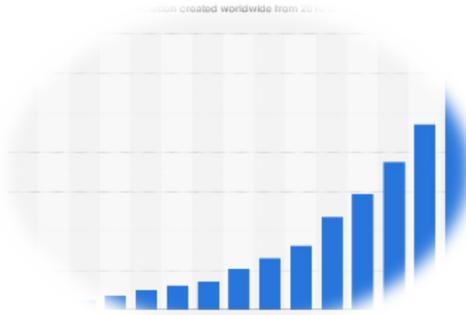
Automated infrastructure & Device deployment is the norm



## Expectation

People expect more 'multi-dimensional' experiences

# How does it impact Data?



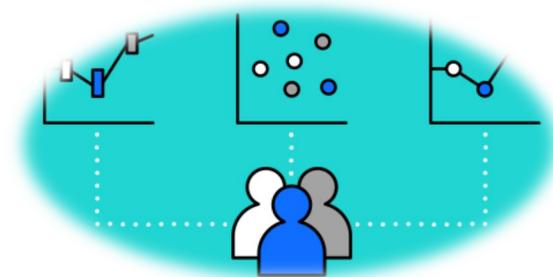
**Huge increase in volumes -  
149Zb by 2024**



**Can we share the data? Can we  
monetise it? If so, how?**



**Data is coming from  
everywhere - in new formats**

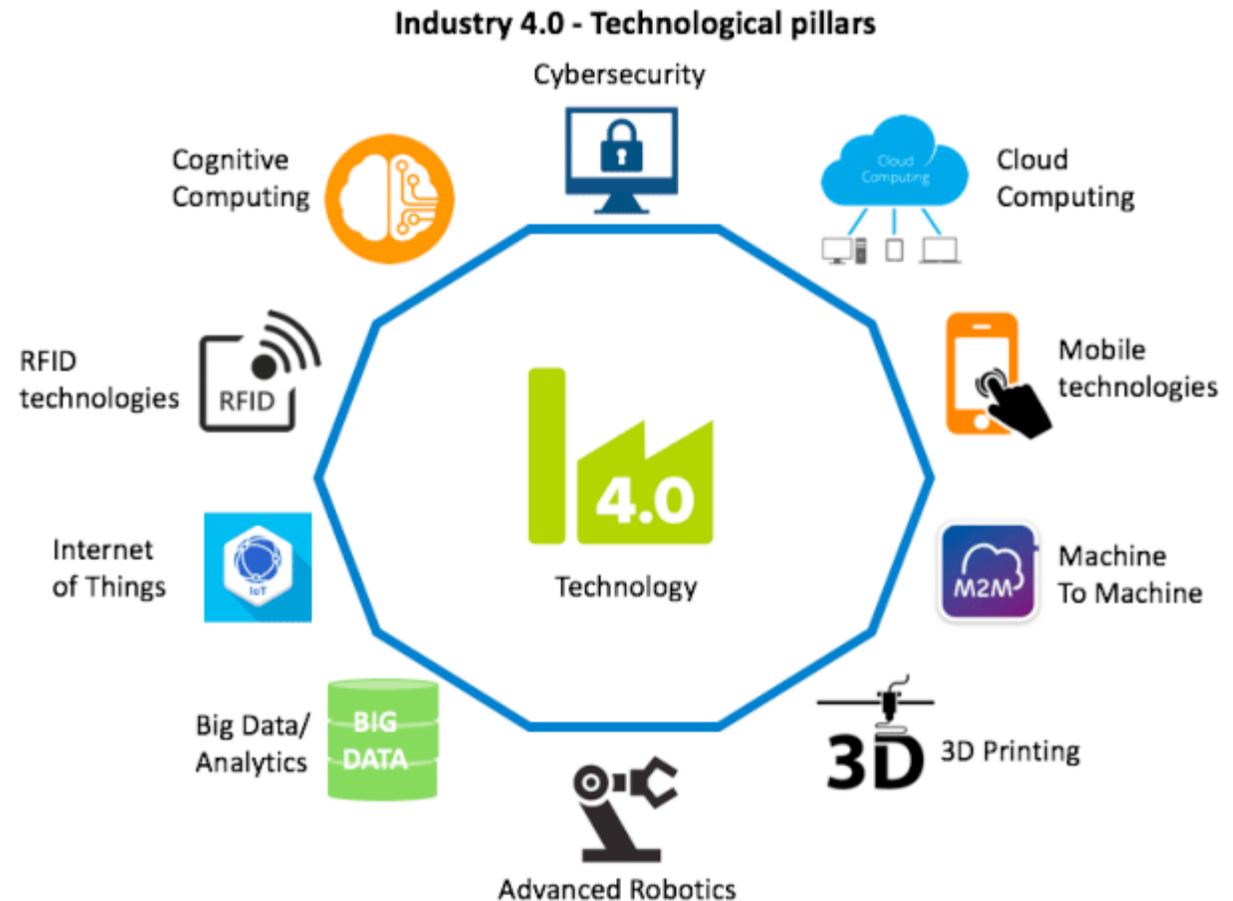


**Access to data will be expected  
and Implicit**

# A quick look at Industry 4.0

The Edge will impact all areas:

- **Logistics & Warehousing**
- **Asset Tracking**
- **Operational Automation**
- **Security Enforcement**
- **Diagnostics & Maintenance**
- **Remote Operations**



# What can we do about it?

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**Have a clear strategy and align your data use with the business**

**Think about new, disruptive models – the Edge (right now) is very much an ecosystem and new technologies are coming to market all the time**

**Look to partner with other organisations and expand your reach**

**Build up small scale Pilots or Proof of Concepts to deliver new opportunities**

**Be brave!**

# Thank You!

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