

2023 Edge Advantage Report

A healthcare and pharmaceutical 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.

More than 8 in 10 agree that edge investments are meeting — and frequently exceeding — expectations.

87%

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

85%

say their edge investment is directly linked to **increasing the use of data insights for decision-making.**

82%

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

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. Improve agility and speed of decision-making
2. Secure data from threats
3. Improve supply chain efficiency
4. Demonstrate sustainable business practices
5. Increase use of data for decision-making

Top 4 problems solved using edge

1. Manage growth of connected devices and sensors (IoT)
2. Automation and AI
3. Real-time data access
4. Operational inefficiency

86%

say their IT security team plays a critical role in the arand implementation of edge. 3 out of 4 say collaboration is required across stakeholders.

#1

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

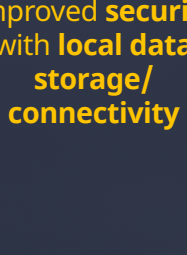
Edge investments are producing results

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

5 key outcomes



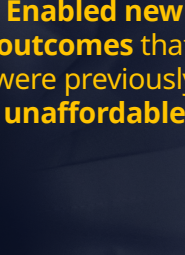
Seamlessly integrated private 5G/edge with enterprise networks



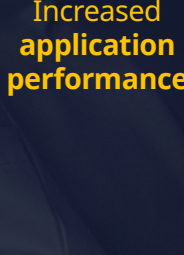
Improved security with local data storage/connectivity



Improved access to business and customer analytics



Enabled new outcomes that were previously unaffordable



Increased 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.

93%

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

92%

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 model)
2. Agility innovation (evergreen solution)
3. Access to global and/or local support footprint

Enterprises investing in edge and private networks achieve better outcomes

Healthcare and pharmaceutical enterprises that have deployed private 5G compared to those that have not are:

27%

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

20%

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

37%

more likely to report **reduced cloud costs** 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.

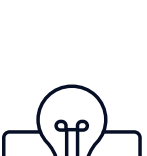
8 in 10

say private 5G is an important, if not critical, enabler to unlocking the benefits of edge.

Work with partners who'll provide the required expertise

6 crucial areas

- Operational integration
- Security and encryption management
- Edge communications infrastructure
- Internet of Things (IoT) platforms
- Data center and content delivery network (CDN)
- Edge data storage and management



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

45%

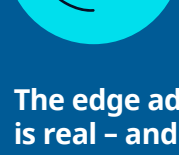
say that their edge strategy is strongly aligned with their **digital transformation strategy.**

63%

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.



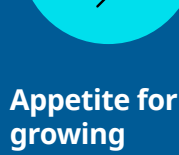
Journeys to the edge can start at any pace

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.