



# NETWORK EDGE AND B2B OPPORTUNITY

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DATA GENERATION / DATA CONSUMPTION

# GROWING DATA COMPLEXITY

MORE DATA POINTS

(with more) DATA TRAFFIC

(and more) REAL-TIME REQUIREMENTS

# What is Edge Computing?

EDGE COMPUTING IS THE PLACEMENT OF  
 DATA CENTER-GRADE NETWORK,  
COMPUTE & STORAGE

CLOSER TO  


ENDPOINT  
DEVICES



TO IMPROVE SERVICE  
CAPABILITIES



OPTIMIZE  
TCO



COMPLY WITH DATA  
LOCALITY



AND REDUCE  
APPLICATION  
LATENCY



THE EDGE  
IS THE



OUTMOST  
LAYERS OF

PROCESSING  
OR NETWORK



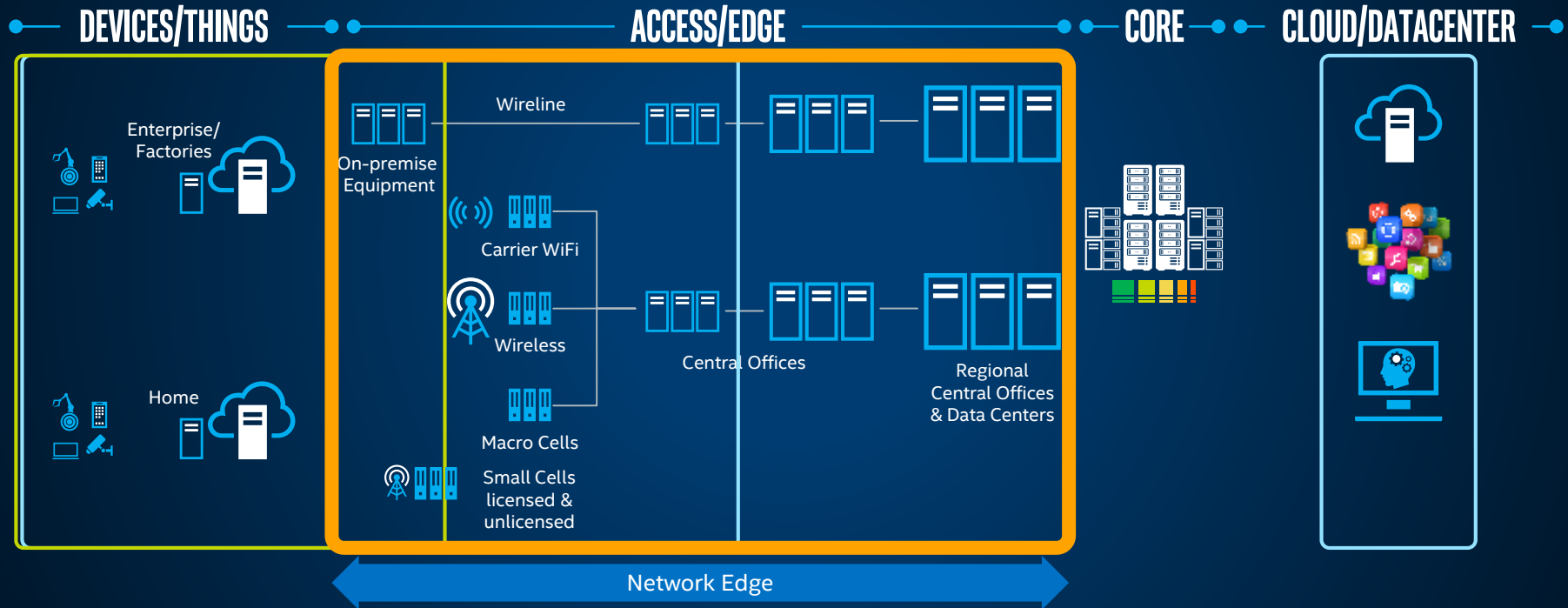
BEFORE TRANSITION  
TO THE ENDPOINT  
OR  
ANOTHER NETWORK

# Where Is the Edge(s) Of The Future?

Enterprise View of Edge

CSP's view of Edge

CoSP's view of Edge



# Key Drivers for Edge Compute



Latency



Traffic



Context  
awareness /  
Better  
Experience



Limited  
Connectivity  
Scenarios



Data privacy /  
sovereignty

# Edge is Moving from Hype to Deployments!



**WAREHOUSE & MANUFACTURING**



**HOSPITALITY & CASINOS**



**TRANSPORTATION**



**ADAS**



**RETAIL**



**SMART CITY**



**EDGE CLOUD GAMING**



**INSPECTION & INFRASTRUCTURE**



**SMART STADIUMS**



**VR/AR WITH LOCATION**



**SECURITY, RECOGNITION,  
SURVEILLANCE**

# NCAA "MARCH MADNESS" / LA LIGA - TRUE VR



38 5K Cameras in 360° around the stadium

7s  $\approx$  1TB of data to process





# AR/VR IN HEALTHCARE

- **2ND BIGGEST MARKET**  
after gaming by 2025 (Goldman Sachs Study)
- PAIN MANAGEMENT
- MENTAL HEALTH
- REHABILITATION
- MEDICAL TRAINING
- REMOTE SURGERY





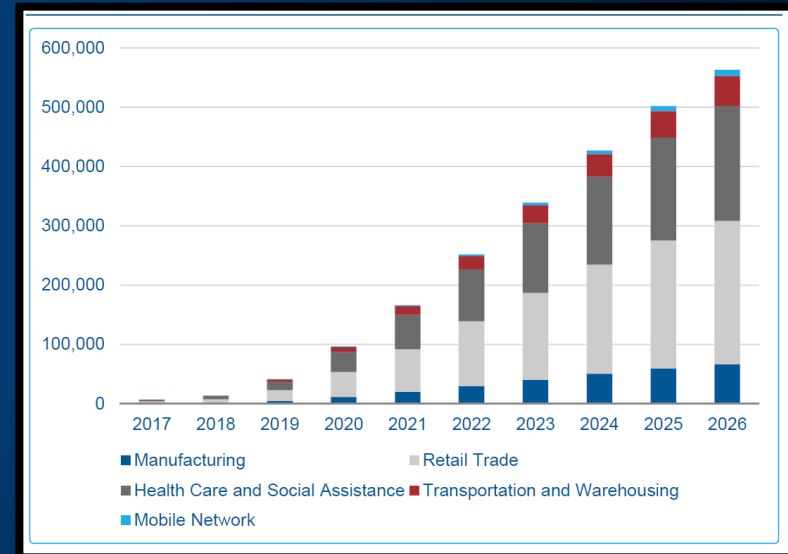
# EDGE DEPLOYMENTS IN THE RETAIL EDGE

## CASE STUDY

- Large US Tech Retailer (2000+ stores)
- Stores: Fulfillment, Repair, Support, Showroom, Events.
- Demos, Videos, PoS, SW Updates, Digital Signage, Load Balancing, Routing, Firewall, AR / VR in planning (all via Wifi going to the WAN)
- MEC Deployment in 25 new stores with a private LTE deployment

**55% 3-YEAR TCO REDUCTION**

## US MEC Installations (iGR Study)



# Ecosystem Vendors

## APPLICATION VENDORS

CDN

AR

Analytics

In  
Venue  
Experience

Video  
Gaming  
and/ or  
Image Processing

Location

Ads

Broadcasters

DAS / ENODE-B / CONNECTIVITY

MEC/EDGE CLOUD & INTEGRATORS

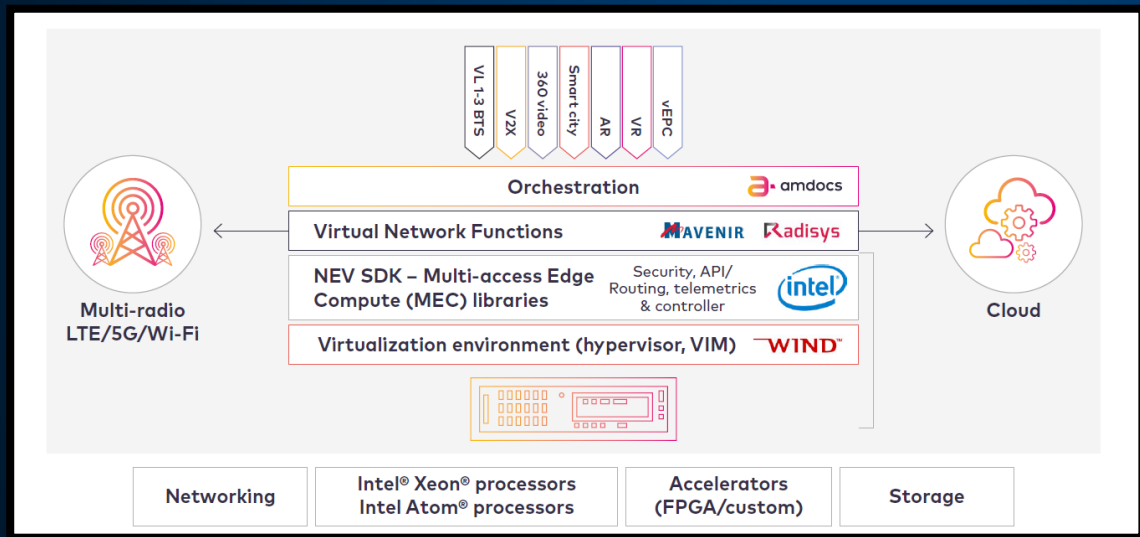
CAMERAS / SYSTEMS

REAL ESTATE

## GROWING NUMBER OF APPLICATION VENDORS TO CLOSE ENTERPRISE AND CONSUMER GAPS

# Intel + Amdocs Integration Example

## 5G REFERENCE DESIGN



**MEC/EDGE CLOUD & INTEGRATORS**

# Wrap-up

## CALL TO ACTION

# 1

## Understand Business Opportunity

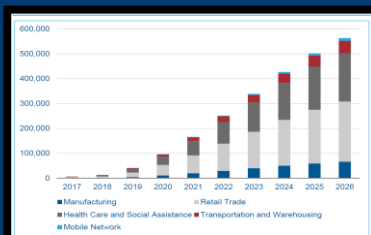
(Possible Edge Business Cases in your industry)



# 2

## Understand Business Case and Monetization

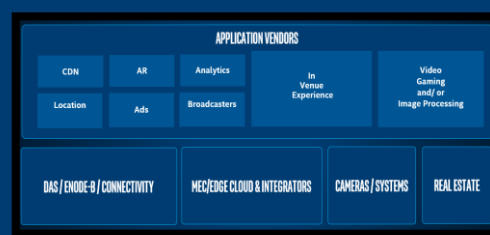
(New capabilities should prove positive ROI)

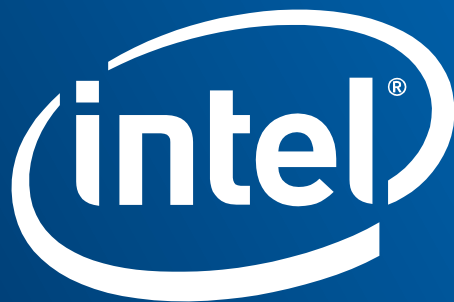


# 3

## Identify partners and build the Ecosystem

(Edge business opportunity is an ecosystem play)





**THANK YOU**

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