



Three approaches to edge: supplier strategies for success



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About this report

This report examines the edge ecosystem. This is an immature, confusing and fragmented market, with many different service types and providers, and with differing definitions of the word 'edge'. Hardware vendors, co-location providers, public clouds and content delivery network providers have identified strategic approaches to the edge and made considerable investments in this field, but their objectives and direction can differ widely to the point of contradiction.

In this report, we define the edge and bring clarity to this market by categorising the different types of edge. We also provide details of the providers operating within each area of the market.

Our research shows that there are three emerging approaches to edge: **industrial**, **metro** and **interconnect**. Understanding the features of each edge, as well as identifying which edge(s) are a target for service providers and which edge presents the greatest opportunities and threats, is a necessary exercise for those operating at the edge or planning to do so. A proper appreciation of the market will bring a structure to this emerging landscape that can form the basis of a successful edge strategy.

This report is based on

- Interviews with vendors, case studies with end users
- Analysys Mason's *Edge cloud tracker*.



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the three emerging edge approaches and how can they be used to make sense of the fragmented edge ecosystem?
- Which approach, or combination of approaches, are service providers taking at the edge?
- What are the emerging use cases for the three approaches to edge?
- What are the opportunities and threats for each approach?



WHO SHOULD READ THIS REPORT

- Strategy teams within service providers that are evaluating existing edge deployments or considering new edge products or services.
- Decision makers and business strategists within hardware vendors that are considering investments in edge products or evaluating current edge offerings.
- Strategy and product development executives within internet infrastructure vendors and service providers.



Executive summary

Research overview

Edge market segments

The interconnect edge

The metro edge

The industrial edge

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