

REGION FOCUS: WORLDWIDE

Modernizing Retail Processes with Edge Computing

The retail industry is enhancing customer interactions and streamlining operations by modernizing infrastructure and applications with the help of edge computing.



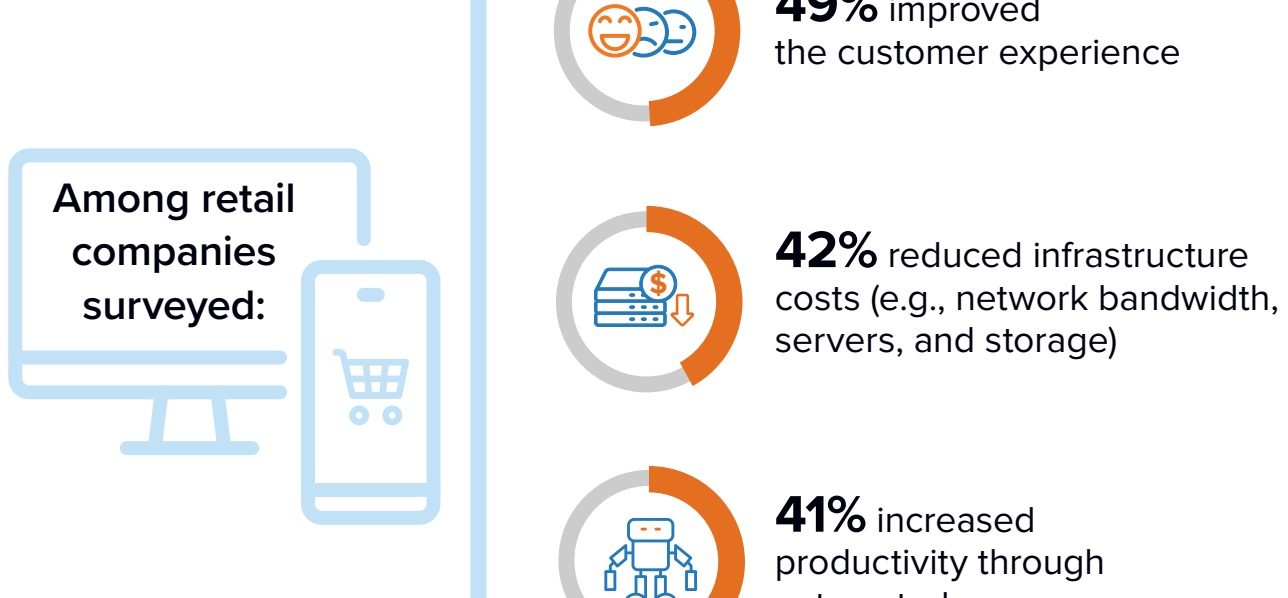
Dave McCarthy
 Research Vice President,
 Cloud and Edge Infrastructure Services, IDC



Ghassan Abdo
 Research Vice President, WW Telecom,
 Virtualization & CDN, IDC

Driving Value to the Business

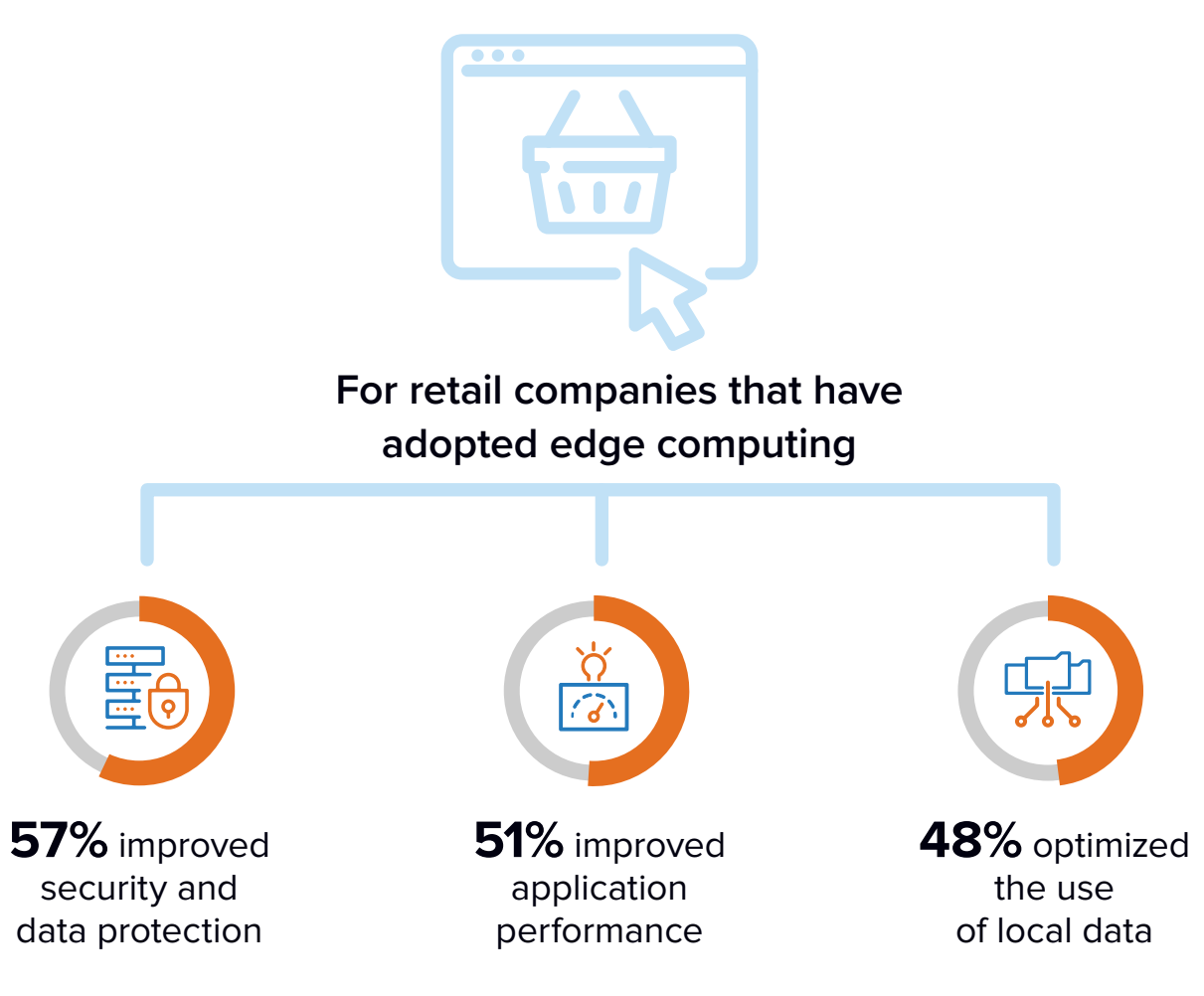
Investments in edge computing have a positive impact on the business.



n = 107; Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Benefits of Edge Technology

Infrastructure modernization is extending outside of the datacenter to edge locations.



n = 107; Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Success Through Use Cases

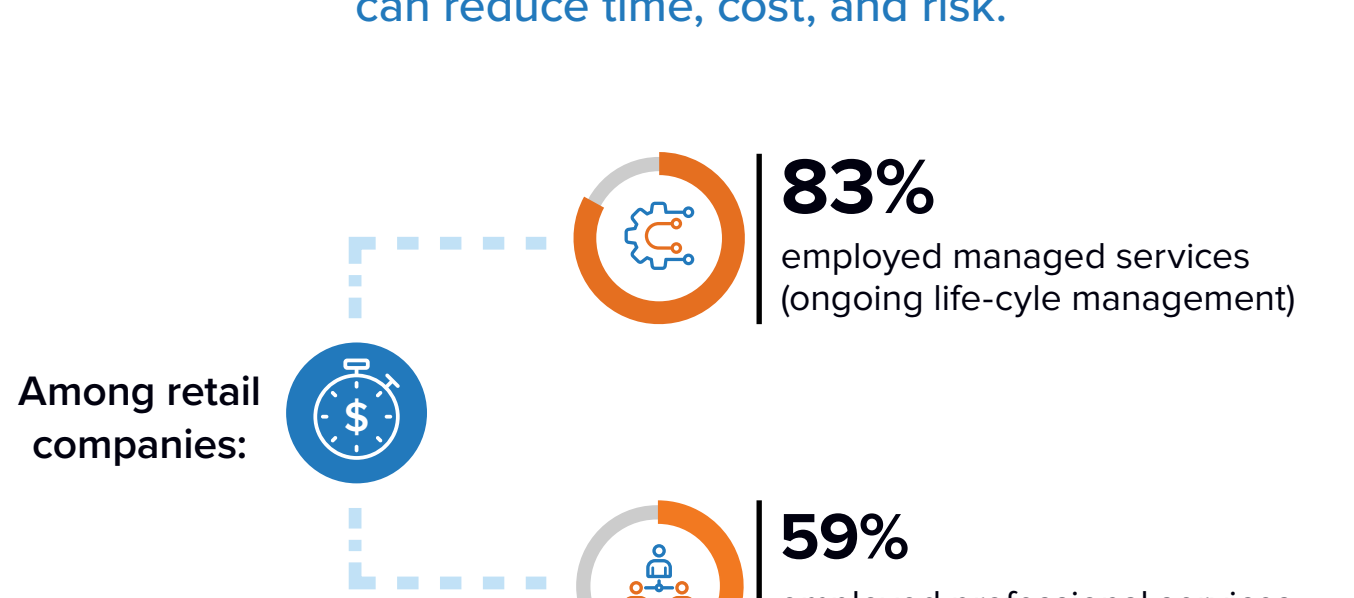
Retail companies have benefited from an initial set of edge use cases.



n = 107; IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Leveraging a Trusted Partner in Retail

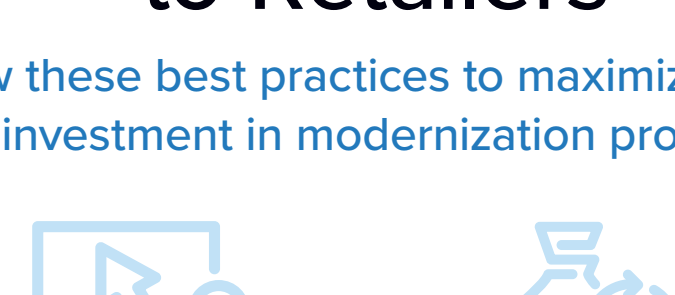
Short term or long term, the help of a partner can reduce time, cost, and risk.



n = 66; Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Essential Guidance to Retailers

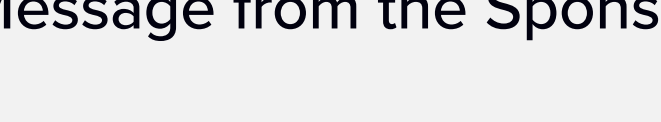
Follow these best practices to maximize return on investment in modernization projects.



- Embrace edge computing to improve operations and create differentiation in the market.
- Partner with a service provider that understands unique industry needs.
- Select use cases that drive meaningful business and technical benefits.
- Choose project-based and managed services to de-risk the deployment journey spanning design, implementation, deployment, and support.

Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

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To learn more about Lumen and its Edge Computing Solutions enabled by Intel, please visit:

