Edge Strategies
AN IDC SPECIAL INTELLIGENCE SERVICE

The focus of the Edge Strategies Special Intelligence Service is on research covering edge strategies. This program features research that vendors can use to inform their clients and prospects — which include IT decision makers, line-of-business executives, and C-suite executives — about the various business and technology elements associated with a distributed edge. The program also features research that guides product managers and product marketers in identifying the various technology and business areas that need to be addressed as part of an edge product and service strategy.

The program covers technology topics such as IT, OT, and CT convergence; digital transformation; security; core-edge and edge-endpoint connectivity; endpoint asset management; infrastructure transformation; and emerging technologies. The program will also propose strategies, models, approaches, and best practices for firms to make the most of their organizationwide edge deployment.

Markets and Subjects Analyzed
Coverage will include market trends around the technology, business processes, and business models impacted as edge becomes a more integral component of a converged IT, OT, and CT strategy and IoT deployments.

Technology Topics:
- Infrastructure modernization
- IoT use cases
- IT/OT/CT convergence
- Networking/connectivity
- Datacenter buildout
- Public cloud-based edge
- Service delivery edge

Business Topics:
- Accelerated computing at the edge
- AI at the edge
- Capex and opex considerations
- Business process changes
- IT outreach to lines of business
- Edge ecosystems and partnerships
- Impact of public cloud on the edge

Core Research
- Edge Infrastructure — Why, What, and How?
- Edge Taxonomy and Market Overview
- Buyer Sentiment — Telecoms and Service Providers
- Buyer Sentiment — Enterprises
- Edge Market Size and Forecast
- IDC DecisionScapes

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Edge Strategies.

Key Questions Answered
1. What is IDC’s view of the edge market and vendors and their associated ecosystems?
2. What buyers ought to consider when evaluating products in this market (segment)?
3. How the business outcomes can be impacted (positively or negatively) by making or not making investments in this area (as a part of a bigger business strategy)?

Companies Analyzed
This service reviews the strategies, market positioning, and future direction of several providers in the edge strategies market, including: