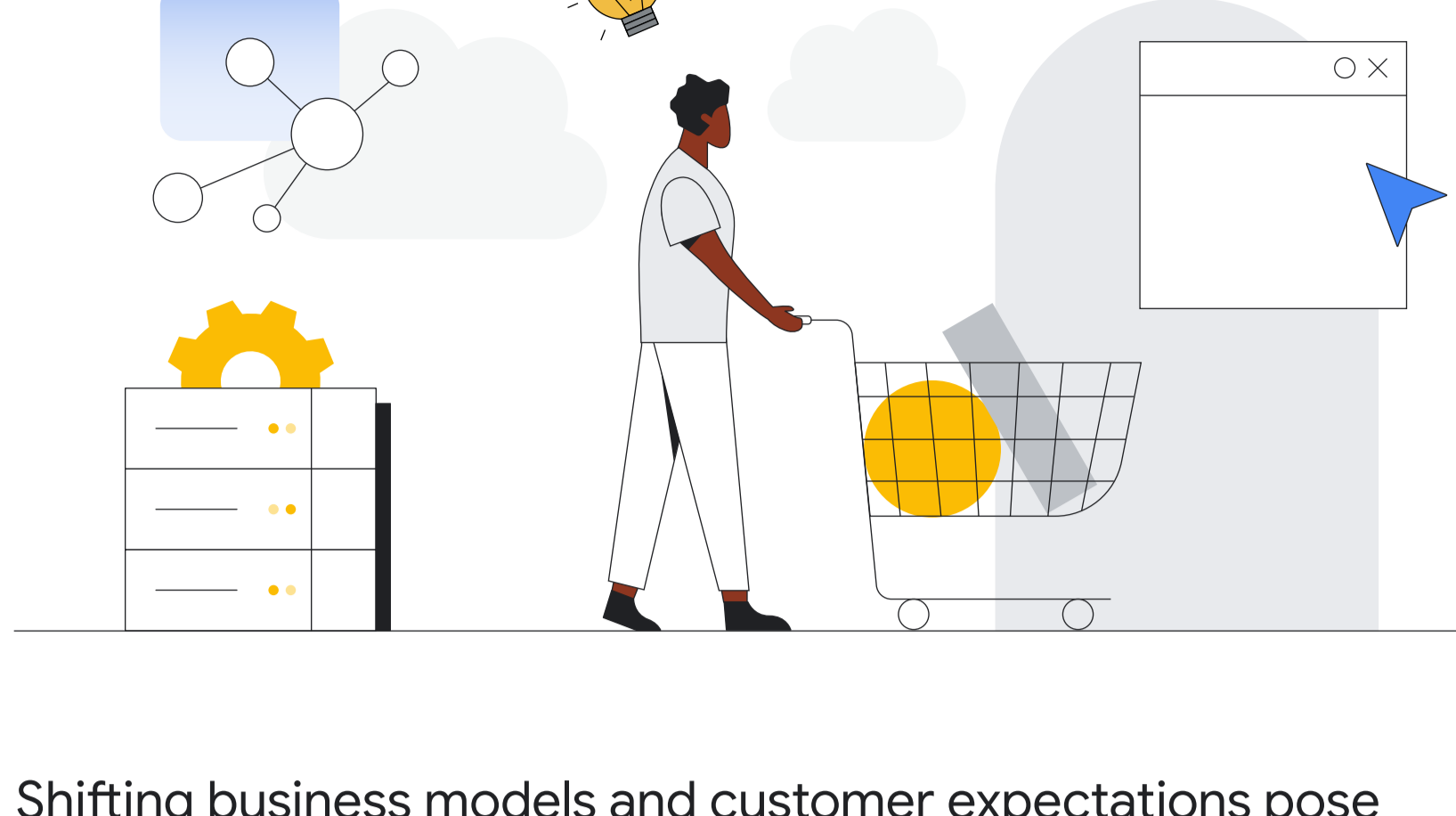


# Deliver modern retail experiences

Learn how to unlock new revenue and transformation opportunities with edge computing

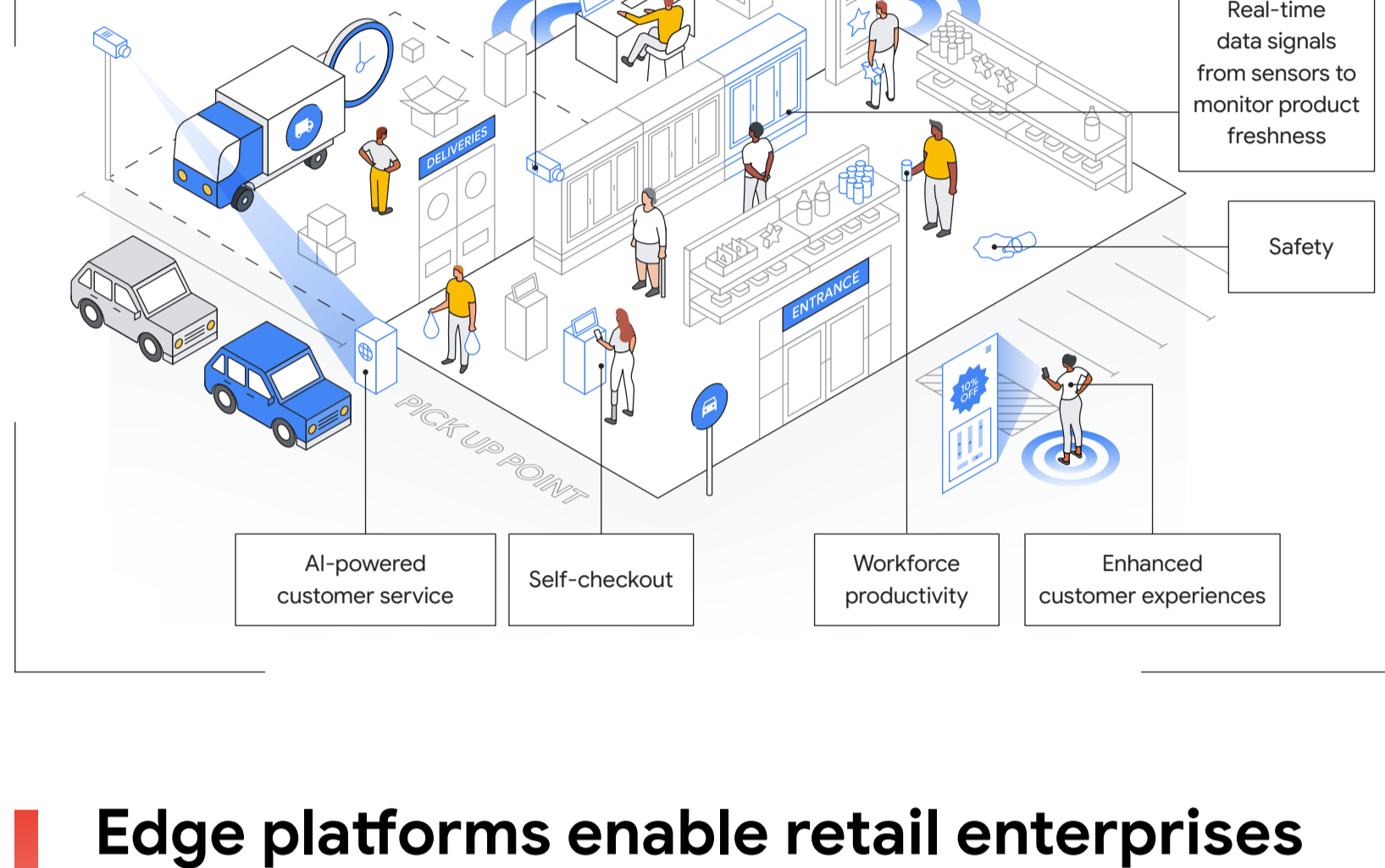


Shifting business models and customer expectations pose new challenges across industries. Here's what's trending, and why retail enterprises should leverage edge computing today.

## What is edge computing?

Edge computing enables data to be processed closer to where it was generated. For enterprises looking to improve their digital engagement, this unlocks powerful benefits such as greater network tolerance, selective data sharing, minimized latency, and reduced costs. Optimize costs with the flexibility to decide what to run at the edge vs the cloud.

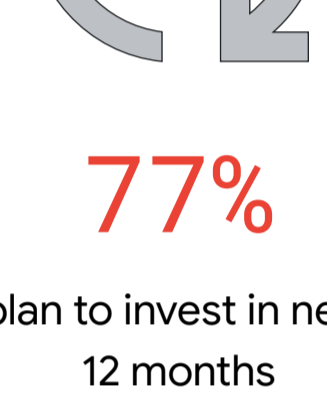
50% of retailers currently use edge computing.



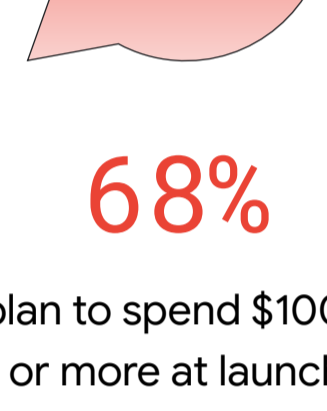
## Edge platforms enable retail enterprises

Modern retail business transformation: how will you leverage edge computing to bring more value to your customers?

Retail enterprises are very positive about edge services and are prepared to invest today. Here's what they told Google Cloud about their plans.



plan to invest in next 12 months



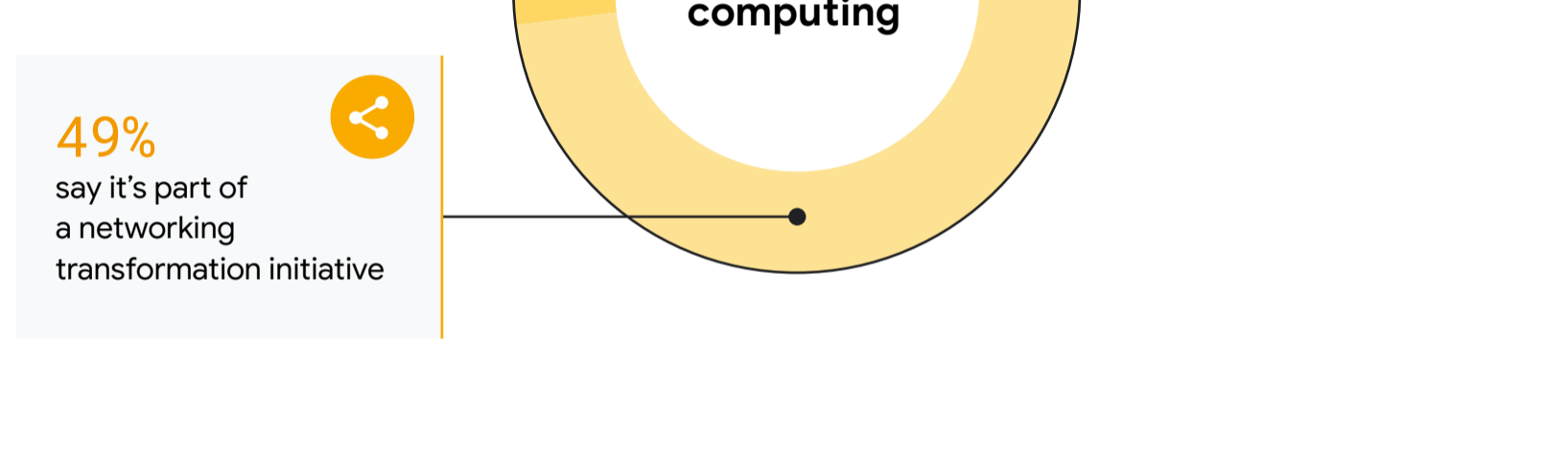
plan to spend \$100K or more at launch



are prepared to spend \$1M or more at launch

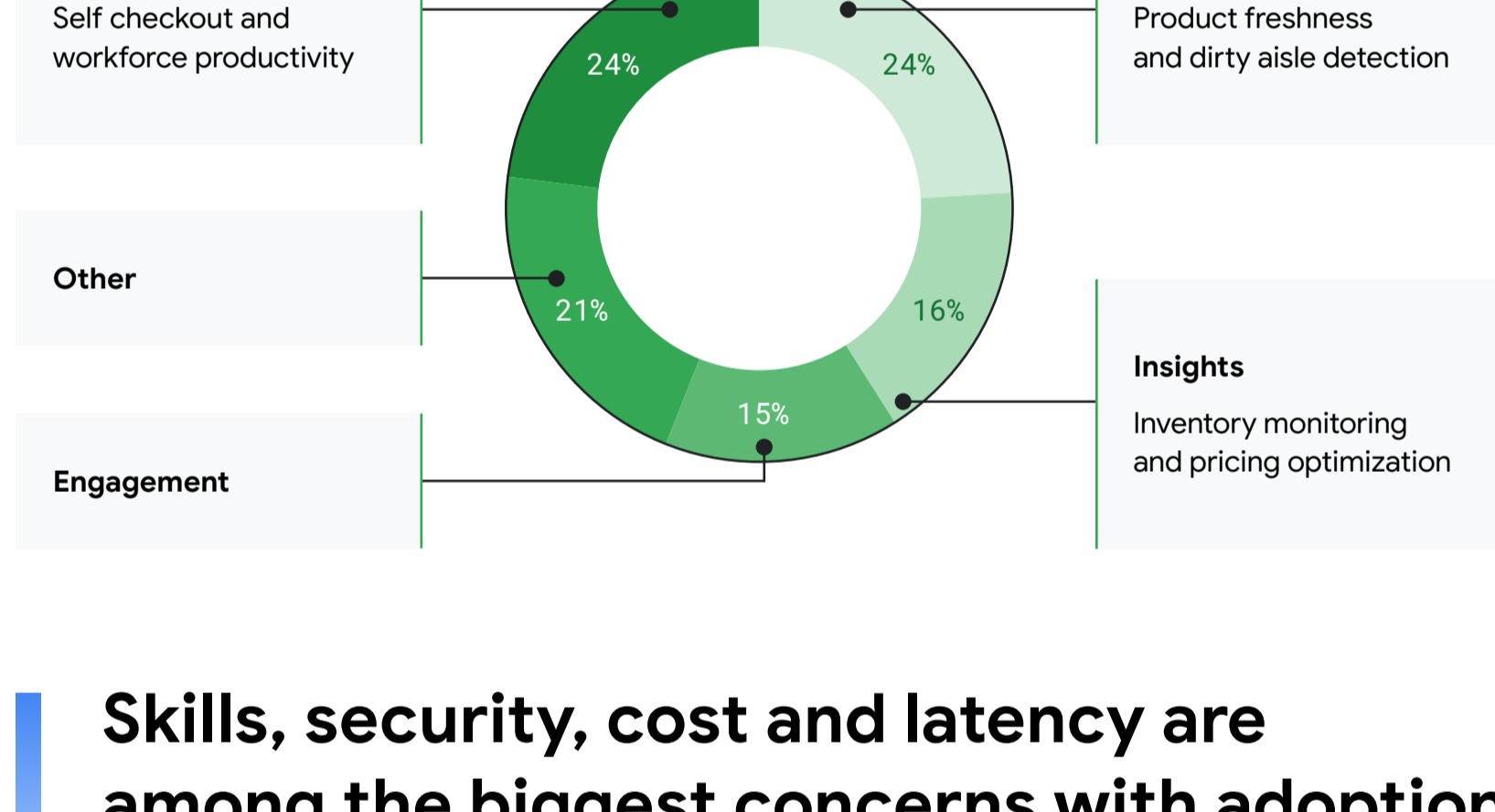
## Edge computing is critical to your modern retail business transformation

Edge computing is part of a wider retail enterprise transformation.



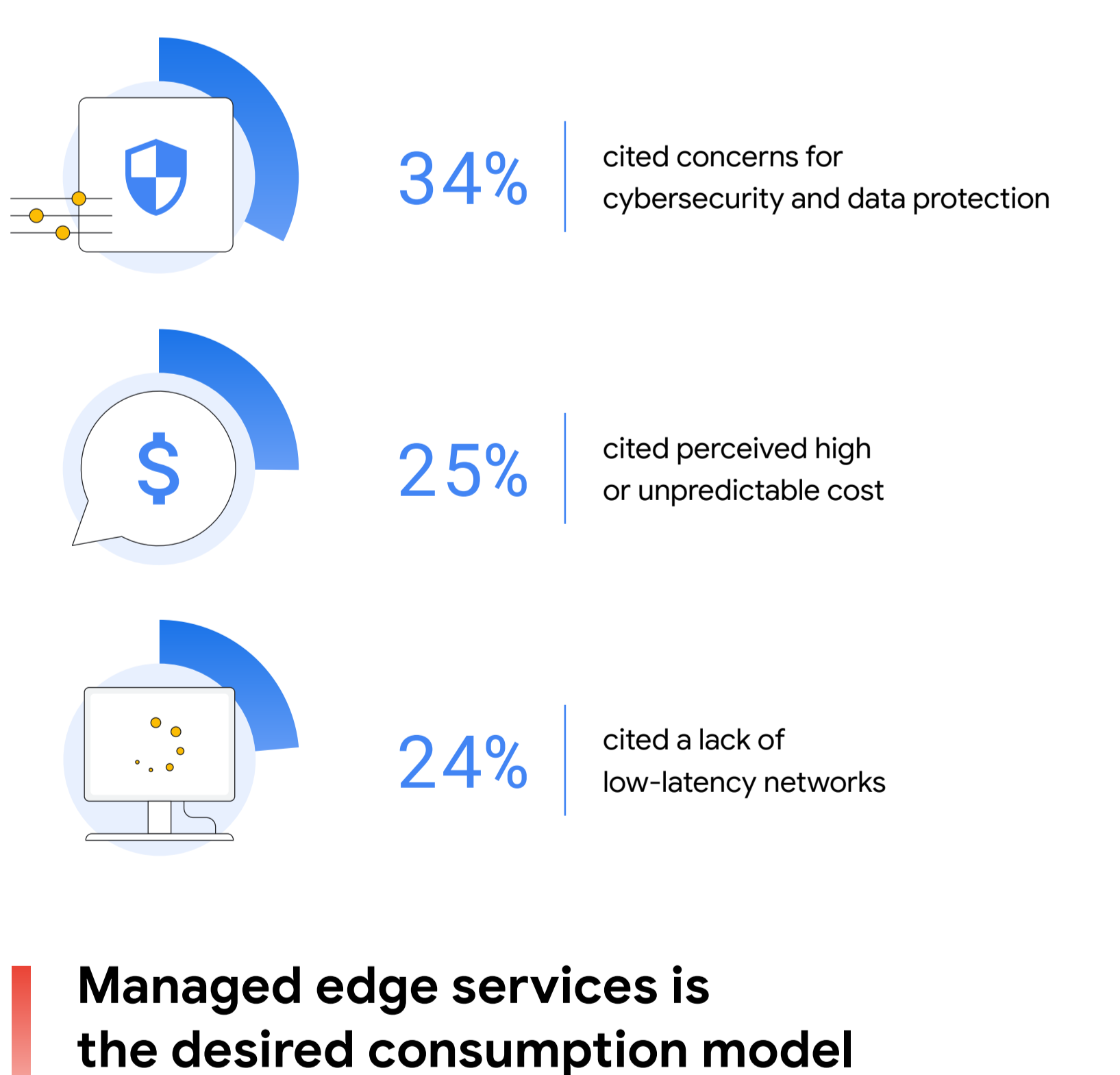
## Efficiency and safety are driving retail investments into edge

Improving efficiency and safety are top goals for retail edge investments, followed closely by better insights.



## Skills, security, cost and latency are among the biggest concerns with adoption

Technology standards are not one of the top barriers. The biggest barriers to the uptake of edge computing are below.

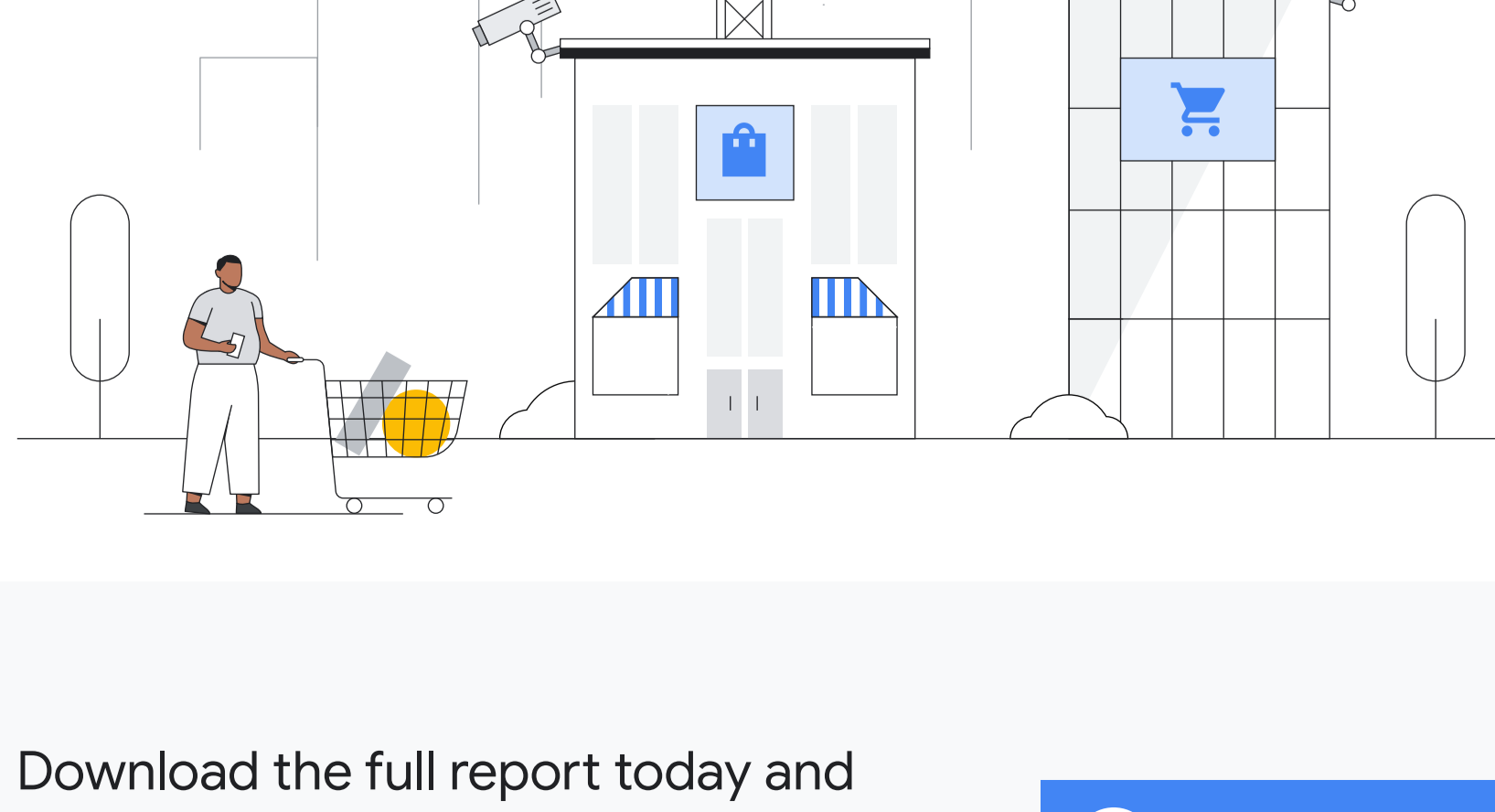


## Managed edge services is the desired consumption model

For an early stage market, there's high consideration for managed options.



It's not a question of if retailers will deploy edge computing but when and with whom.



Download the full report today and discover how you can transform your retail business with edge computing.

