The Data Driven Edge - Where is your Edge?

5 Key Actions to Transform your Business Leveraging the Edge
How the Edge is defined is changing - where is your Edge?

Using data as a primary driver for defining your Edge

How the industry is evolving

Business decisioning at the Edge

Architecting for making decisions at the Edge

Show me the money...monetization possibilities with good decisioning at the Edge

Becoming smarter about what your customers care about leveraging all your Edge data
How the Edge is Defining Smart Industries

INDUSTRIAL MANUFACTURING
Grow global GDP by 0.8% ($816B) in the next decade (Deloitte)

TRANSPORT & LOGISTICS
Reduce damaged goods by 30-50%, increase container utilization by 10-25% (McKinsey)

SMART CITY & INFRASTRUCTURE
$158B market by 2022 (Visual Capitalist), represents 23% of all IoT projects (Microsoft)

SMART BUILDING
Reach 23% CAGR through 2025, driven by energy, space, comfort (Mordor)

OIL & GAS
$43B market by 2024, driven by exploration, production, retail (Research & Markets)

AVIATION
Reduce delays that cost $28B per year (FAA-Nextor)

HEALTHCARE
Market for remote patient monitoring is booming in the COVID era

CONNECTED VEHICLE
$540B market by 2025, driven by safety, maintenance, marketing (BusinessWire)
Edge Decision Ecosystem

**Process Edge Data at Lightning Speed**
Collect billions of daily processing events from widely dispersed devices and applications

**Run AI & ML Analysis at the Edge**
Streamline how you perform AI and ML-driven data analysis and reach resolutions in milliseconds
Collect and Process Edge Data at Lightning Speed

- Collect billions of daily processing events from dispersed devices and applications
- Scale seamlessly and easily add new devices and networks without losing performance
- Leverage 5G connectivity to sync critical IoT data in real time
Run AI and Machine Learning Edge Data Analysis

- Simplify routing, processing and analysis of rapidly changing data points
- Process high volumes of requests simultaneously to reach resolution in milliseconds
- Collect data to monitor asset health and perform predictive maintenance
- Edge security: Data encryption in-motion (TLS 1.2), encryption at rest (AES-128, AES-256), authentication, authorization, auditing, access control, whitelisting, and Hashicorp integration
Next-generation NoSQL Data Platform
Global data hub with five 9s uptime and multi-site clustering to support strong immediate data consistency
Build Your Data Infrastructure on a Powerful Core Data Platform

**Intracloud Replication**

- ✔ Demonstrated uptime of five 9s
- ✔ Asynchronous replication
- ✔ Scale to meet petabyte-range data volume needs
- ✔ Multi-site clustering supports strong immediate data consistency, multiple locations and automated failovers without data loss
- ✔ Support for change notification
- ✔ Dynamic configuration
- ✔ Low latency reads / writes

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**Add Intelligence to Your Data Stream**
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**Optimize Data Flow from Edge to Core to Analytical Output**
Deliver data across the ecosystem at extremely low latency to minimize data loss or corruption
## 5 Key Actions to Transform your Business Leveraging the Edge

<table>
<thead>
<tr>
<th>Action Sequence</th>
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Airtel’s Digital Brain Customer 360
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THANK YOU

Over to Ben Gamble

ABLY
Digital Twins & the Edge

- Design better equipment and products with real-time digital replica data
- Uncover key usage, reliability and performance metrics
- Enable predictive planning, production and maintenance to reduce downtime
- Streamline POC and prototype lifecycles
Risk Factors

- Stale, Canned data
- Long feedback loops
- How do you put a Human in the loop?
What is Ably

A realtime communication platform used by developers to power the live & interactive digital experiences we rely on everyday, such as:

- 1:1 and group chat
- Live GPS tracking and updates
- Device management and control

- 500+ customers in 80 countries
- 300 million people reached monthly
- 1 trillion events processed monthly
TL;DR
It is a **Fast**, **Highly Available**, PubSub service built to **Scale**

Think **Kafka beyond the firewall**
What is Ably?

- Realtime updates
- Audience engagement
- Synchronized collaboration
Who do we power?
How does it fit together?
How does it fit together?
Devices are everywhere

- More data, more spikes and higher expectations
- User experience demands speed and responsiveness
- Customer loyalty requires reliability
End to end experiences