

The Edge Advantage for High Performance IoT Solutions

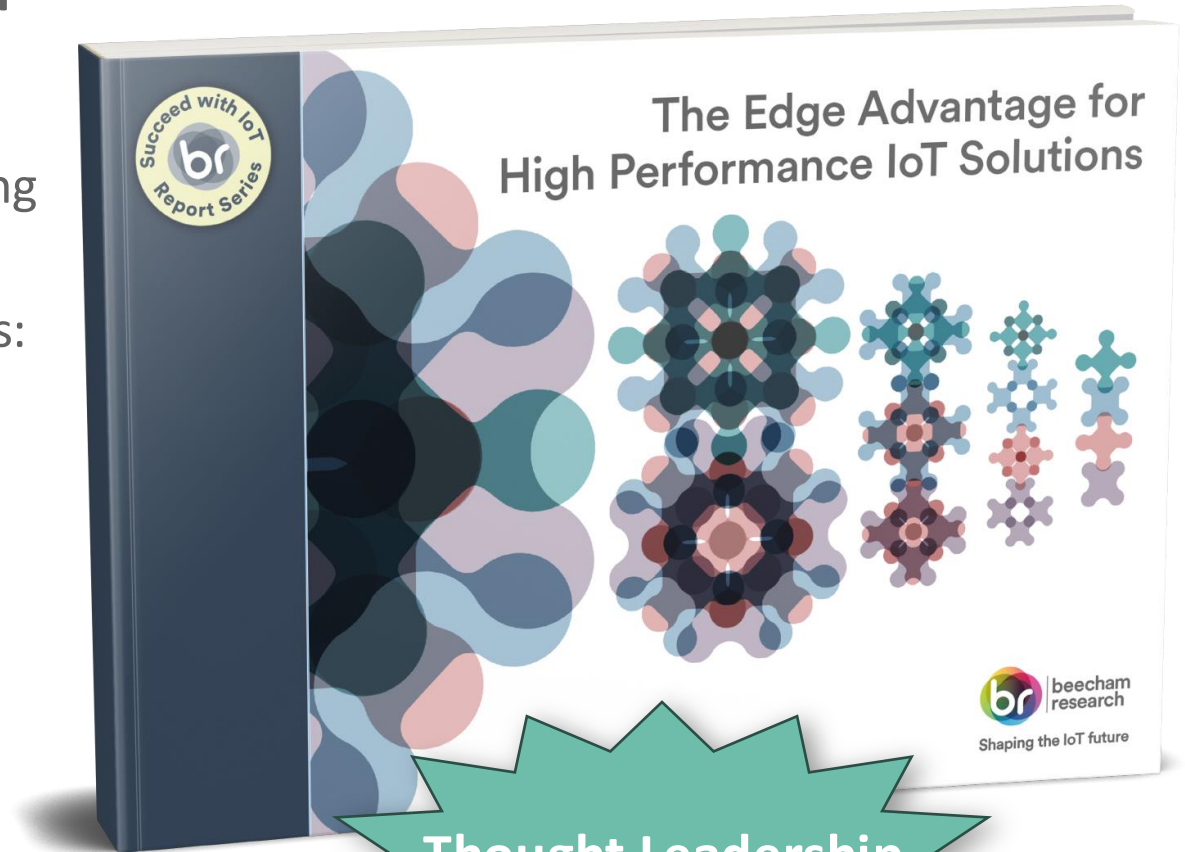
New Report launching soon



Shaping the IoT future

➤ Edge is Transforming the IoT Ecosystem.

- **The Edge Advantage for High Performance IoT Solutions** is the latest in Beecham Research's well-established *Succeed with IoT* series, focusing on the advantages of Edge for enabling operational and strategic value for IoT users.
- Addresses opportunities and challenges across:
 - Constrained and smart devices edge
 - On-premise edge
 - Service provider edge
 - Regional/cloud edge
- The report brings together:
 - Market analysis – why is edge important?
 - Exclusive senior exec interviews
 - Original survey data
 - Real-life case studies
 - Sponsor insights on delivering the edge advantage



**Thought Leadership
Opportunity**



➤ Huge growth opportunities with Edge operations

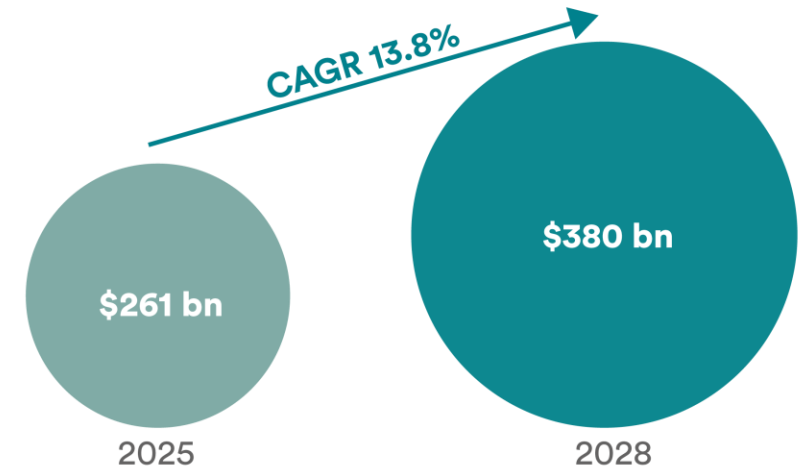
Growth touches all roles – hardware suppliers, connectivity providers, service platforms, cloud and security

\$261B market by 2025 – expected to grow to \$380B by 2028

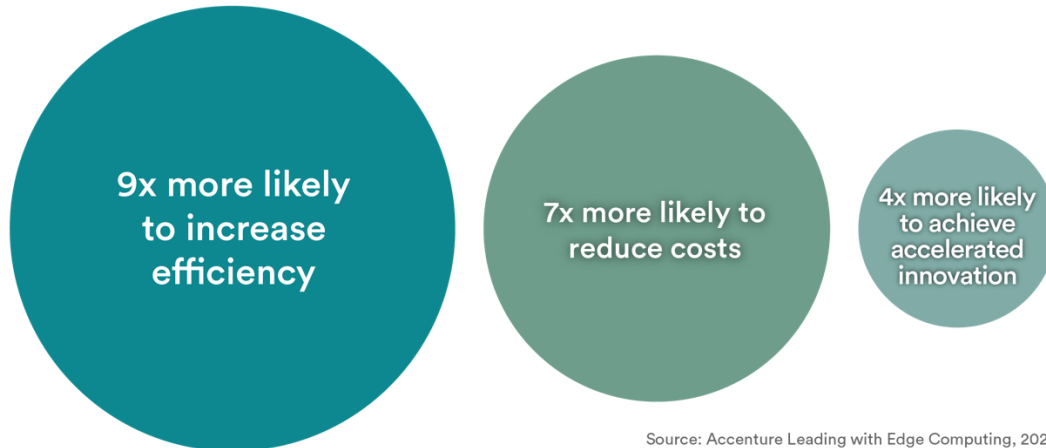
Retail & Services (28%) and Manufacturing & Resources (25%)

88% of global edge revenue will come from North America, Europe, and Asia by 2030

Worldwide revenue – edge processing



The most advanced implementations of edge are...



Source: Accenture Leading with Edge Computing, 2023

➤ What's driving Edge adoption? Some of the areas examined in the report:



Latency in cloud-based systems and network services, due to the distance data must travel to and from centralised servers.



Bandwidth constraints. 44% of global data expected to be generated by IoT devices in 2025. Transmitting all this data to the cloud is inefficient and expensive.



Reliability and Availability. Potential downtime or service disruptions in the case of network failure.



Security Risks at device, network and platform layers. The exponential increase in the number of connected devices and sensors increases the attack surface.



Data Privacy. Keeping sensitive data local at the edge reduces exposure, simplifies compliance, addresses data sovereignty.



Scalability. Edge architectures support rapid scaling by processing data closer to where it's generated.



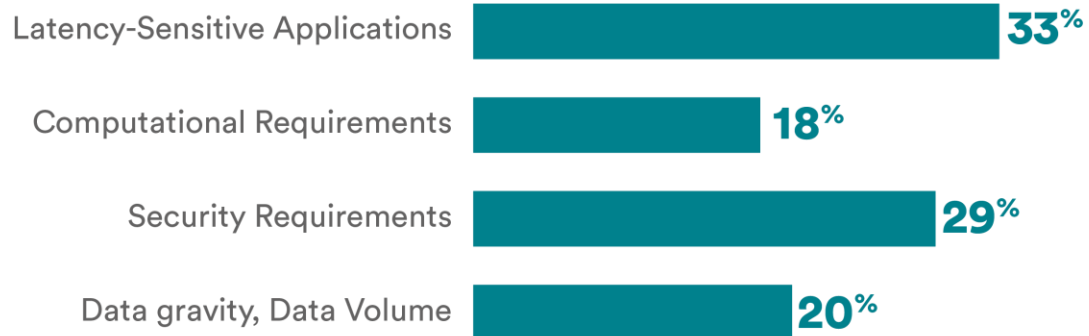
Device and Service Management. Enable real-time monitoring, control, and update of connected devices without relying on constant cloud connectivity.



Cost. Minimising data transmission and cloud processing can lower operational expenses.

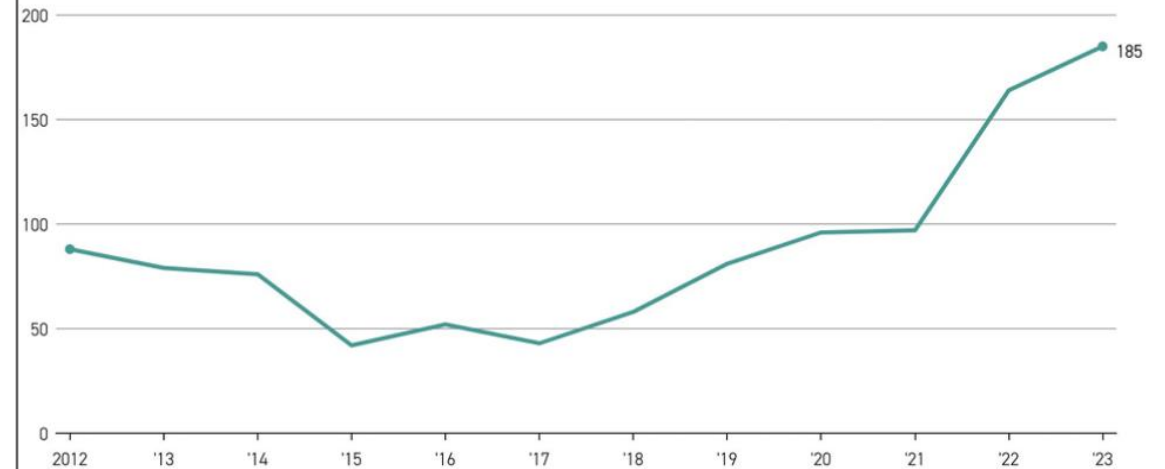
➤ Facts behind Edge adoption include:

Top reasons for optimising the IoT edge



Source: OMDIA

Security for Critical Infrastructure



Physical threats and cyberattacks against the grid reported to the (US) Department of Energy since 2012

Between January 2023 and 2024, there were more than 420 million cyberattacks worldwide against critical infrastructure—equivalent to 13 attacks per second. This represents an increase of 30% since 2022.

➤ Partner with Us on The Edge Advantage

Edge is evolving fast—and with it, the opportunity to lead the conversation.

As a sponsor of this leading Beecham Research report, you'll benefit from: High Industry Visibility

- Brand presence throughout this high-profile analyst report
- Sponsor use cases and expert insights featured as part of the narrative
- Visibility in all promotional campaigns, PR and event presentations

Direct Access to Decision Makers

- Opted-in leads from the full report campaign
- Verified contact info, areas of interest and buyer influence
- Optional ABM support to target your own priority accounts

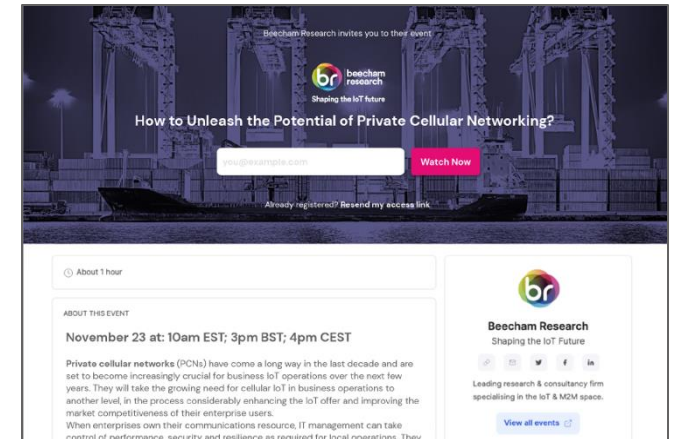
Long-Term Content Value

- 9+ month SEO-optimised landing page
- Optional branded light report, podcast, video interview
- Optional live webinar and registrations

Light report



Online webinar



➤ Position Your Brand at the Forefront of Edge Innovation

We are in the final stages of confirming sponsors for *The Edge Advantage* — a market-leading report designed to engage senior decision-makers across the IoT ecosystem.

There is still a limited window to participate.

To discuss how your organisation can be featured, contact us now at hello@beechamresearch.com

We would be pleased to provide more details on the available options and timelines.

