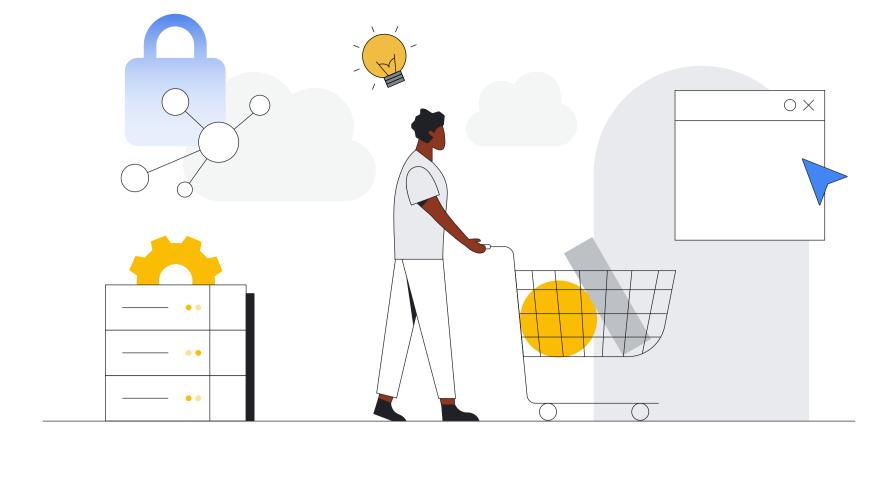
## Deliver modern retail experiences

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



new challenges across industries. Here's what's trending, and why retail enterprises should leverage edge computing today.

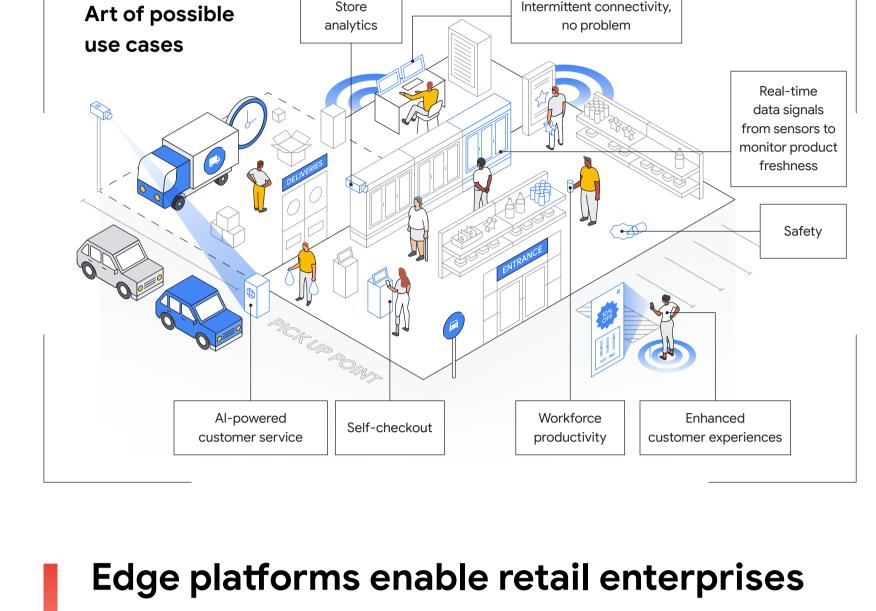
Shifting business models and customer expectations pose

## generated. For enterprises looking to improve their digital engagement, this unlocks powerful benefits such as greater network tolerance, selective data

What is edge computing?

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 computing enables data to be processed closer to where it was



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

Modern retail business transformation: how will you leverage edge

computing to bring more value to your customers?



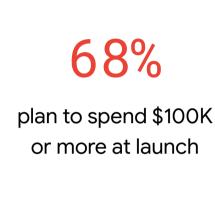


**Efficiency** 

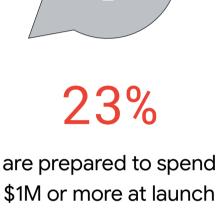
Other

Self checkout and

workforce productivity



Edge computing is critical to your modern retail business transformation



Safety

Insights

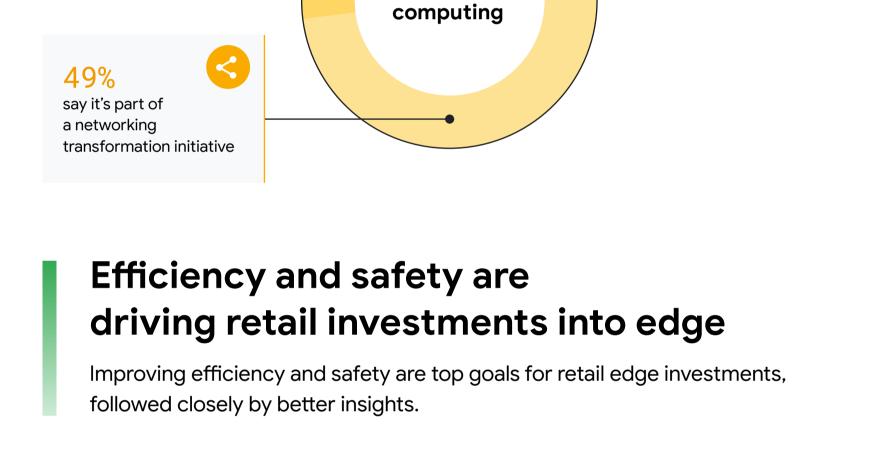
Product freshness

and dirty aisle detection

## 23% 28% say it's part of a say it's part of an standalone project enterprise-wide digital

Edge

for a specific line of transformation initiative business department

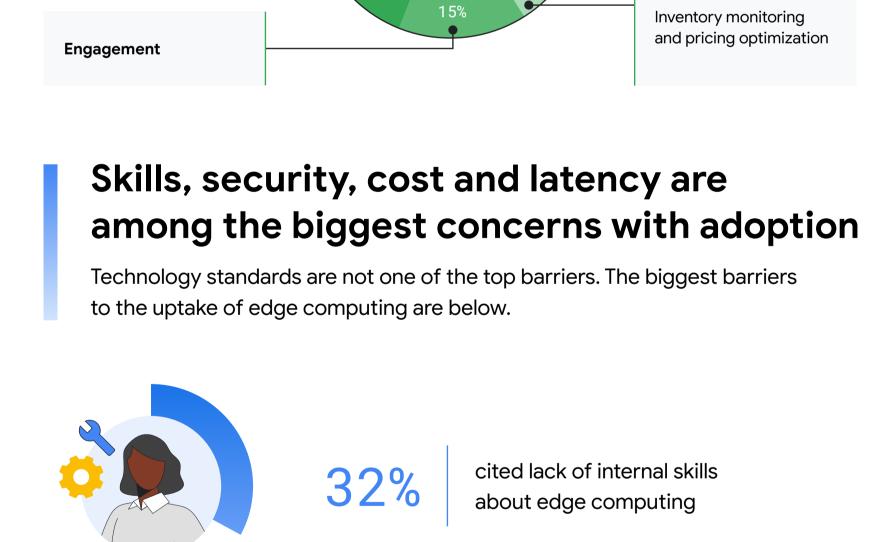


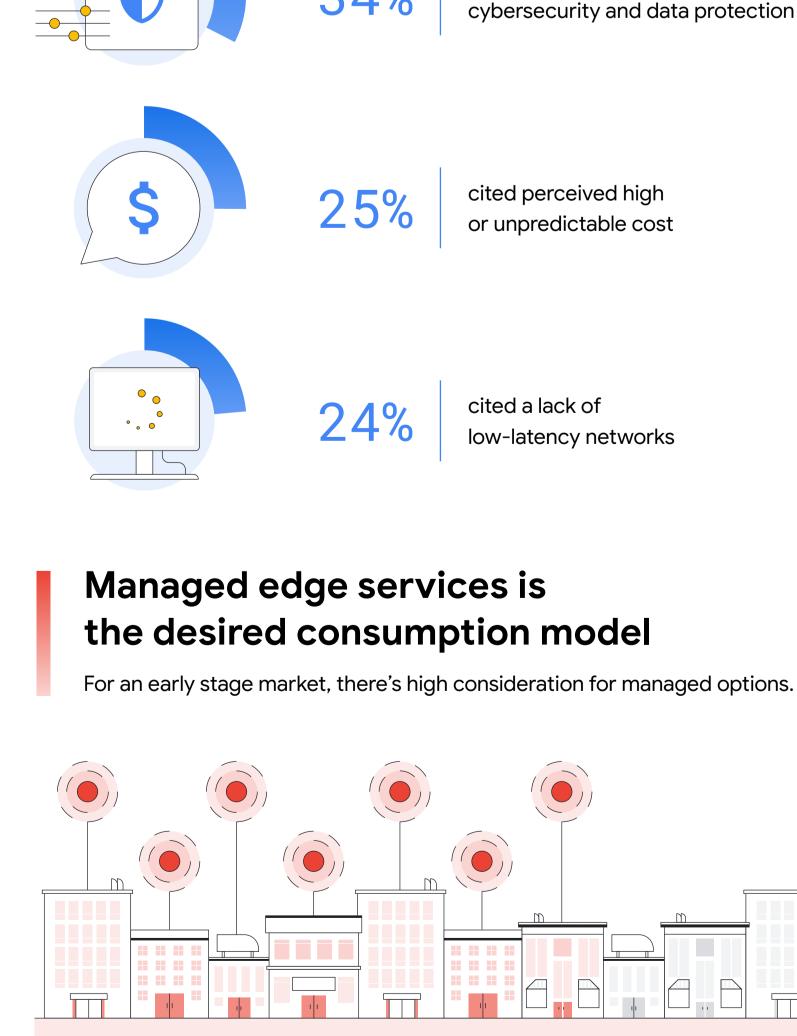
24%

16%

cited concerns for

24%



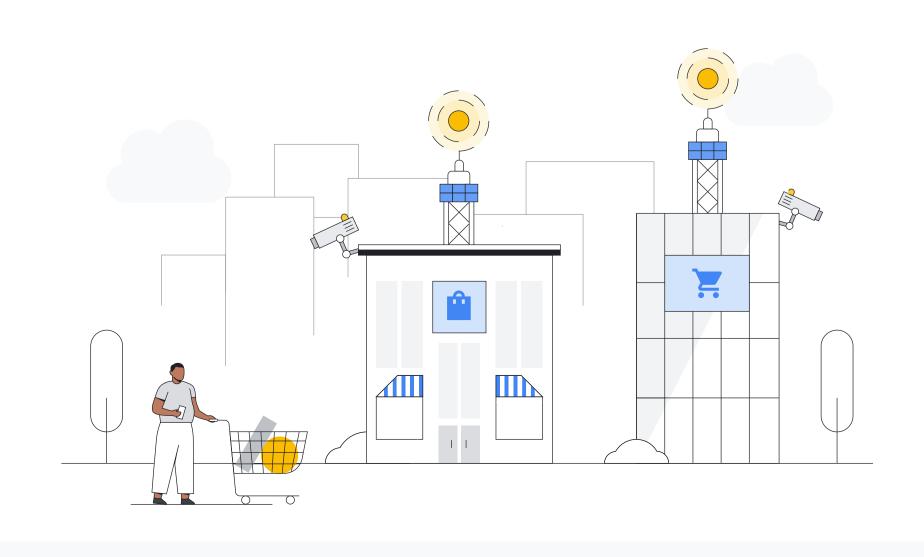


34%

It's not a question of if retailers will deploy

Seven out of ten

edge computing but when and with whom.



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



expect to buy managed

edge services