

# Maximizing Profitability With The Right IT Edge Infrastructure Strategy

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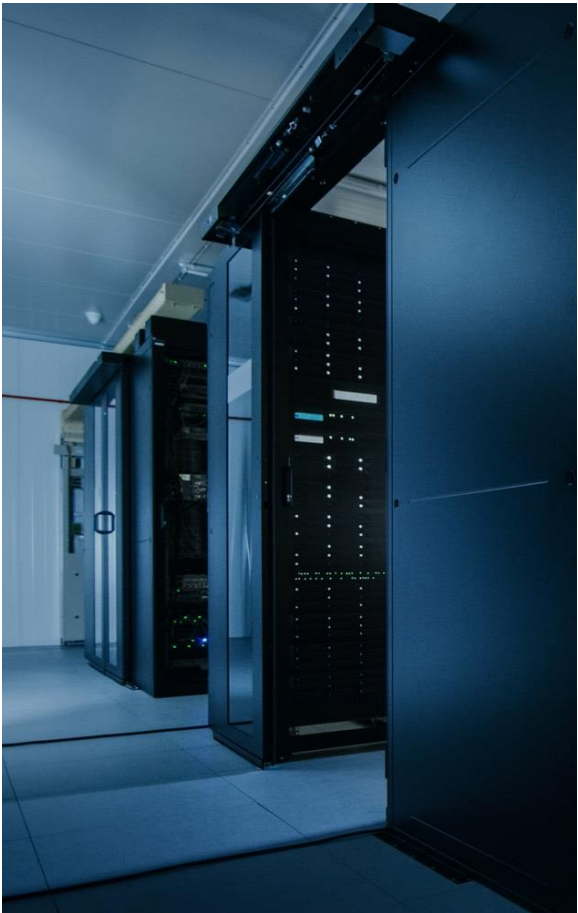




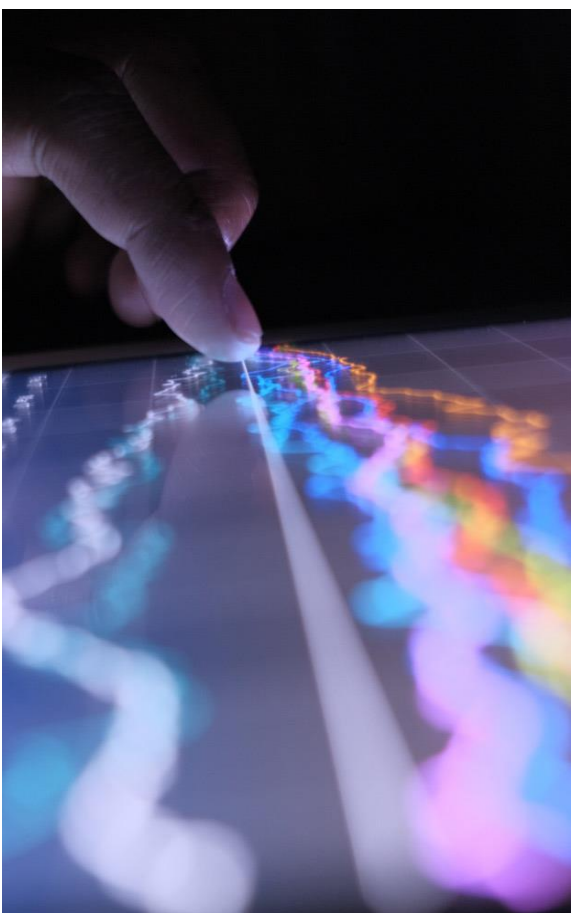
A state of  
unprecedented  
change

# The Main Points

## The Growing Edge



## 5G is Coming Fast



## Preparation



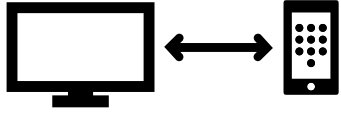
## Partnerships





# The growing edge

# Applications Driving Growth at the Edge



## DATA INTENSIVE

- Restricted Connectivity
- Smart Cities
- Smart Factories
- Smart Home/Building
- HD Content Distribution
- High-Performance Computing
- Virtual Reality
- Oil and Gas Digitization
- High Network Infrastructure Costs



## HUMAN LATENCY SENSITIVE

- Web Site Optimization
- Augmented Reality
- Smart Retail
- Natural Language Processing

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## MACHINE TO MACHINE LATENCY SENSITIVE

- Smart Security
- Smart Grid
- Low-Latency Content Dist.
- Arbitrage Market
- Real-time Analytics
- Defense Force Simulation



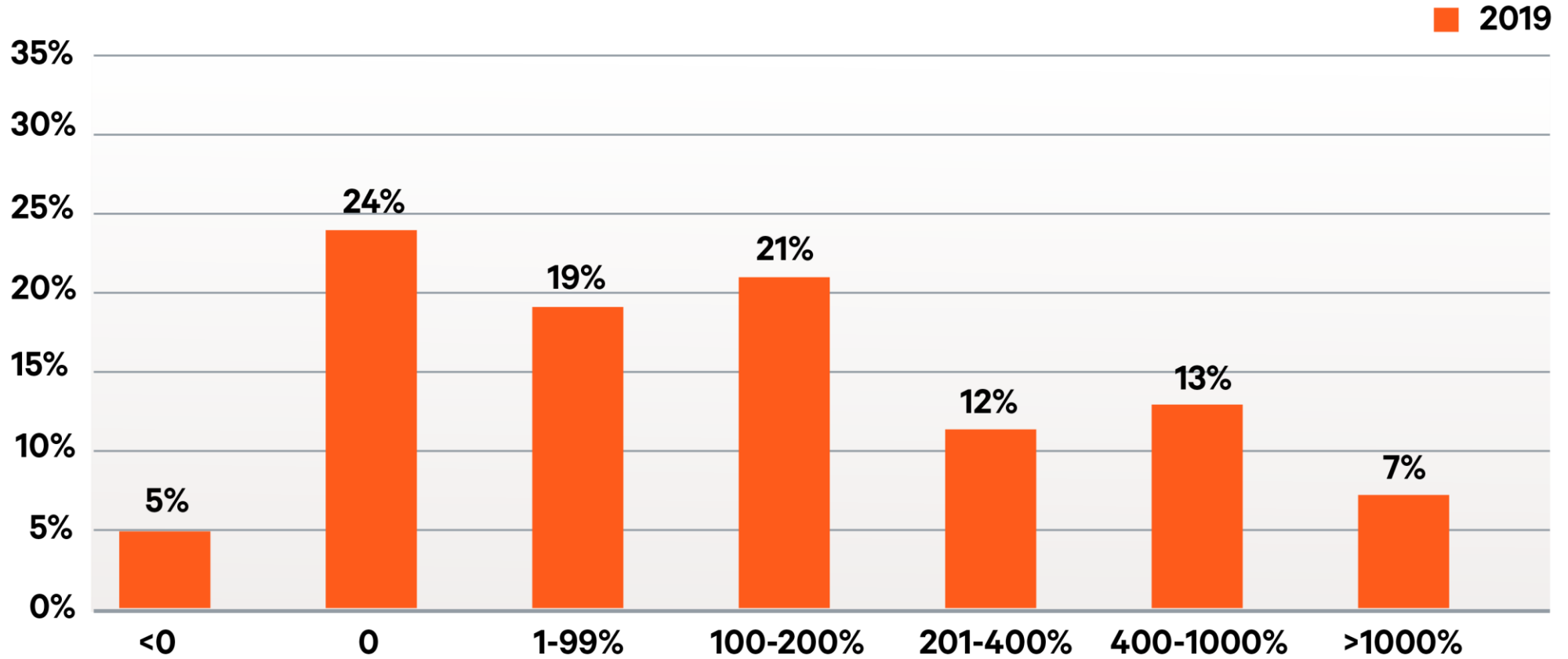
## LIFE CRITICAL

- Digital Health
- Connected/ Autonomous Cars
- Drones
- Smart Transportation
- Autonomous Robots

# Growth at the Edge

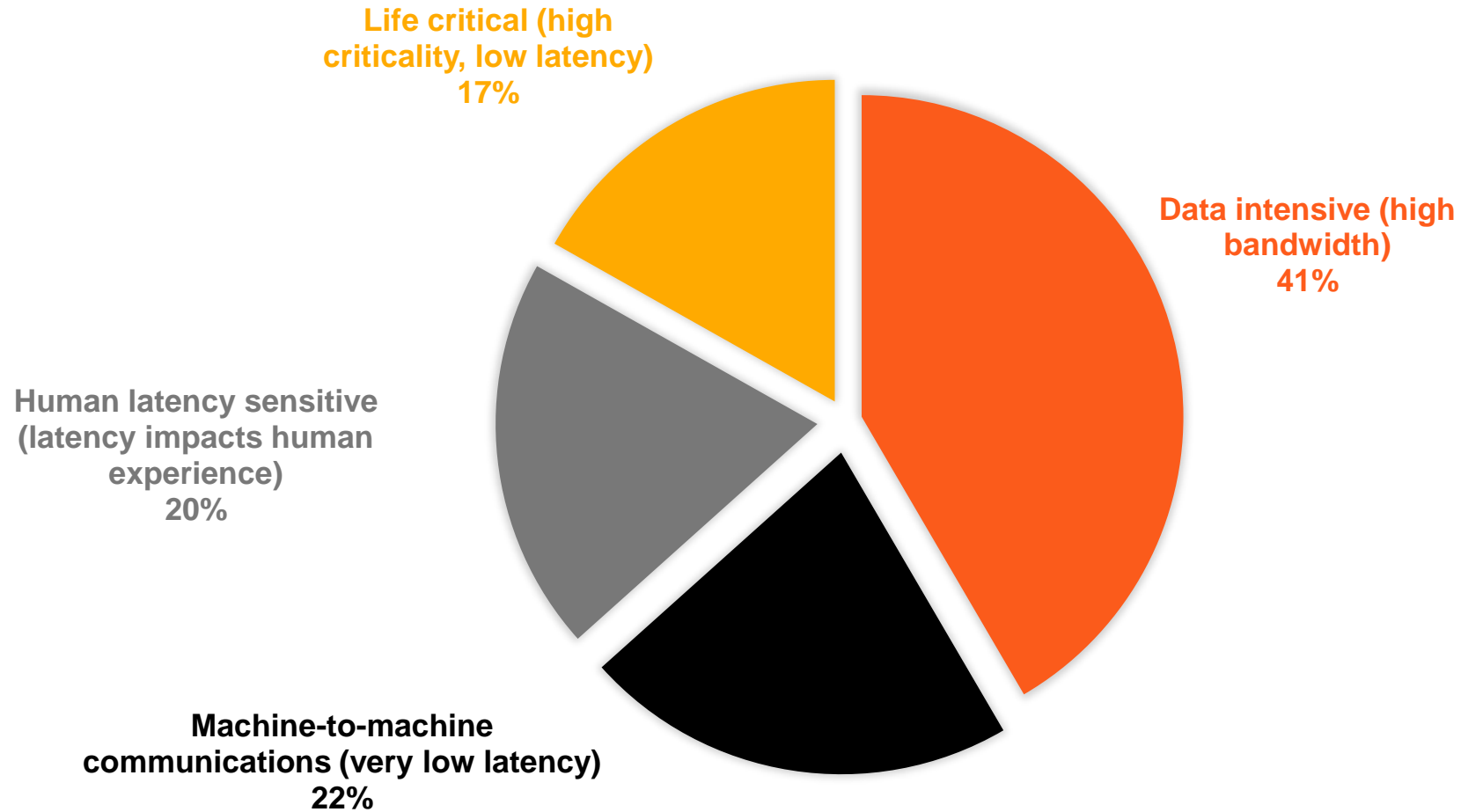
## Growth in Edge Computing Sites

Figure 6: Percentage growth in edge sites for participants with edge sites today or those who plan to have edge sites in 2025.



# Data Requirements for the Edge

**Figure 7:** 2019 Data Center 2025 response to the question, “What will be the primary data requirement for your edge applications in 2025?”





5G  
is coming fast



**The Edge:  
the chicken,**

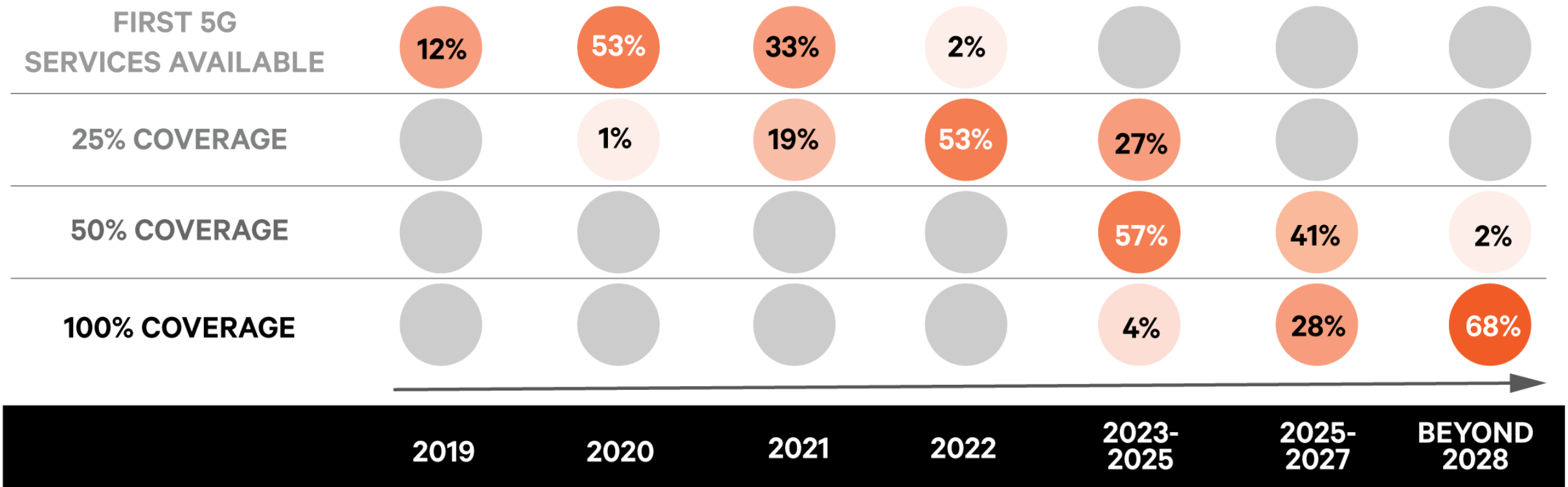
**5G:  
the egg**



# Operators Are Optimistic About 5G

**Figure 3: 5G deployment timeline**

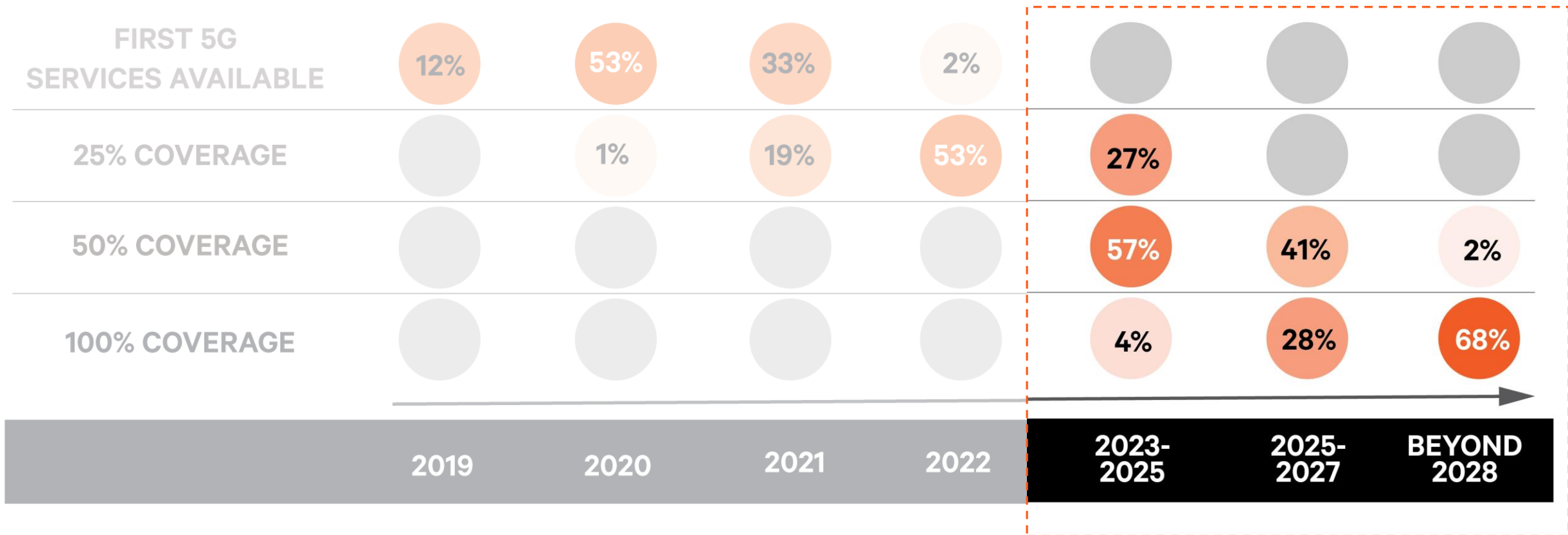
Source: 451 Research, custom research commissioned by Vertiv, 2019 (n=105)



# But It's a Long Road to Full Coverage

**Figure 3: 5G deployment timeline**

Source: 451 Research, custom research commissioned by Vertiv, 2019 (n=105)



# The Road Has More Potholes Than Other “G”s



**FOUNDATIONAL  
SITE-LEVEL  
INFRASTRUCTURE**



**HIGH-QUALITY  
NETWORK  
CONNECTIVITY**



**REMOTE  
MANAGEMENT**

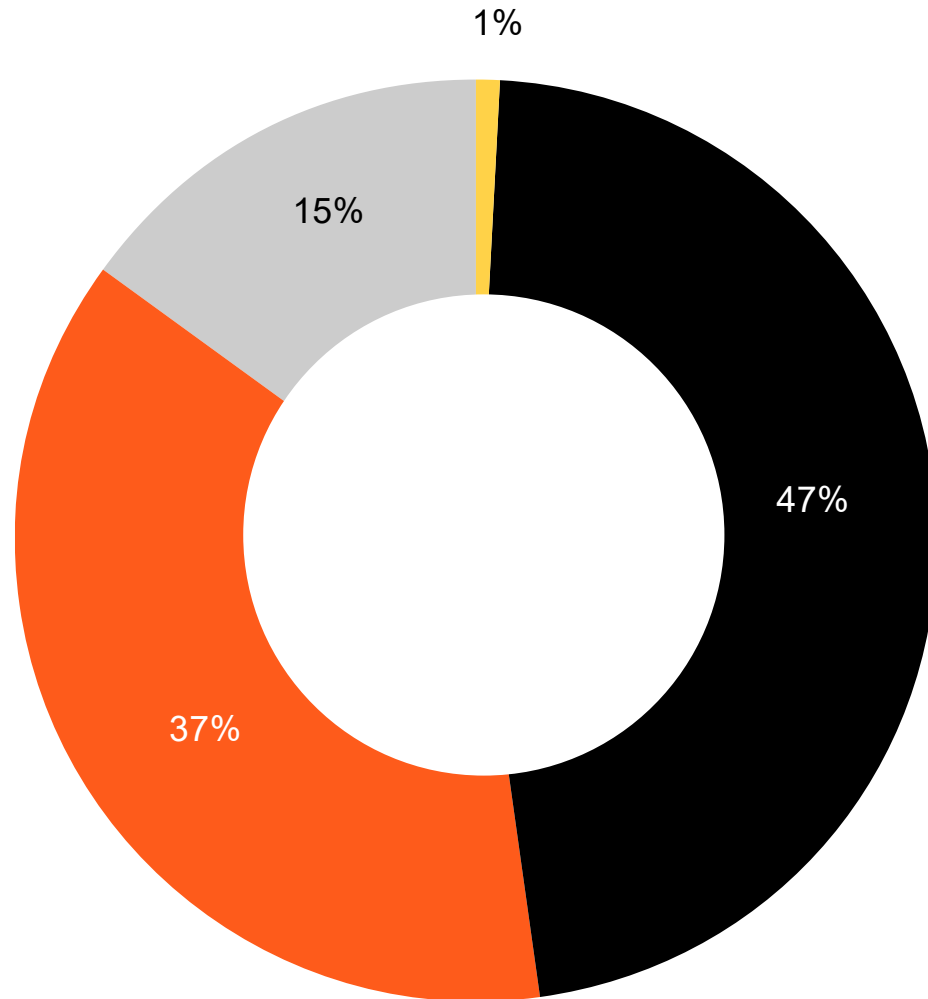


**ENERGY  
COSTS**

# Preparation



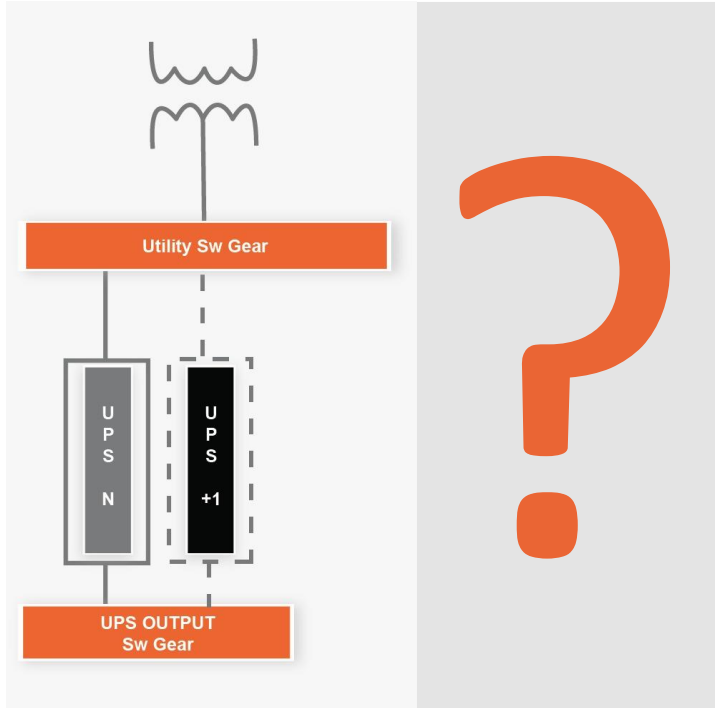
# Efficiently Add Compute Capacity in New Locations



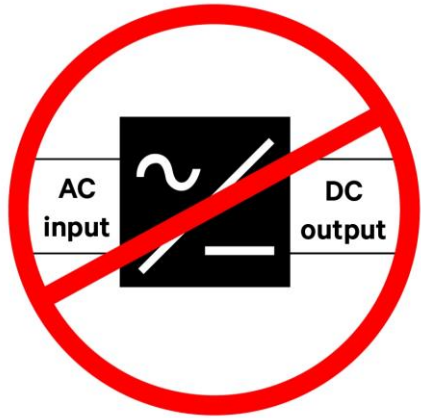
- We intend to deploy MEC to support low-latency applications ahead of 5G
- We are already deploying MEC infrastructure ahead of 5G as part of current LTE operations
- We are investigating MEC and 5G together and view MEC to be a critical enabler of 5G
- We are still unclear on how MEC will fit into our services strategy

Figure 5: Multi-access edge computing plans  
Source: 451 Research, custom research commissioned by Vertiv, 2019 (n=105)

# Tailor Availability of Service Requirements



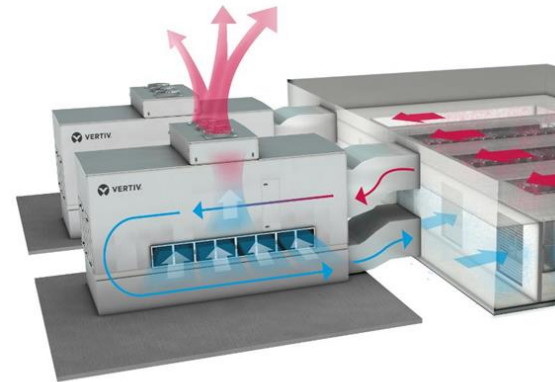
# Mitigate Higher Energy Consumption



**ULTRA HIGH EFFICIENCY  
RECTIFIER**



**ECONOMIZATION IN THE  
COOLING SYSTEM**



**LITHIUM ION BATTERIES**

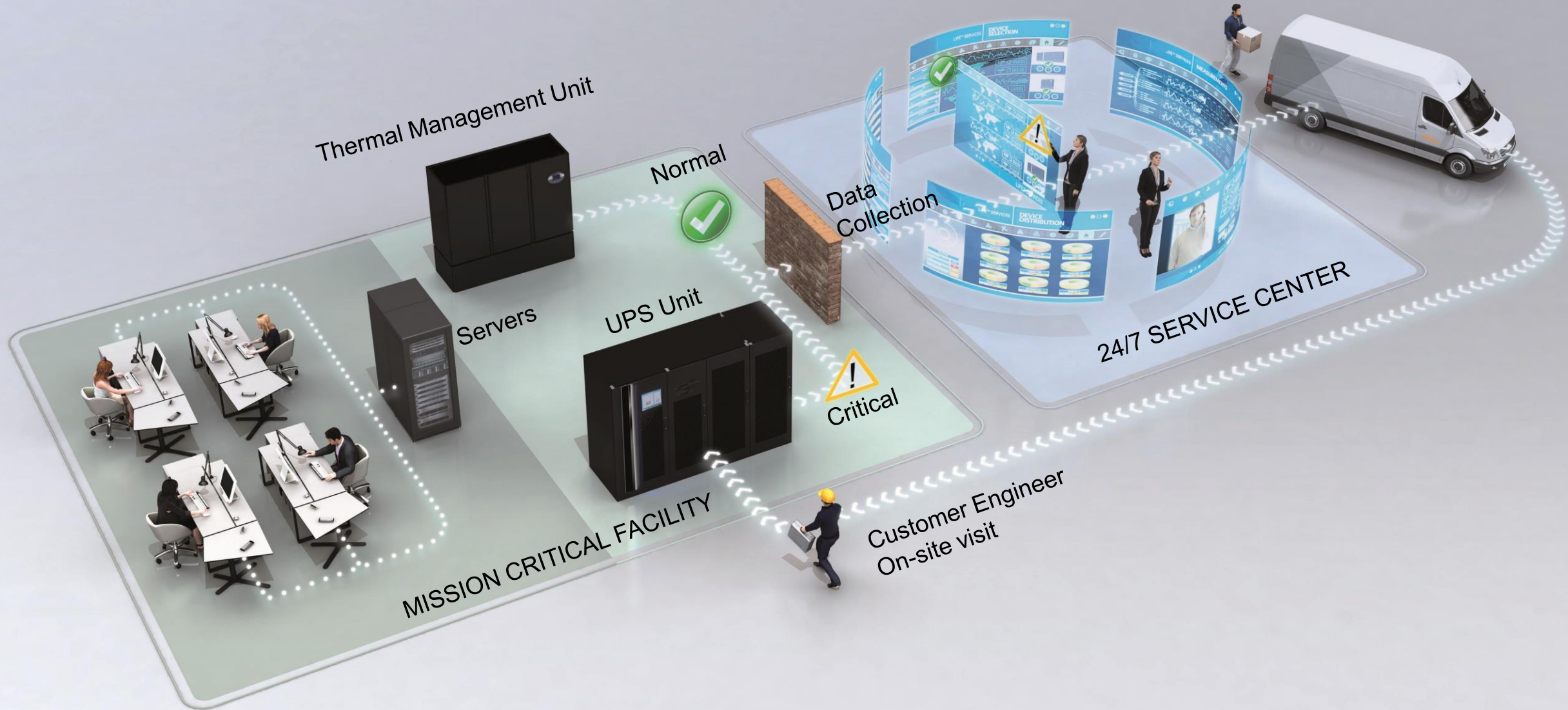




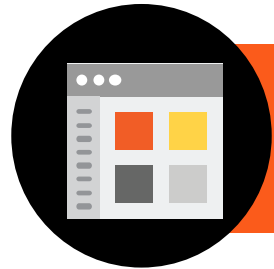
A long, dimly lit server room with rows of server racks. The racks are dark with perforated doors, and the floor is a light-colored tile. The lighting is blue-toned, creating a professional and technical atmosphere.

Ensure infrastructure scalability  
while minimizing CAPEX

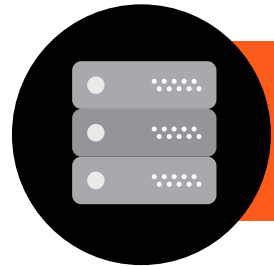
# Enable Remote Management



# The Rack Becomes the Data Center



**APPLICATIONS**



**SERVER, STORAGE,  
NETWORK**



**DATA CENTER  
INFRASTRUCTURE**



**IT AND DATA CENTER  
INFRASTRUCTURE CONVERGENCE  
AT THE EDGE**

**MINIMIZE LATENCY**

**REAL-TIME PROCESSING  
OF DATA**

**SPEED OF IT  
INFRASTRUCTURE DEPLOYMENT**

**100% UPTIME**

# Partnerships Driven by Purpose



## Convenience

- Our **national sales network** makes sure you have the resources you need nearby
- Assistance is a phone call away with **dedicated inside sales support** for all partners
- Simple pricing structure for **efficient quoting**
- **Easy-to-use deal registration** for preferred pricing
- **Marketing automation platform** for easy co-marketing via digital collateral, email communications, and social media



## Cutting-Edge Innovation

- A full range of **hardware, software, and service solutions** for our core brands to solve your customer's edge infrastructure challenges, whether common or complex
- Comprehensive **self-serve partner portal** to keep you connected to the latest product and service innovations, as well as thought leadership on industry mega-trends impacting your business
- Interactive **product selectors** to make it easy for your customers to find the solutions they need



## Competitive Profitability Programs

- **Rewards program** for selling Vertiv products for individual sales representatives
- Earn more with regular sales **incentives and volume discounts**
- **Co-op and market development fund (MDF)** programs designed to further enhance your sales and marketing efforts
- **Training & certification** paths to empower partners **to sell more, faster.**

# Resources to Get You Off the Ground



**“Data Center 2025: Closer to the Edge”**  
[Vertiv.com/DC2025](https://www.vertiv.com/DC2025)



**“Telco Study on 5G Reveals Industry Hopes and Fears: From Energy Costs to Edge Computing Transformation”**  
[Vertiv.com/5Greport](https://www.vertiv.com/5Greport)



**“Defining Four Edge Archetypes and Their Technology Requirements”**  
[Vertiv.com/Edge](https://www.vertiv.com/Edge)



**Learn about our Partner Program**  
[Vertiv.com/Partners](https://www.vertiv.com/Partners)

