

# Edge solutions are transforming industries, including yours.

Whatever your industry, there's no more exciting place right now than the edge of the network. Servers and data centers are moving closer to the point of transmission—opening up new possibilities and transforming industries for the better.

**1.5B**

global 5G connections will exist by 2025—up from 5M in 2019<sup>1</sup>

**89%**

of employees believe they'd be more productive if their work was more gamified<sup>2</sup>

## Gaming

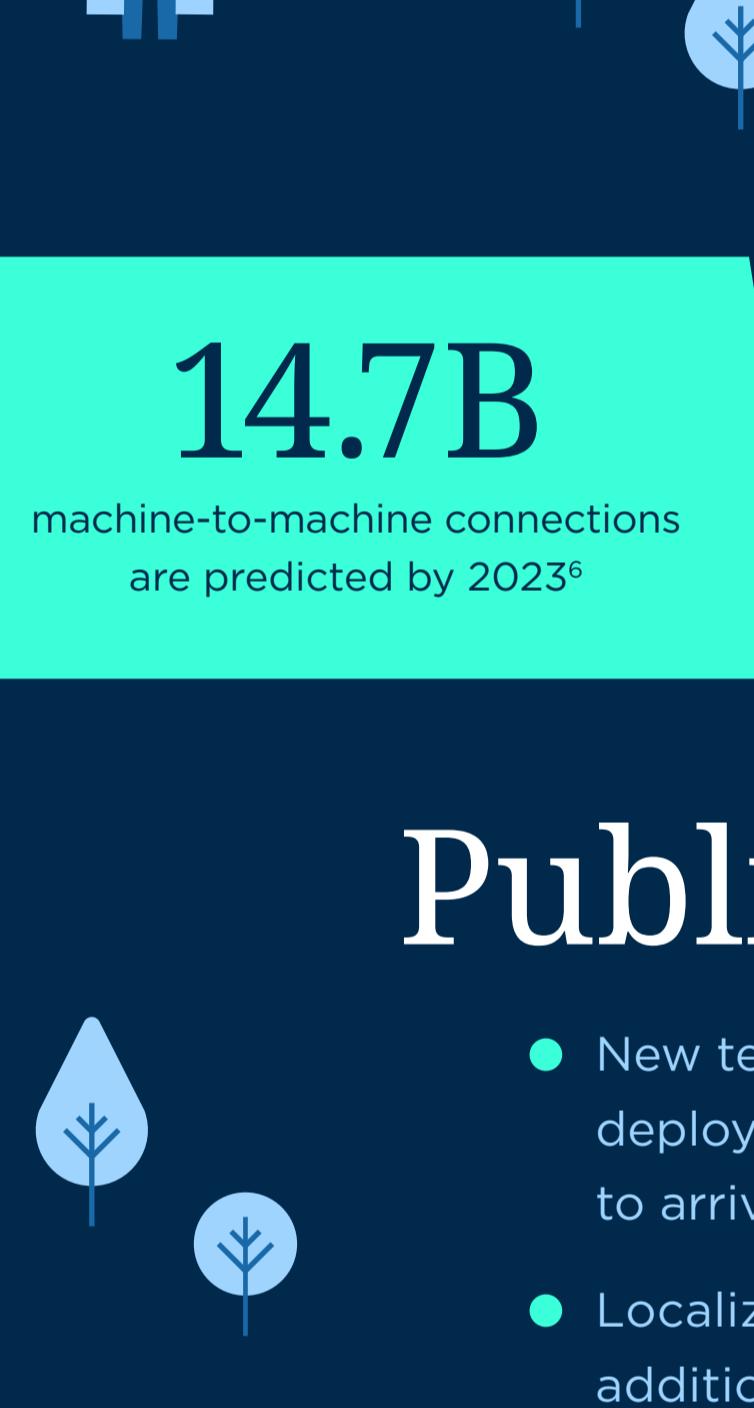
- Gaming companies will gain the speed and low latency they need to process and transmit the massive amounts of data that cloud gaming and other advanced games require.
- Developers will have new space to push the envelope and open gaming up to new uses, including advanced gamification.

## Transportation & Autonomous Vehicles

- Self-driving and autonomous vehicles will have the speed and low latency they need to process massive amounts of data in real time.
- New technologies like drone delivery services will change the way companies manage logistics.

**~4TB**

of data are generated by one autonomous vehicle every day<sup>3</sup>



## Technology Companies

- Low latency, along with increased speed and processing power, will open up new opportunities for innovation.
- More robust cloud solutions will bring added flexibility and open up new opportunities.
- As data usage increases, edge solutions will be a core part of the infrastructure that keeps successful technology companies ahead of the curve.

## Media & Entertainment

- Content providers can decentralize distribution in a way that enhances content delivery and reduces overall network congestion.
- New innovations will become possible—from 4K picture to more interactive media formats.

**12X**

growth in cloud storage capacity for the media and entertainment industry is projected to occur by 2024<sup>5</sup>

**\$700B**

is the expected cumulative CapEx spend on edge IT infrastructure and data center facilities by 2030<sup>6</sup>

## Commercial Real Estate

- Property owners will be able to embrace technologies like smart lighting, advanced security systems and smart management systems without slowing down the network for their tenants.
- Companies who plan for edge solutions throughout their developments will be at a strategic advantage as their properties become smarter and more efficient.

## Public Safety

- New technologies like drone networks can be deployed to quickly transmit critical information to arriving first responders.
- Localized data from networks can also provide additional location-based information during emergencies—keeping everyone informed and safe.

**14.7B**  
machine-to-machine connections are predicted by 2023<sup>7</sup>

## Municipalities

- Municipalities will have the speed and bandwidth to deploy the thousands of IoT devices needed to support smart lighting, automated public services, advanced traffic management, enhanced first-responder capabilities and more.

## Financial Services

- Edge solutions can shave valuable milliseconds off analysis and transactions with practically no latency.
- Financial companies will have the freedom to embrace AI tools for data analysis and optimization.

**48%**

of North American banks' IT budgets will be dedicated to new technology development<sup>8</sup>

**5.5B**  
digital factory connections are projected by 2023<sup>9</sup>

## Manufacturing

- Manufacturers will have the ability to send and process massive amounts of data—easing the transition to Industry 4.0.
- They can take full advantage of advanced manufacturing processes, logistics, automation, diagnostic monitoring and more.
- More localized data will lower the risk of dangerous or costly network outages.

## Utilities

- Edge solutions will be critical to maximizing the potential of smart-grid technologies.
- Utility companies will have the computing power and speed needed to support smart meters, smart lighting and the thousands of alternative energy sources feeding power back to the grid.

© Copyright Crown Castle 2020

**CC CROWN  
CASTLE**

1. Juniper Research, "5G Market Strategies: Consumer & IoT Opportunities & Strategies 2020-2025," 2020. 2. TalentLMS, "The 2019 Gamification at Work Survey," 2019. 3. World Economic Forum, "Activating a Seamless Integrated Mobility System," 2020. 4. Cisco, "Cisco Global Cloud Index (GCI) Forecast and Methodology 2016-2021," 2018. 5. Research and Markets, "Digital Storage Markets for Media & Entertainment," 2020. 6. Cisco, "Cisco Annual Internet Report, 2018. 7. State of the Edge, "State of the Edge 2020: A Market and Ecosystem Report for Edge Computing," 2020. 8. Wall Street Journal / Celent Research, "Technology Is Banks' New Battleground," 2019. 9. ABI Research, "Digital Factory Data," 2019.

Learn more about how edge solutions fit into your organization's connectivity needs.

PHONE (844) 909-3908 EMAIL Ian.McConnell@crowncastle.com

Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 80,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.