

CLOUD BUSINESS QUARTERLYSM

Enterprise Edge Compute Market Landscape

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 **Have questions?**

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Atos has a unique value proposition in the edge market, with a services-centric position and foundational hardware offerings



Strength: BullSequana Edge is the world's highest-performing edge computing server and can be bundled with software offerings that support AI, big data and containers as well as data analytics in real time. However, it is a small portion of Atos' value play at the edge.



Weakness: Limited geographic reach, but one that is nonetheless expanding outside Europe into the U.S. and areas of APAC

Recent Developments:

- In June Rittal announced a partnership with Atos and Siemens to develop Intelligent Edge Data Center. This configurable data center is targeted at smart industries, smart cities, smart retail, energy & utilities and public sectors.
- In May Atos announced the launch of BullSequana Edge, the highest-performing edge computing server on the market to manage data at the edge, which may be purchased as stand-alone infrastructure or bundled with Atos' edge software.



Opportunity: Atos can capitalize on a unique, vertically differentiated portfolio of edge solutions that leverage AI and analytics, adding to the Atos Codex Vision for Smart Cities. Building on a robust cloud portfolio, Atos potentially gains early mover advantages.



Threat: Comparatively underdeveloped advisory capabilities at the corporate level may compromise Atos' direct ability to gain traction with line-of-business buyers and strategic decision makers outside of those enabled by partnership programs.

TBR Assessment: While the edge computing market has attracted mostly hardware and cloud vendors, Atos stands out as the pure systems integration competitor. The launch of a compelling and differentiated hardware offering complements and builds on the robust cloud portfolio, giving Atos early mover advantages in edge, provided the company avoids commoditized hardware sales while delivering high-value orchestration services to clients.