The Future is at the Edge

Networking is always changing, and the newest wave of content, apps, and services puts a lot of the activity at the edge of the network—a brilliant opportunity for tech companies to put their resources closer to where their customers are.

Although communications service providers (CSPs) have a lot of wireless and wireline networks (and thus tend to dominate the conversation around edge and metro networks), not all are fully equipped to manage or capitalize upon this new wave. However, harnessing edge networking is a way to improve customer experiences at all levels and effect a level of futureproofing against edge-heavy technologies such as autonomous vehicles, content streaming services, and IoT.

Moving to the Edge

In the traditional network infrastructure, things are centralized, with tech organizations providing access through central offices and head- ends (secondary, but still large, sites). Modern metro and edge networks require a flatter, more distributed approach, due to the sheer number of apps and services at the edge. Take the idea of working from home in the post pandemic world for an example: With more residential customers utilizing bandwidth-hungry apps than ever at the edge, it makes sense tech companies would want more resources closer to them.

Because of this, Communications Service Providers will have to convert their head-ends and central offices into full-blown edge data centers. At high level, this moves the resources customers demand closer to the places where they demand them, reducing strain on the network and allowing a great deal more operational flexibility for tech companies, their decisionmakers, and the automated tools they employ.

Strive for Flexibility

A flatter, less centralized network doesn't just make it easier to push resources to the edge. It makes it far easier for decisionmakers to deploy chunks of those resources at a time, in whatever manner they choose.

As the last several years have shown, this level of flexibility is critical to staying up and consistent at the edge. Dynamic traffic patterns stemming from new or newly adopted technologies (work-from- home videoconference tools, for instance) have already disrupted the way we network; with technologies like self-driving cars on the horizon, the trend only seems to point to even greater reliance on the edge.

What's that mean for today's global companies? Being aware of how important the edge is, and how big a transformation it entails from both communication service and cloud service providers. Latency issues aren't just challenging for hyperscalers; more and more companies wishing to develop next generation mass-market applications increasingly struggle with this challenge.

Find a Partner

Designing and implementing an edge cloud strategy isn't easy. A trusted technology partner like C&W is valuable here in a few ways here: Not only do we own and operate the largest network in the Pan-Caribbean region, we're making big investments to modernize it to support evolving customer requirements. We also have the skills & experience to design edge computing architectures that will help you minimize latency and bring your workloads even closer to the users who run them.