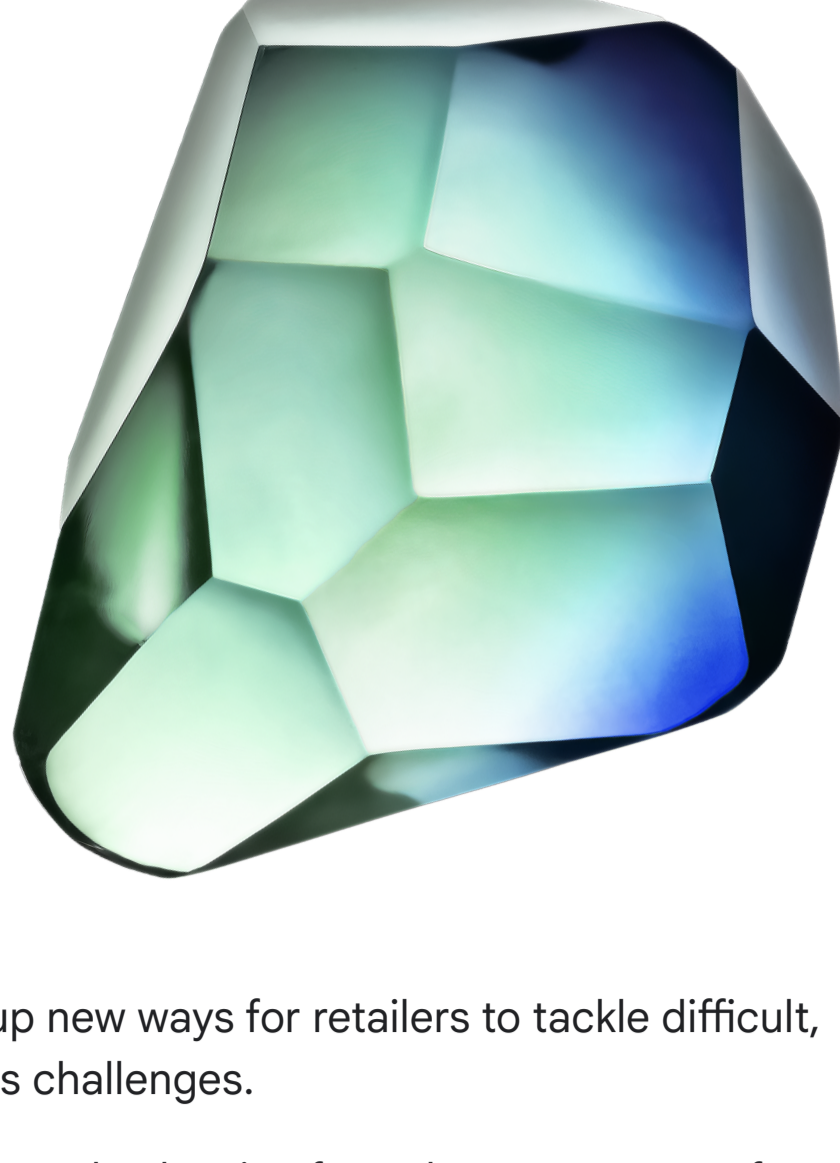


Leverage AI anywhere for retail

Learn how AI anywhere — AI, cloud, and edge — can unlock modern use cases such as store analytics, in-store experiences, and visual inspection.



Rapid advancements in AI are opening up new ways for retailers to tackle difficult, expensive, and resource-heavy business challenges.

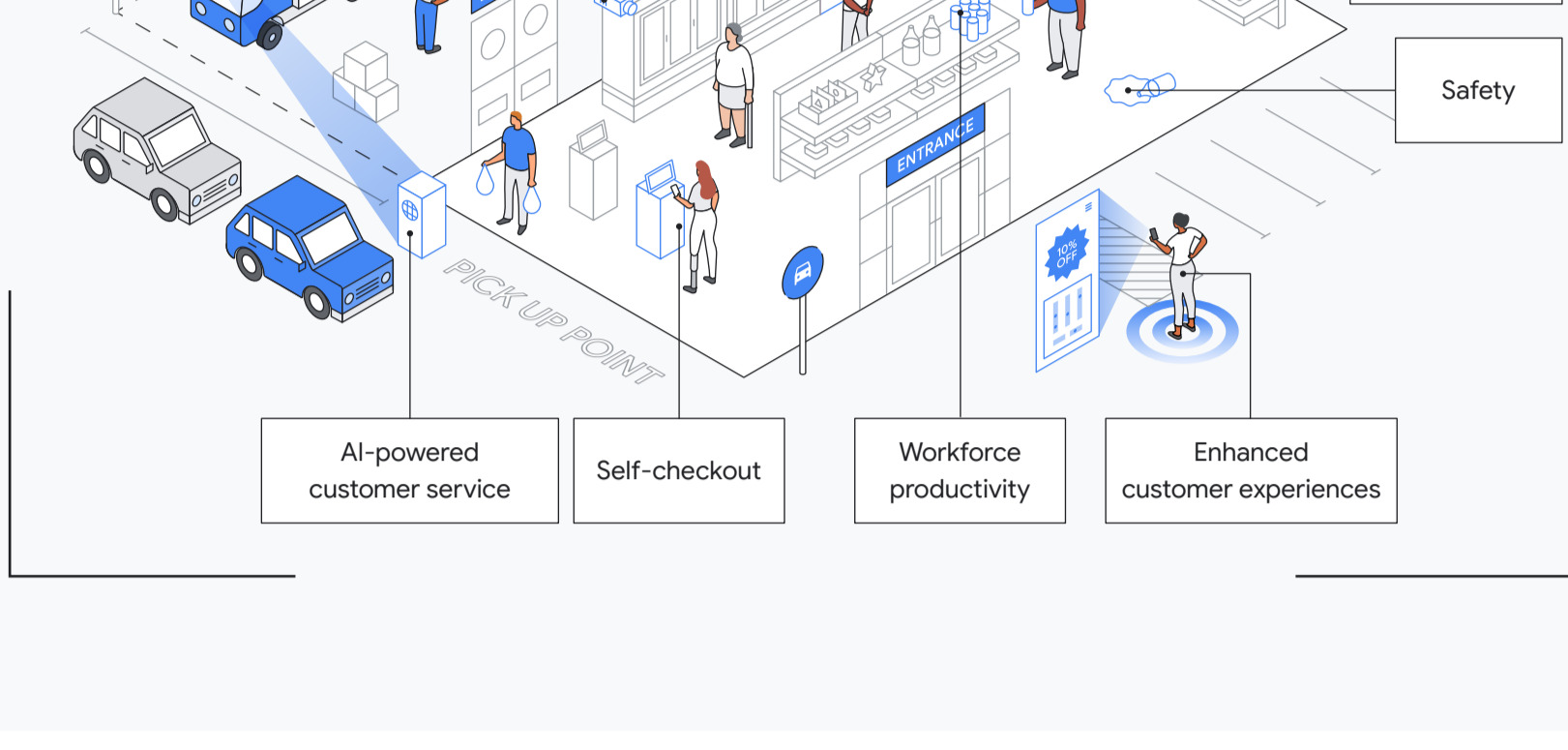
This infographic reveals the latest retail trends, drawing from the "2024 State of Edge Computing" report, which gathered insights from 96 retail business leaders, with research conducted by Omdia.

Discover why retail enterprises should leverage AI at the edge today.

What is edge computing?

Edge computing supports use cases that require local on-premises computing to meet low latency, connectivity, and regulatory needs. Edge computing is not new, but extending AI optimized cloud infrastructure to the edge is.

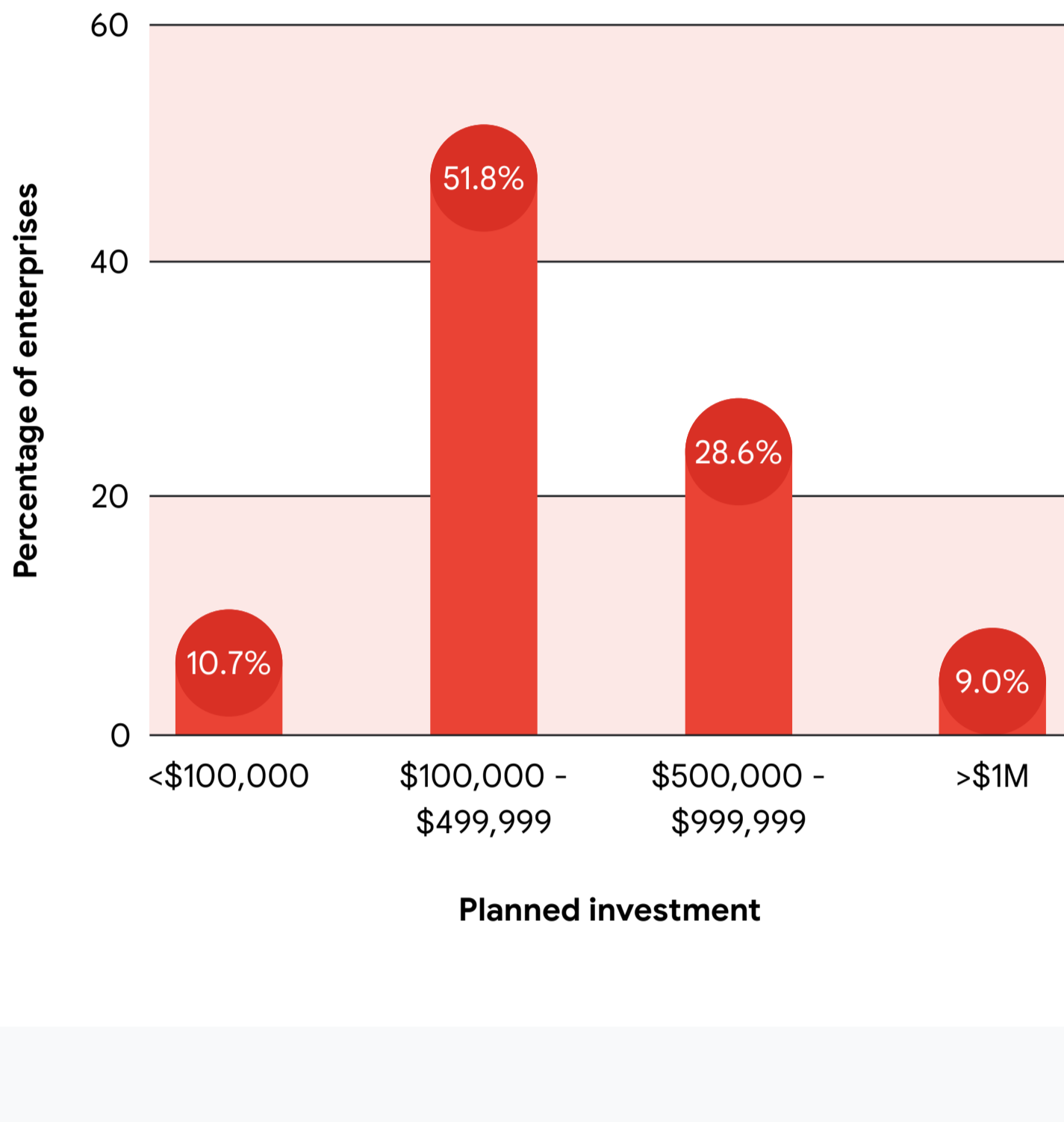
AI anywhere brings together cloud, AI, and edge technologies for retailers to solve business use cases across customer experiences, revenue channels, and business efficiencies.



Edge is a strategic IT business investment

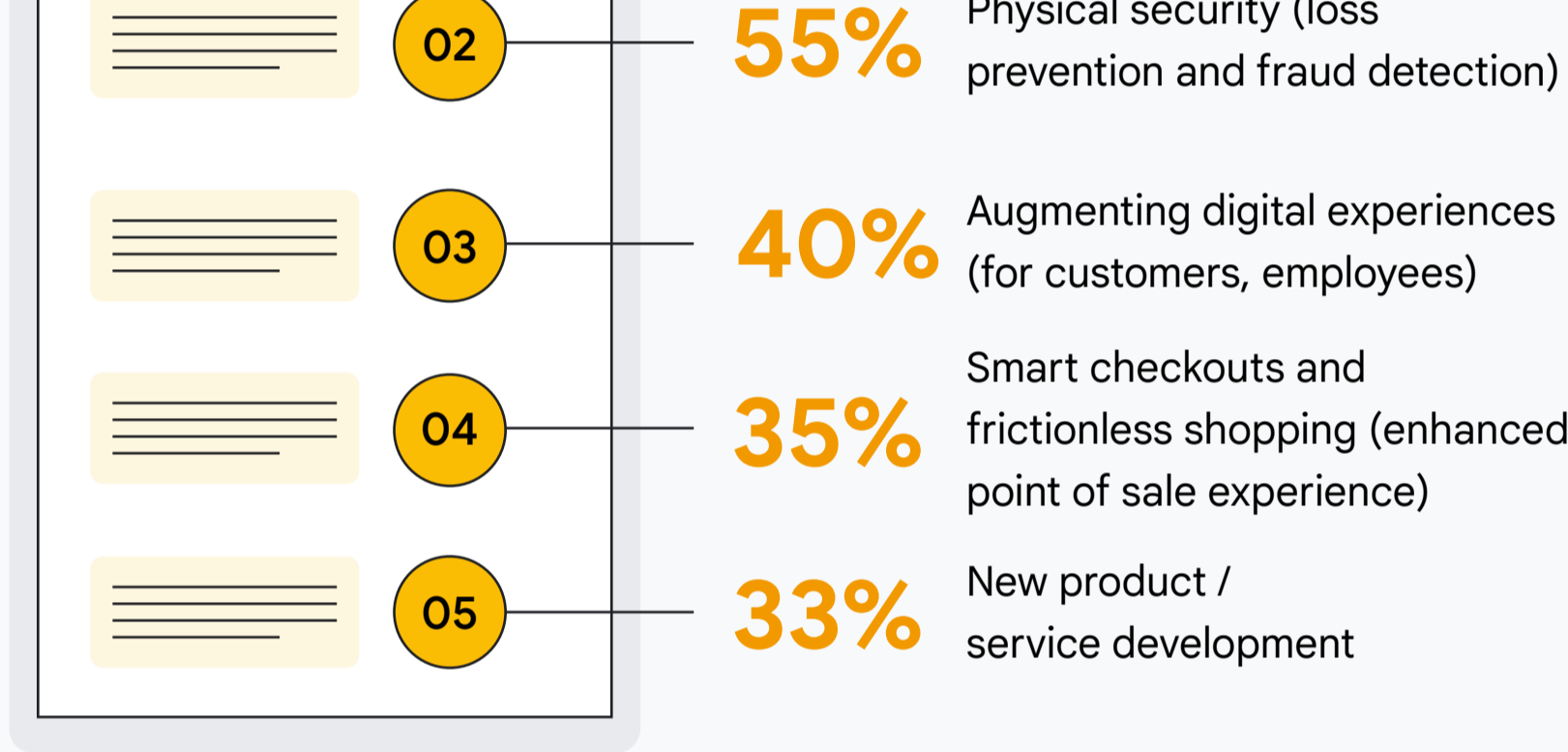
Retail enterprises are very positive about edge services and are prepared to invest today with 100% of respondents spending on edge.

9% of retail enterprises plan to invest **\$1+ million** in the next 24 months of deployment



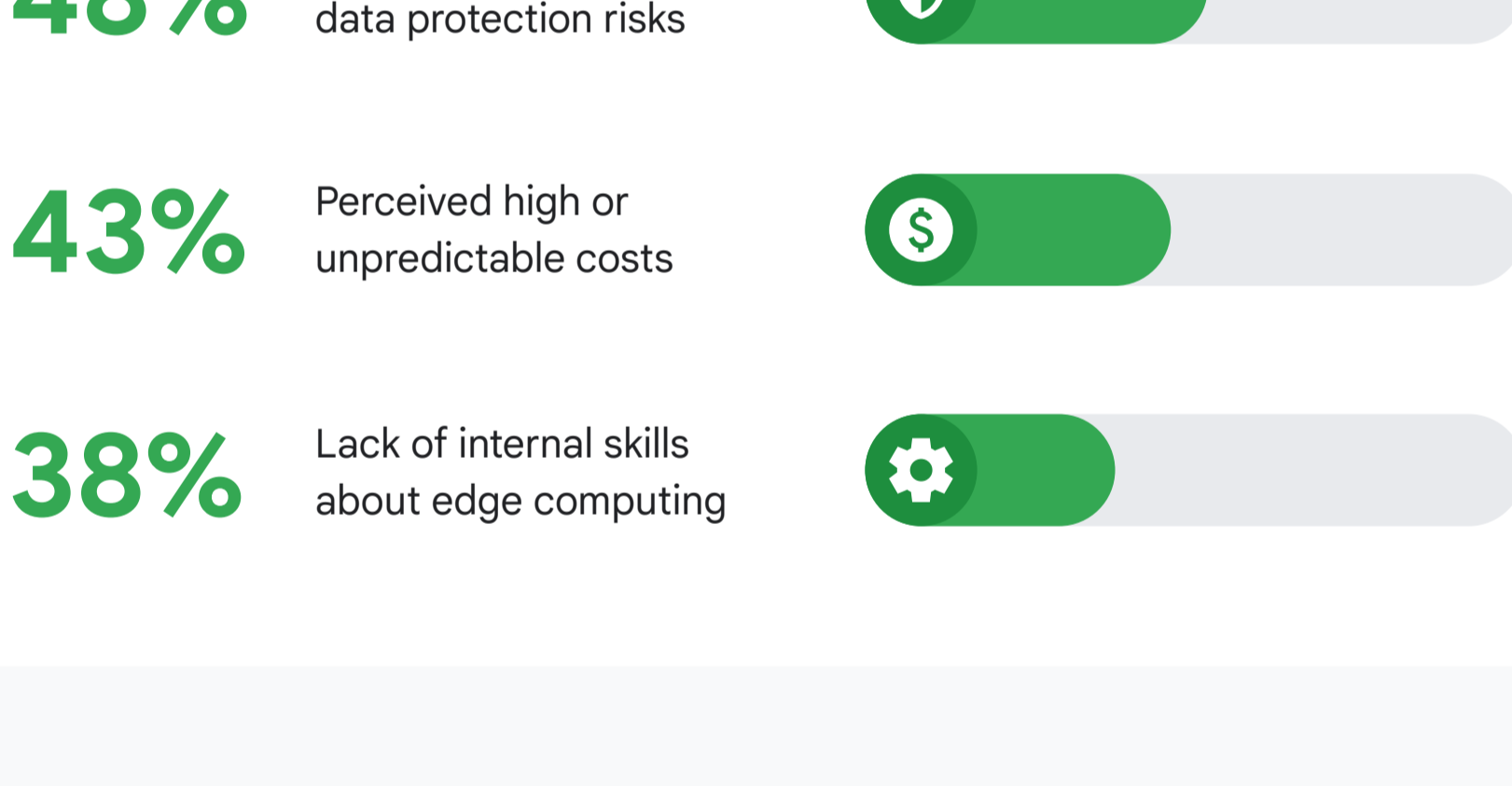
Top 5 goals for retailers deploying edge computing

Employee productivity, skills, and safety are top goals of retail enterprises edge investments, followed closely by physical security and augmenting digital experiences.



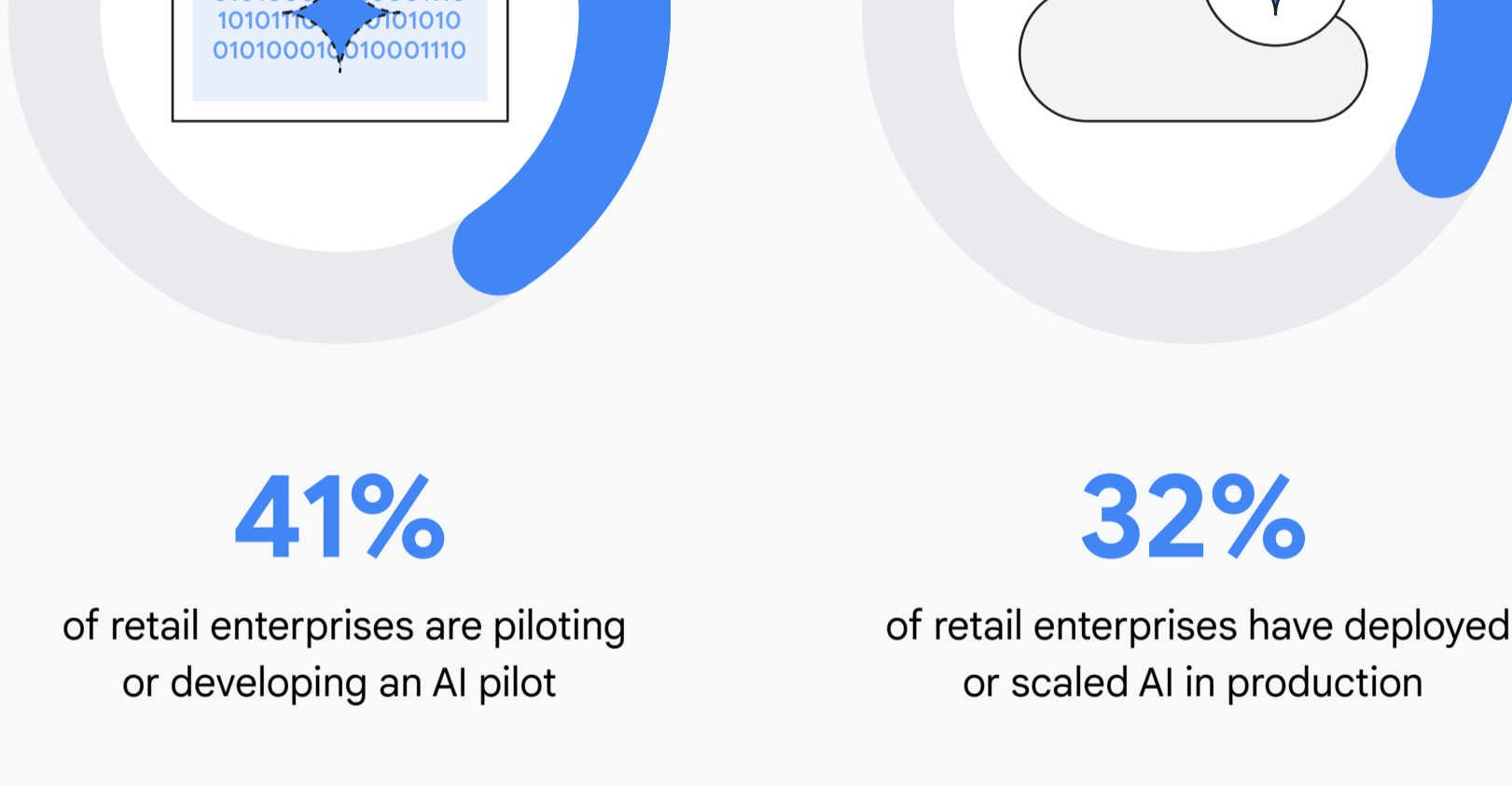
3 biggest barriers for adoption

Cybersecurity, costs, and lack of internal skills are the biggest barriers to the uptake of edge computing for retail enterprises.



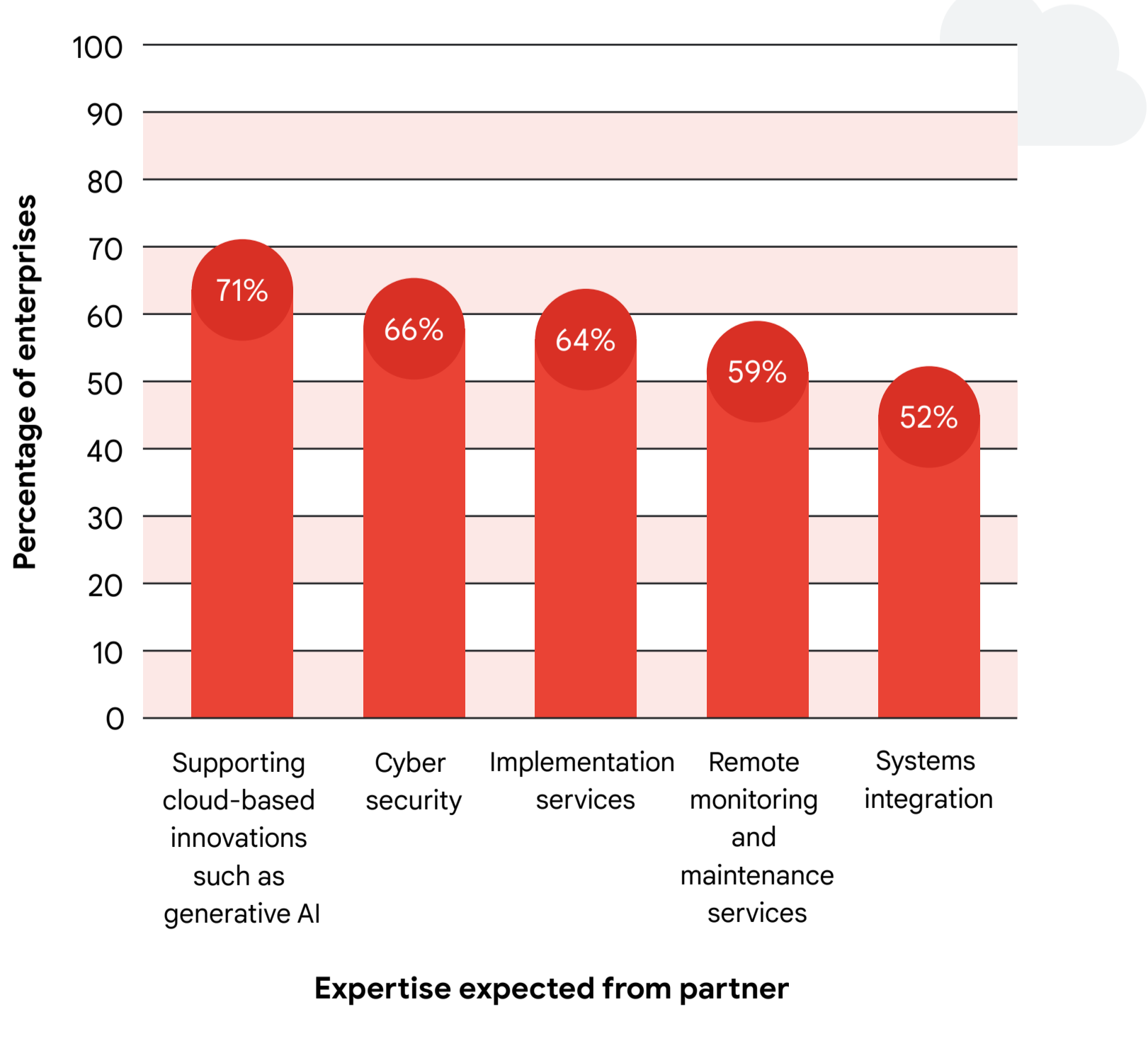
Plans to deploy AI in retail

It's not a question of who will deploy AI at the edge but when and with in-house or external technical expertise. Where are you in your AI at the edge adoption journey?



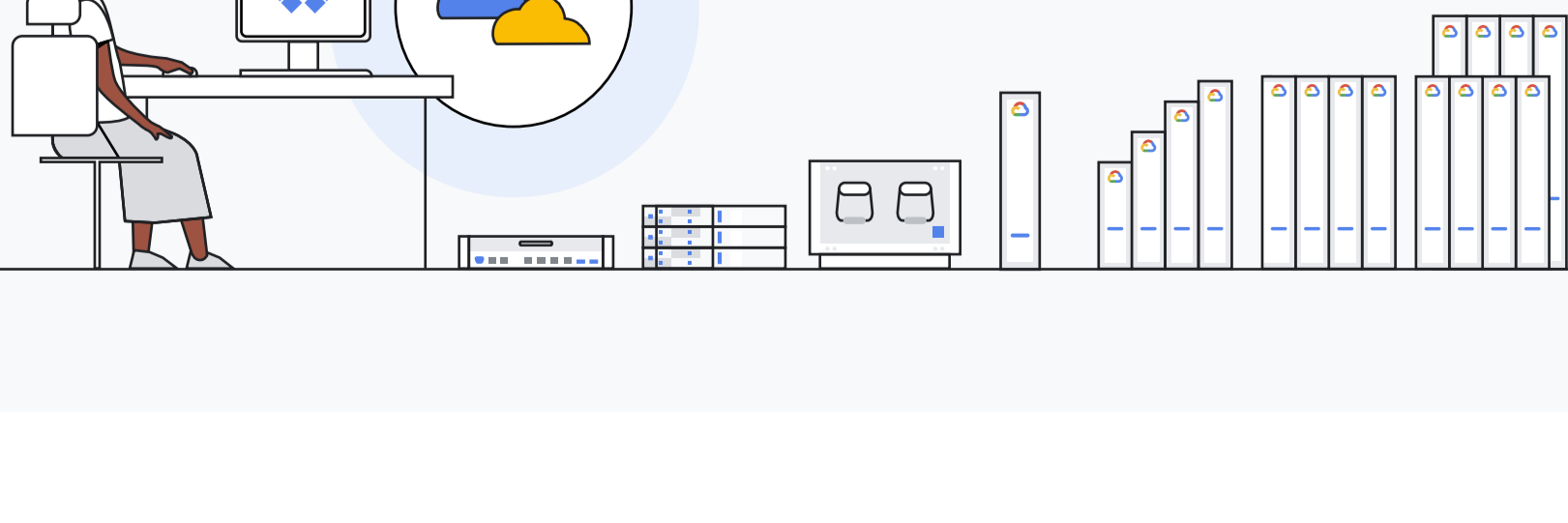
Partners can accelerate your AI and edge adoption journey

57% of retail enterprises plan to work with a cloud service provider to deploy at the edge and **71%** are looking specifically for one that can support cloud-based innovations such as generative AI.



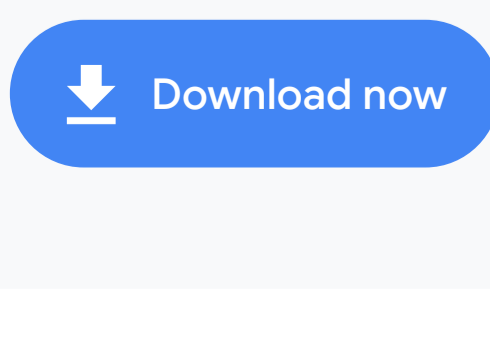
Start your journey today

Google Distributed Cloud extends AI-enabled use cases from the cloud to your on-premises data centers and locations with fully managed hardware and software infrastructure. Build, deploy, and scale modern retail use cases leveraging Google Cloud's AI enabled cloud stack, the very latest in AI models from Google and the industry, and the most open and flexible ecosystem from the cloud to your on-premises environments.



Ready to unlock the power of AI anywhere for your retail business?

Download the full Omdia report to access valuable insights from a cross-industry survey of 640 business leaders covering budget, use cases, and solutions.



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