LOCAL CLOUD

In addition to providing communities with affordable wi-fi internet access, upskills local retailers become micro-operators.

LOCAL CLOUD provides easy and affordable access to digital content and services at no data cost to the end-users. The system works by letting digital content providers upload content to a central server, from where the content is distributed to local servers in the target locations. End-users access the local servers by accessing Wi-Fi internet hotspots in their communities to consume the content they wish – data free.

End-users benefit by getting easy access to information and knowledge, from health and learning to agriculture, entertainment, and local news, incurring no data cost for consuming the content and reassurance that their favourite content is always available at high-speed even if the internet connection is interrupted or has capacity issues.

For content partners, the local cloud removes barriers to reach rural populations in a quick and easy way, lowering transactions cost of activating content, reducing the necessity of physical presence in remote areas to broadcast campaigns, and provides intelligent content distribution to target groups with data statistics and analytics.

What are the benefits of a local cloud server?

A recent IDC study found that primary drivers for opting for flexible consumption models such as a local cloud as a service are:

- Enablement of a predictable cost model
- The promise of faster refresh of IT systems and devices
- Increased procurement efficiency
- Reduced IT staff footprint

This calls of a rethinking about consumption of IT resources, as processing and intelligence increasingly moves to the edge, powered by IoT, AI, and machine learning.

The trend toward local cloud as a service (LCaaS) is expected to have its greatest impact in urban core industries such as hospitals, factories, and transportation hubs, especially where there is a demand for local edge environments where users demand a better edge performance experience powered by 5G and WiFi6.

Some innovation areas fueling local cloud as a service (LCaaS) include augmented and virtual reality (AR/VR), Internet of Things (IoT), robotics, autonomous vehicles, 3D printing, cognitive/artificial intelligence (AI), and rapid image processing. These technologies, built on cloud, demand smart edge (LCaaS) locations where IT, operational technology (OT), and the customer experience (CX) intersect.

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