
Video Transcript

Changing Customer Behaviors | Verizon

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<https://www.youtube.com/watch?v=sr3cQnMzujU>

Spoken Dialogue:

Mark Hollman: The way that our customers are delivering services is changing. What we're seeing now is very much more that customers are looking to differentiate their services based on the user experience. And also the perimeter of their business which was once fixed is now very much more, a dynamic parameter and is scaling up and down. This has been driven very much by the proliferation of mobile devices and cloud deployment, but it leaves many challenges not least how do you integrate across legacy infrastructure - which applications should you virtualize because not all applications will virtualize easily. And then also how do you manage security postures regionally and globally?