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# Video Transcript

## Orchestration Changes Service Delivery | Verizon

Date posted: June 27, 2017

<https://www.youtube.com/watch?v=gC0AOi1VS4Y>

**Color Key: black copy indicates words on screen and/or spoken dialogue**

**Copy on screen:**

N/A

**Spoken Dialogue:**

**Mark Hollman:** Orchestration is really important to our customers because it fundamentally changes the model as to how we deliver services to them, so think about it like this. Traditionally, you would have multiple conversations with multiple vendors in order to go about a circuit installation. It's a very manual process, it has a decided lack of visibility for the customer. Now with the orchestration model, using Verizon virtual network services, we can actually deploy multiple network applications instead of devices to a single piece of hardware. Now this is a massive difference in terms of the benefits just from time saving alone in administrating networks for the customer, and on top of that the improvements that they're going to see around break fix and maintenance because you've got less points of failure from having less devices.