

**VERIZON
UP TO SPEED LIVE**

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>> JEN MARIN: Hey V Team, happy Tuesday thanks for tuning in to Up to Speed Live.

>> RAQUEL WILSON: For those who had yesterday after we hope you took some time to reflect on Dr. Martin Luther King, Jr.'s legacy and did some good in your community.

>> JEN MARIN: Let us know in the comments how you spent MLK Day. We would love to know what you actually accomplished during the day.

>> RAQUEL WILSON: Keep it going.

All right, now to the topic of today's show, some of you may have caught our email this morning where we asked you what does Verizon have in common with Martha Stewart and Drew Barrymore.

>> JEN MARIN: Well here is a hint, check this out.

>> NRF is really just a great opportunity, the energy here this year is amazing.

It may be cold outside but it's hot in here.

What we're hearing from customers and our partners, a great deal of excitement around opportunities.

To help retailers get through some challenges that are known.

But also this massive opportunity to deliver outcomes for the future.

So we're really excited about it, as well.

>> I'm super happy that I've comfort third time at NRF flying over from Europe.

We like to see all of the new trends in retail and guess what.

Verizon is really leading the way in terms of trends.

And how to bring our customers, you know, one step ahead of anyone else in retail.

In my region, the retailers that are our customers and prospects are mostly luxury brands.

I know it's unique.

I'm coming here and I'm so proud and so excited that I've been able to showcase them to all of our innovations.

And to give them the opportunity to immerse their own customers into the thread.

And bring their innovations to the next level.

>> JEN MARIN: Pretty cool video straight from the National Retail Federation's 2024 event and in addition to our awesome colleagues, Martha Stewart and Drew Barrymore are also in attendance along with some of the biggest retailers and industry experts to discuss the future of retail.

>> RAQUEL WILSON: Yeah and to learn more about how we're showing up at NRF, we invited Jonathan Nikols who leads global Enterprise Sales, hello, Jonathan, let's give you a nice warm welcome.

>> JONATHAN NIKOLS: Thank you, thanks for having me it's a great opportunity to be here for the team.

>> RAQUEL WILSON: Absolutely thank you for joining us.

>> JEN MARIN: It sounds like NRF is the perfect place to learn more about these incredible innovative solutions so what exactly are we displaying?

>> JONATHAN NIKOLS: Well we're displaying a number of solutions the first is a virtual mirror this is a really cool technology, it's dynamic augmented virtual reality and it really enables our visitors to try on apparel and accessories that might not actually be in the store so think about all of the extra quote-unquote inventory somebody can carry so that's a really neat solution for the team.

The second is one we've been talking a lot about with our sports and venues team but it's called cashierless checkout so there's these Express Shops you can go in utilizing 5G, MEC, i5 technologies that enable more of a contactless type of environment.

You know it's really interesting the technology works so well but it's really human change because everybody thinks they are going in and they are stealing so we have to really change the way people operate.

>> RAQUEL WILSON: Yeah, it's weird.

>> JONATHAN NIKOLS: Yeah for these solutions we've been talking about warehouse robotics and when you really think about the innovation that's coming forward with private 5G and MEC, the ability to improve efficiencies of warehouses processes and reducing inventory injuries is a really compelling type of a solution for those who are working in the warehouse.

We also have some technology that's really been helping the retailers stop the

theft and really keep track of the inventory that's in there and that's really around apparel store technology so IOT inventory tracking tags.

They provide inventory visibility and actually will provide a hologram of displaying apparel designs within the store so think about that type of a differentiated experience for a retailer.

It really kind of makes you want to get into the store versus maybe doing all of this online shopping that we've been conditioned to and then last but not least we really talked about grocery store technology and each and every one of us who likes going to the grocery store and going shopping and putting these things in your baskets so if we can change that experience and help speed it up make it more of a pass-through type of environment electronic shelf labels are very important, operational efficiency, dynamic price changes for the retailers themselves versus all of that manual printing that goes on, as well.

Think about the productivity we bring back into the store so it's really, really important and helps them increase their revenues and drive productivity.

>> RAQUEL WILSON: That's awesome a lot of really cool stuff, Jen you were really excited about the mirror.

>> JEN MARIN: Yeah.

>> JONATHAN NIKOLS: It's neat.

>> JEN MARIN: That's interesting because sometimes they will tell you we have that but only in this color and you're like what does that look like on me so being able to try something like you're saying that's available online maybe not at the store that's a game changer.

>> JONATHAN NIKOLS: It's pretty interesting every time I go shopping with my wife I always tell the guys at the store you really need this technology.

>> RAQUEL WILSON: There you go.

>> JEN MARIN: Seriously I love that I think it will be awesome.

>> JONATHAN NIKOLS: It's pretty neat.

>> JEN MARIN: All of that sounds great.

>> JONATHAN NIKOLS: Absolutely.

>> RAQUEL WILSON: I know retail trends is also discussed at NRF can you talk about some of the trends you're seeing and how we're helping Verizon customers get ahead of them.

>> JONATHAN NIKOLS: Sure absolutely there's a lot of trends recent years retailers have faced unprecedented challenges around labor, also around inventory shortages, shrinkage we heard a lot of major retailers talking about that type of an issue and taking actually very large financial charges against their earnings reports so we think we can help out retailers in a lot of different

ways and increase in the shrink data to help them inform their strategies. For example floor layouts where you're putting certain types of high value types of merchandise in stores think about the last time you went to a convenience store they put things behind glass cages and lock things up but really utilizing the data and we can actually see how people interact with the store through computer vision and other different types of solutions so tracking people through the store that's really interesting.

Real-time inventory tracking.

Utilizing RFID.

So that's really important if you think about okay, it could be a busy time of the day.

Maybe that shelf got depleted do I have the inventory there.

Because so many times people might see two bags of chips and the one they want isn't there but something good enough is next to it they might bring that so you might think about sales and productivity there.

We think about the power of personalization if you think of each and every one of us even in Verizon experiences when we go to our stores how we want to personalize the offers to everybody to utilizing different information to help them with the best offer to reduce returns you want to reduce that churn.

Business leadership, we've been seeing is taking on a lot more interest in technology.

Not just for the purchase of it.

But also driving adoption and that's something important for us to make sure we're talking to our customers about is how do they adopt the technology we're putting forward and then finally, gamification.

You need to make shopping fun.

Retail needs to be fun.

>> RAQUEL WILSON: Yes.

>> JONATHAN NIKOLS: Some people think of it as an experience and an activity you go out to so we have witnessed instances of gamification within different marketing campaigns.

Drawing upon emerging web3 technologies is something really our customers are asking us to help them out with.

And holographic AR collectible digital assets are something that's getting more and more interesting so I think this is really around how we have seen the luxury brands lead that charge in '23 and we really think that '24 is going to be essentially the year of gamification and it's going to really shift and extends beyond mere engagement at the stores but really potentially delves into

productivity enhancements and really changing the way everybody shops.

>> JEN MARIN: Absolutely super neat I love that and I think every supermarket watching needs this because there's so many times I go and there's this one tortilla brand I want it's always sold out.

>> JONATHAN NIKOLS: Is yeah.

>> JEN MARIN: This way we would know we get it restocked every time it's like they don't know this is amazing technology I love that so what's been the buzz or sentiment on the floor what are people saying.

>> JONATHAN NIKOLS: At NRF it is a fit-for-purpose show so everybody there is really a vertical solution so that's what's exciting about us we can talk to retailers about the solutions that Verizon has and the sentiment has been outstanding and I think they are very, very excited about the partnership that Verizon brings forward for their brands.

>> RAQUEL WILSON: That's awesome, Jonathan, we thank you for bringing all of this great information but how can other folks who are watching, how can they learn more about NRF.

>> JONATHAN NIKOLS: Sure if you're still at NRF the show goes on until tomorrow you can visit the Verizon booth which is 3338 also if you're not at the event you can go to the retail industry solutions page and it has all the information about the great technologies and solutions that we're bringing forward into the retail space.

>> JEN MARIN: Awesome.

>> RAQUEL WILSON: We will be waiting for the gamification, the hollow graphs.

>> absolutely.

>> RAQUEL WILSON: We're avid shoppers if you can't tell.

>> JEN MARIN: Yeah, everything you mentioned is so applicable, too which I think so many people can get on board for it's so interesting thank you so much for stopping by and all of that information Jonathan shared will be in today's story so thank you again Jonathan for joining us.

>> JONATHAN NIKOLS: Thank you.

[APPLAUSE].

>> JEN MARIN: Very cool.

>> RAQUEL WILSON: Yes, absolutely.

Now V Team before we go don't forget.

Today is the final day for management employees using V Team Central to add your Fourth Quarter accomplishment highlights to your 2023 yearend review.

>> JEN MARIN: This is your opportunity to share what you did in 2023 and how you did it so make sure you get those submitted today. If you haven't already.

>> RAQUEL WILSON: All right, well with that thanks for tuning in, we will see you on Thursday it's an episode you won't want to miss we're surprising the biggest fan ever with the best gift and we've got an exciting network win to cover.

>> JEN MARIN: Absolutely and you know John is still here do you want to help us close out the show.

>> JONATHAN NIKOLS: Absolutely.

>> JEN MARIN: We're going to say until -- we'll take the until next time you take the Up to Speed.

All righty.

Until next time.

>> JONATHAN NIKOLS: You're Up to Speed.

[APPLAUSE].

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