Guide

How to turn ambitions into results with NaaS

Choosing the right network partner can unlock business value.



Key takeaways

- Replace irregular and costly capital expenditure with one regular subscription.
- Make network infrastructure more transparent and understandable.
- Get extra support and reduce the burden on IT teams, releasing capacity back into the business.
- Leverage Verizon Business' scale and learnings from across 180+ markets to prepare your business for future automated, real-time operations.

Context

AI, automation and cloud-based solutions are changing what enterprises expect from their networks. Modern network infrastructure must be more adaptive, built for agility and data integrity, with the resilience, security and scale modern organizations need.

Solution

Network as a Service (NaaS) is ideal for the step change of AI readiness and anticipating future demands.



NaaS is the key to agility, resilience and AI readiness

To support AI at scale, business leaders require three non-negotiables from their network infrastructure.

The first is agility. They need the capacity to scale bandwidth instantly, backed by a flexible commercial model so spending directly mirrors real-time business demand. They can no longer afford to be constrained by capital expenditure (CapEx) rigidity and long-term hardware investments.

The second and third are data integrity and assured security. Businesses need complete confidence that enterprise data remains authentic, protected and compliant as it moves across clouds, borders, users, devices and jurisdictions. Business resilience requires threat mitigation, data sovereignty controls and continuous zero-trust, or 'never trust, always verify,' access.

That's why the most important part of an AI strategy may be the part few talk about. It's not the choice of model or the application or even the fancy dashboard. Instead, it's the network.

Every digital initiative depends on data moving securely, reliably and fast enough to be useful. Fraud alerts are useless if they don't arrive in real time, and digital twins are nothing more than expensive simulations if capacity or low latency limits interactions.

The truth is, no matter how promising the AI tool is, it is network performance that will dictate its real impact.

For years, enterprise networks were treated as just another layer of CapEx, a fixed infrastructure to be maintained. Necessary, complex and opaque, they were considered an IT issue. But the massive growth in AI ambitions, automation, cloud, edge computing and software as a service (SaaS) platforms have changed how businesses operate. As a result, enterprise networks have moved from the background of business strategy to the very heart of it.

According to Stanford HAI's 2026 AI Index[1], global corporate AI investment more than doubled in 2025, while organizational AI adoption rose to 88%. That acceleration is putting new pressure on legacy networks built for a slower, less distributed and less data-intensive world.

For many enterprises, the issue is no longer whether AI will affect the business, it's whether the business has the network foundations to adapt today.

If these businesses don't feel sufficiently prepared, the most effective way to put those foundations in place is with NaaS.

> "The network is largely the unsung hero behind every successful AI innovation or initiative."
>
> **Bob Leitner,**
> Associate Director, Product Marketing at Verizon Business



Can agility, integrity and simplicity be delivered in one package?

NaaS offers organizations a more flexible way to adapt to this environment. Instead of owning, building and operating every layer of physical and virtual infrastructure, an organization like yours can simply subscribe to networking capabilities as a managed, cloud-first service.

Through NaaS, connectivity, security, management and performance can be brought together into a more agile operating model, with capacity and configuration adapting as the business changes. Costs can also be more closely aligned with demand.

For many enterprise networks built over years, through acquisitions, regional decisions, legacy contracts and point solutions, this could be game-changing. NaaS can help to eliminate the operational drag of fragmented systems and inconsistent security, taking much of the weight off internal IT teams' shoulders.

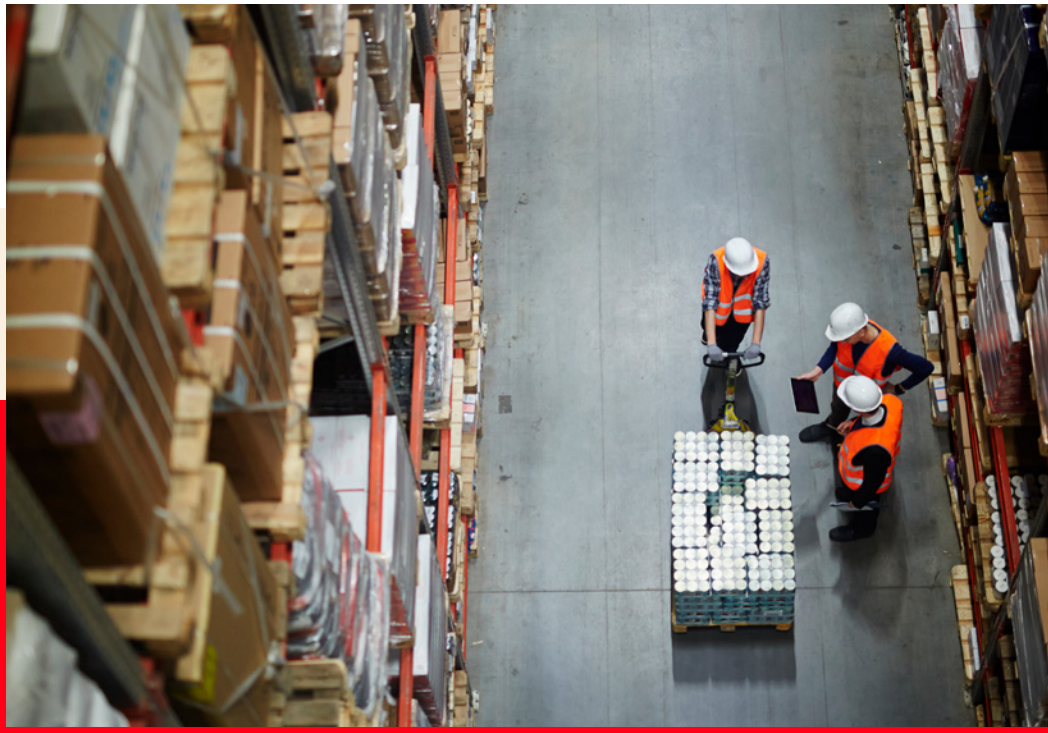
Of course, a managed service is only as effective as the partner behind it. You need one with reach, resilience, security, visibility and operational experience to make the model work across complex enterprise environments.

Verizon Business NaaS is designed to help you achieve your AI and cloud ambitions, no matter the complexity.

It is a global, cloud-first, fully virtualized and subscription-based platform built around software-defined networking. Our solution includes managed physical infrastructure for end-to-end service delivery and AI-enhanced network operations. This offers you a scalable, virtualized network designed to help optimize resources, enhance performance and support future growth.

Verizon Business NaaS is an all-in-one, fully managed operating model for the future of enterprise connectivity.

> "The enterprise network of the future will be agile, automated and consumed as a service."
>
> **Massimo Peselli,**
> CRO, Global Enterprise & Public Sector at Verizon Business

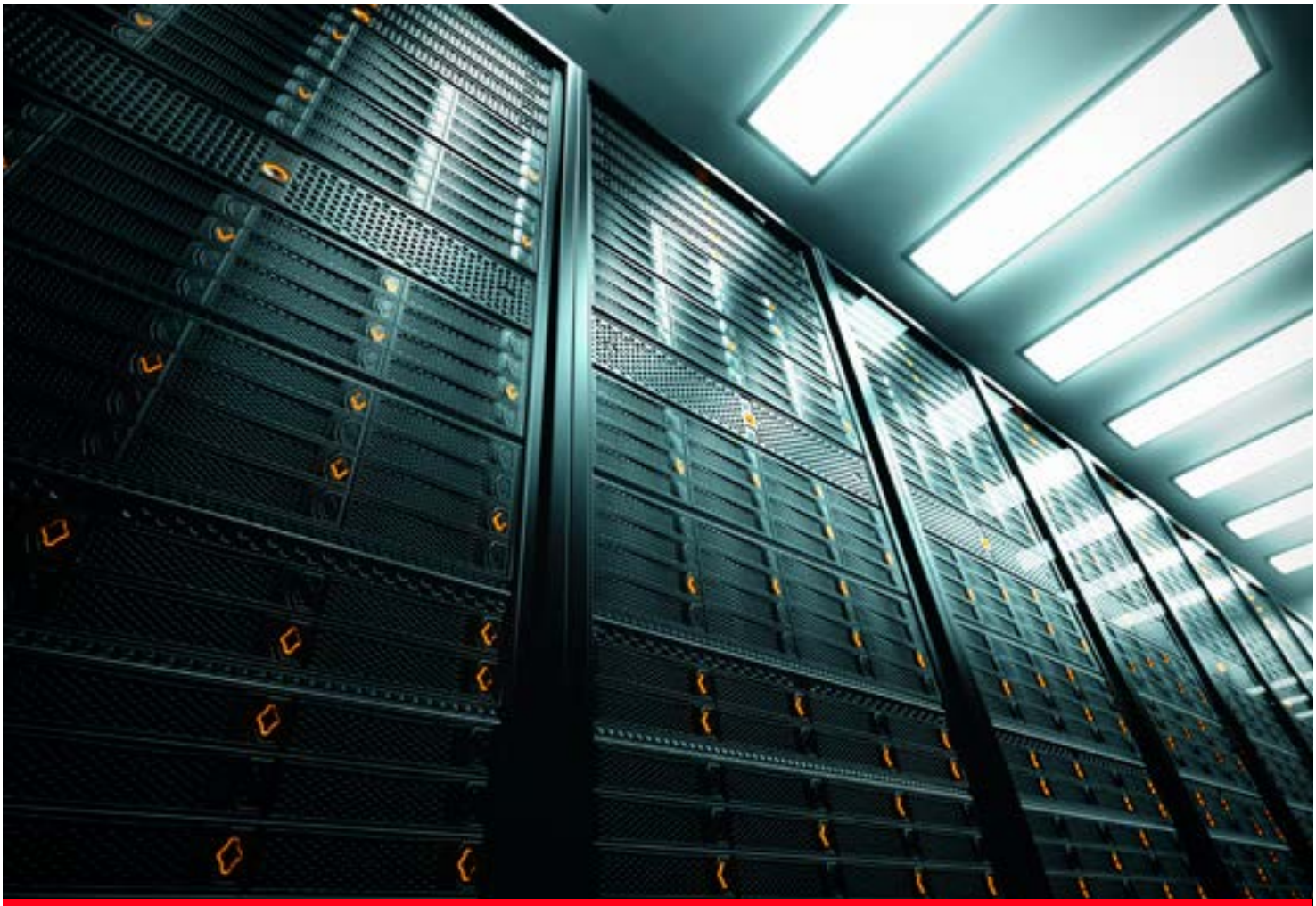


How to select the right enterprise-scale network service

Getting your network priorities right

The enterprise network is being asked to fulfill many demands at once. Experience with customers is showing that your network solution must meet a checklist of five core priorities:

- **The network must be ready for AI**
  Agentic AI, digital twins, computer vision and real-time analytics depend on low latency, high bandwidth and machine-to-machine traffic that needs to be prioritized and protected. Capacity must be able to scale as demand changes.
- **The network must be survivable**
  In a world of cyberattacks, software outages, cable cuts and natural disasters, connectivity is part of operational resilience. The network must keep critical functions running when conditions are at their worst.
- **The network must be transparent**
  You cannot manage, protect and optimize what you cannot see. Enterprises need a clear view across users, applications, devices, clouds and locations. They also need to apply policies and permissions globally.
- **The network must help drive efficiency**
  The network should reduce complexity, not add to it, even if it is a cloud-hybrid solution. Automation, self-service, consolidated management and simplified commercial models make better use of resources.
- **The network must be secure by design**
  With users, applications and data spread across clouds, offices, factories, stores, partners and remote locations, security must be enforced consistently rather than patched together domain by domain. That means protecting access, assuring data integrity and supporting compliance across jurisdictions.



Can your network keep up with your AI ambitions?

AI certainly increases compute demand, requiring greater bandwidth, but it also changes traffic patterns entirely.

Enterprises are now moving from isolated AI experiments toward operational uses, including predictive maintenance, automated customer service, intelligent supply chains, fraud detection, visual inspection, digital twins and decision-making. All of these use cases require data from many places to move quickly and securely to where it can be processed, often at the edge.

Verizon NaaS is built to support this shift through cloud-ready performance, multi-service access and edge connectivity. Direct connections to hyperscalers and a broad cloud provider ecosystem to reduce latency, improve performance and accelerate results.

As latency requirements increase, edge computing capability becomes more important too. By bringing processing closer to where data is created, applications can respond faster and data managed at the source.

For AI, that flexibility enables ambition to become operational.

Can it survive the worst day?

Recent, high-profile events have brought operational dependency to the public eye.

The 2025 cyberattack on Jaguar Land Rover[2], for example, paused production across multiple sites and severely disrupted supply chains. The earlier 2024 CrowdStrike outage[3] showed how a single software defect could disrupt airlines, banks, broadcasters, retailers and healthcare organizations worldwide.

These events had tremendous consequences for customers, employees, suppliers and revenue. They also shook industries to the core, showing that disruption in one system can now travel quickly across operations. Resilience became the operative word.

Verizon's Tier One network position and reach across 180 countries give our NaaS proposition a stronger foundation for survivability. We've proven that we can deliver resilient capacity where and when it is needed most.

> "In the AI era, every major business ambition will eventually become a network question."
>
> **Colin Wilson,**
> Enterprise Architect at Verizon Business



Can you see and control what's happening?

Many enterprises operate across legal territories, utilizing a broad mix of vendors and management tools. This can make it difficult to know where a fault sits, which policy applies, what has changed and whether performance issues are caused by the network, the cloud, the application or the user environment. Enterprises need networks that can be flexibly configured through self-service portals and Application Programming Interfaces (APIs).

Verizon's NaaS portal is designed to unify views across multiple network domains. Digital integration with IT service management platforms helps improve fault resolution and automate aspects of network management. These AI-enhanced operations support a move toward more autonomous network management.

Can it reduce the burden on IT?

For many IT teams, the real problem is not a lack of tools—it's the accumulated weight of too many tools, contracts, platforms, suppliers and manual processes.

Verizon Business NaaS is designed to reduce that burden by simplifying the 'DIY headache' of coordinating infrastructure across markets, regulatory environments and suppliers. Automation, AI-enhanced operations and integration with existing service management workflows can help reduce manual intervention and release IT capacity back into the business.

Can security keep pace?

As businesses become more distributed, security cannot depend on fixed perimeters. Users may be anywhere, applications may sit across multiple clouds and data may move between a wide variety of environments.

Verizon's NaaS proposition brings secure, configurable connectivity across users, applications and data under a single zero-trust policy framework. Security is embedded into how the network is managed and consumed.

Our managed secure access service edge (SASE) capability builds on more than a decade of Software-Defined Wide Area Network (SD WAN) and network-based security experience, helping enterprises move from legacy physical firewall architectures toward virtual, cloud-based security platforms. That can reduce operational risk while helping protect data integrity across changing users, locations and cloud environments.

> "NaaS is more than just a toolkit. It is your strategic path to achieving survivability, zero trust, efficiency and visibility."
>
> **John Rigby,**
> Head of Go-To-Market Strategy at Verizon Business



The value of a managed network partner

Network transformation isn't easy. But the risk of not transforming is becoming harder to defend. A network built for yesterday's business may still function, but functioning is not the same as being ready.

For any organization planning its next major network or digital infrastructure project, the choice of network partner is becoming a strategic decision in its own right.

Want to know why more than 4,000 organizations already trust Verizon Business specifically to manage their network infrastructure? The value of our model comes from scale, consistency and collective intelligence.

Rather than building isolated, client-specific stacks, we operate a broad, horizontal network platform designed to deliver enterprise-grade performance more efficiently. That shared model creates natural economies of scale, while anonymized insights from across Verizon's global ecosystem can help us identify optimization patterns that would be harder to see in isolated networks.

Verizon Business NaaS brings together the elements that matter and the business benefits behind them:

- Commercial agility: scalable network capability with costs linked more closely to business demand.
- Data integrity and assured security: embedded zero-trust, threat protection and policy control across users, clouds and geographies.
- Global reach and resilience: Tier One network strength and reach across more than 180 countries, supporting capacity and continuity where and when they are needed.
- Cloud, AI and edge performance: direct connectivity into hyperscaler and cloud environments reduces latency, improves performance and accelerates results.
- Multi-service access: optimized by cost and performance, site by site.
- Operational simplicity: central management of physical and virtual infrastructure reduces vendor complexity, cost and manual effort.
- AI-enhanced operations and digital integration: built to support the next generation of autonomous networking as digital capabilities evolve.
- Consulting, transition and PMO expertise: provides confidence that transformation can align with regulatory frameworks and future standards.
- Commercial simplicity: means clearer, more fluid and more transparent cost management.

Together, these capabilities make NaaS more than just a different way to buy network capacity. They create the conditions for an enterprise to operate with greater adaptability, visibility and control.

Enterprises of the future will be more automated, more distributed, more data-intensive and more dependent on secure, real-time connectivity. The businesses that succeed will need both digital ambition and the infrastructure to turn that ambition into performance. Verizon provides the "trusted, AI-ready operating backbone" required to scale AI safely and predictably.

Ready to move from ambition to performance?

Navigating massive market change requires a partner who can help you make sense of these unique times.

Connect with our enterprise strategy team for an insight-led discussion around your network's AI readiness just by filling out the form at verizon.com/business/contact/request-consultation/

You can also schedule a tailored enterprise workshop at our Innovation Hub if you're ready to take the next step. Learn more about the Hub at verizon.com/business/en-en/solutions/london-hub/



verizon business

1. Stanford University HAI, The 2026 AI Index Report, 2026
2. The Guardian, Jaguar Land Rover slides to loss of almost £500m after cyber-attack, 2025
3. BBC, CrowdStrike: What was the impact of the global IT outage?, 2024

© 2026 Verizon. All rights reserved. The Verizon name and logo and all other names, logos and slogans identifying Verizon's products and services are trademarks and service marks or registered trademarks and service marks of Verizon Trademark Services LLC or its affiliates in the United States and/or other countries. All other trademarks and service marks are the property of their respective owners.