

Accelerate Your AI Transformation Strategy with Verizon Managed Network Services

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Introduction

This Omdia Technical Validation evaluates how Verizon Managed Network Services (MNS) helps enable organizations to accelerate network transformation—the process of upgrading legacy network infrastructure to modern technologies that help organizations meet today’s performance, scalability, and security demands. We specifically validated how Verizon MNS can provide the foundation for autonomous networking via its customer-centric service management platform and AIOps.

Background

In today’s dynamic business environment, organizations are compelled to react quickly as business needs change and evolve. And a big factor in achieving this business agility has always been the underlying enterprise network. Without the proper network infrastructure and operations in place, workforces cannot efficiently complete tasks, business partners cannot access the resources they need, and customers cannot reliably complete their desired transactions.

The need for such a network becomes critical, as organizations are embarking on initiatives focused on automation and AI. Already, almost 90% of organizations surveyed by Enterprise Strategy Group (now Omdia) are at least at the proof-of-concept phase for AI, including generative and agentic AI, if not already deploying AI-powered applications.¹ However, legacy network infrastructure is not designed to deliver the network performance and availability enterprise AI requires. Older networks were designed for certain traffic profiles that will significantly change and increase with AI deployments. Furthermore, configuring, scaling, managing, and maintaining a network environment that is expected to support modern technologies can become too complex. In fact, 79% of organizations reported that their networks have become significantly more complex over the past two years.²

While organizations can build out and operate their own networks, this approach might not deliver the desired network transformation that organizations strive to achieve. Challenges that emerge can include:

- **Potential network fragmentation.** While organizations can choose from a plethora of options to build out their wide-area, regional, and local access networks across countries and regions, point solutions focused on specific network technologies (e.g., local internet gateways, physical firewalls, MPLS, and SD-WAN) are not necessarily designed to interoperate seamlessly, leading to a lack of comprehensive network control. Additionally, organizations that have grown by acquisition may have yet to integrate separate networks onto a single platform. Dealing with such complexity can lead to increasing operational expenses.
- **Lack of specialized expertise and resources.** With such a complex network, organizations most likely do not possess all skill sets needed to integrate these solutions into a highly performant, available, and secure network architecture. Acquiring the required skill sets certainly delays how quickly organizations can transform their network, leading to unwanted costs.
- **Dependence on manually driven processes.** Operating a complex network is unfortunately dependent on manually driven processes (e.g., identifying network issues impeding network operation, discovering

¹ Source: Enterprise Strategy Group (now Omdia) Research Report, [Architecting the Network for an AI-powered World](#), February 2025.

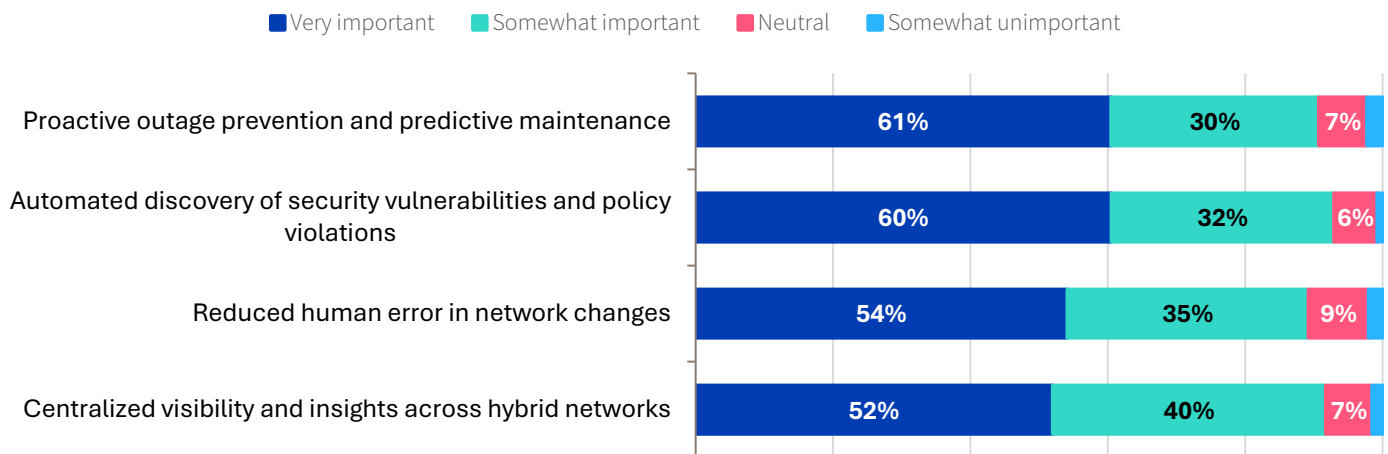
² Source: Omdia Research Report, [Network Observability in the Agentic AI Era](#), April 2026.

root causes using multiple tools, and resolving issues). Organizations that truly transform their networks can become more operationally efficient, typically decreasing network-related expenses.

A critical part of network transformation is to implement automation capabilities coupled with AI. Instead of relying on human intervention to identify and resolve network-related issues, automation with AI can respond proactively so that network uptime is increased while maintaining the expected network performance and reliability. Indeed, 88% of organizations reported that AI technologies will be required for effective network automation. Additionally, organizations said that proactive outage prevention (61%) and reduced human error (54%) were very important in their network automation efforts (see **Figure 1**).³

Figure 1. Critical capabilities for network automation

Please rate the following capabilities in terms of their importance to your organization's network automation projects. (Percent of respondents, N=400)



Source: Omdia

In light of these challenges when undergoing network transformation, how can organizations configure a network environment that evolves with business demands while continuously adding value, especially as corporate budgets continue to be constrained?

Verizon Managed Network Services: Intelligent and automated solution for enabling network transformation

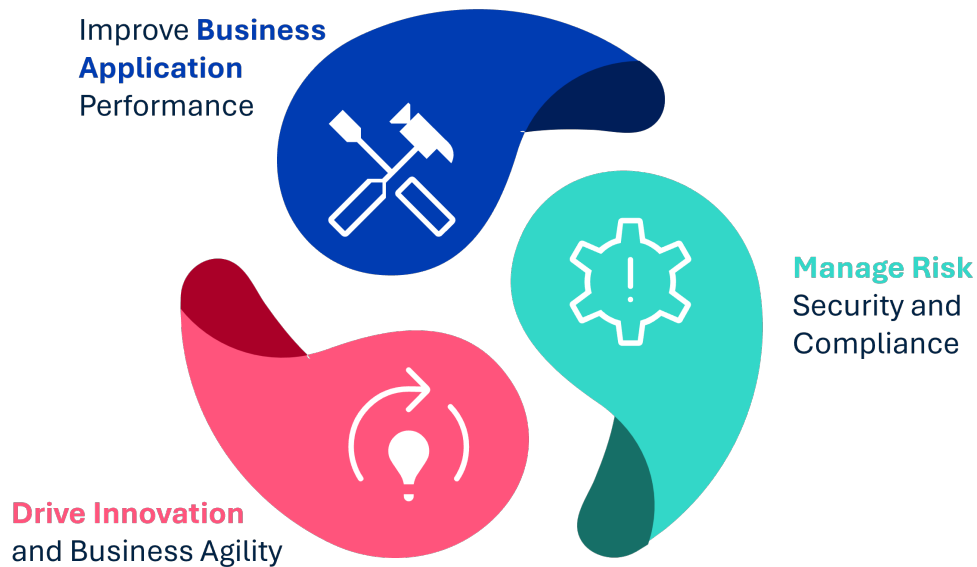
Verizon's MNS has been designed to help organizations transform and modernize their network environments to evolve and scale efficiently as business requirements change, without the burden of configuring and managing their own infrastructure. Customers can leverage Verizon's extensive network experience, expert support and tools, and industry partnerships to modernize and deliver a network for satisfying individual customer needs. Organizations using Verizon MNS can establish their path toward autonomous networking, in which their networks leverage AI to become self-aware and self-healing with minimal human intervention as the service evolves.

³ Source: Omdia Research Report, [The Return of NetDevOps: Inside the Convergence of AI, Networking, and Automation](#), January 2026.

Verizon takes primary responsibility for the management and operation of a customer's network. Tasks performed by Verizon include:

- Designing and evolving the appropriately sized network that can support the current application footprint.
- Conducting daily operations, such as managing network equipment at customer locations, monitoring connections, implementing change requests, and resolving business-impacting issues.
- Assuming management of existing network architecture and rapidly forming a detailed network view, expediting a rapid transition for Verizon MNS to assume primary network management responsibilities.

Figure 2. Verizon MNS



Source: Omdia

Organizations that use Verizon MNS can benefit from the service's key components:

- **AIOps insights.** By leveraging Verizon's proactive operational model, organizations can reduce operational overhead while freeing up time to focus on their core business. Verizon's AIOps tools are designed to identify issues proactively so that organizations can experience lower resolution times.
- **Automation.** By automating network and device discovery within a customer network, Verizon MNS can rapidly form a detailed network view, expediting a rapid transition under MNS' services. From here, Verizon assumes ongoing operational responsibility for the network. Organizations can significantly reduce their reliance on multiple tools and workflows to diagnose and troubleshoot business-impacting issues.
- **Digital integration.** To improve situational awareness of the current network state, organizations can integrate their ITSM toolsets into Verizon's operational model so that Verizon can understand the impact of network issues from the customer view. Both Verizon and its customers are better equipped to decide the best course of action.

These components can ultimately help Verizon customers know that the right network-related issues have been identified to resolve, while reducing overall time to resolution. Ultimately, Verizon MNS is designed so that organizations using it can significantly increase their business agility while meeting ever-changing and evolving business demands.

Omdia Technical Validation

Omdia evaluated the components that comprise Verizon MNS, specifically examining how this service offering delivers customer value.

Customer-centric operational model

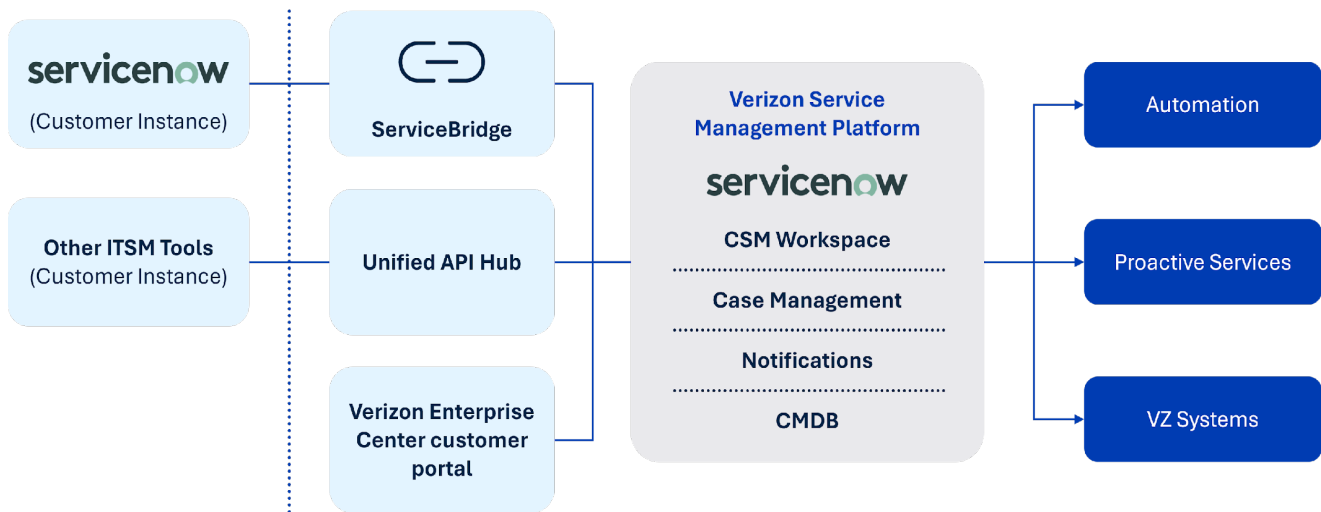
When organizations lease network services, the management and operation of the underlying network infrastructure is typically outsourced to the service provider. Primarily, organizations use this model with the desire to lower their operational expenses. Yet, the process to enlist the service provider in ongoing network management has focused mainly on resolving trouble tickets submitted by customers.

A network service provider's trouble ticket resolution process typically relied on ensuring that the service provider understands what to address. Organizations needed to submit tickets in "network-specific" language and terminology such as circuit IDs. Yet, the time spent on resolution can be longer than expected. Not only does the service provider rely typically on manually driven investigation processes, but the issue also may not even be network-related.

While the service provider technically fulfilled its responsibilities, the organization believes that the service provider failed in solving its problem. Part of the reason for the disconnect is that the service provider does not understand the business issue to be addressed; organizations may perceive that the issue is network-related based on some investigation. Recognizing the disconnect, Verizon evolved its MNS offering to add overall customer value, not just focus solely on reported network issues.

To address these concerns, Verizon MNS evolved its lifecycle support model into a customer-centric operational support model. Instead of treating customer issues as purely network issues, Verizon has created a platform to help solve issues from the customer perspective. The high-level platform architecture supporting this customer-centric model is displayed in **Figure 3**.

Figure 3. Verizon's customer-centric operational model



Source: Omdia

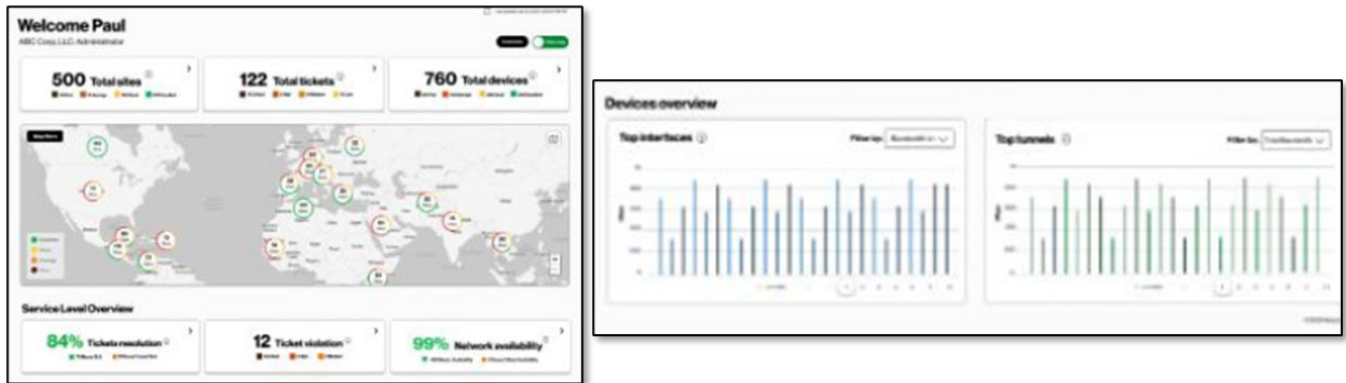
Verizon designed this platform to gain better context on how its network services affect a customer's business operations, specifically Verizon's impact on end-to-end application performance and availability. Instead of solving issues from a purely technical and network perspective, Verizon can now communicate using customer-centric language and solve the issue from a business-impact perspective.

To achieve this common knowledge, IT service management (ITSM) tools on the customer side, such as ServiceNow or similar systems that can leverage TM Forum-based APIs, can be integrated with Verizon's Service Management Platform. Instead of adjusting their workflows to accommodate how Verizon communicated the status of network issues, customers can continue using their existing operational workflows and naming conventions and nomenclature (as per their configuration management database or CMDB) rather than adjusting to Verizon's workflows and language.

Integrating these platforms also facilitates the continuous exchange of network, performance, and telemetry data. This data is an integral part of the Verizon Service Management Platform framework. Both Verizon and its customers share common and up-to-date visibility of both network and application performance.

To reinforce this customer-centric model, Verizon has implemented its Verizon Enterprise Center customer portal, providing a single view into individual Verizon customers (see **Figure 4**). This represents a significant evolution from the traditional trouble ticketing process. Verizon no longer simply addresses network issues with a self-reported priority level submitted via a service desk potentially covering multiple organizations.

Figure 4. Customer view integrated with Verizon network data



Source: Omdia

Why this matters

When assuming operational responsibility for an organization's network, a service provider's traditional trouble ticketing process is outdated and inefficient. The focus lies in solving "network-centric" issues. However, adding more value starts with understanding how any issue encountered by an organization is impacting its business and resolve the issue in the context of the business impact.

Omdia validated that the current architecture of the Verizon MNS operational model has been designed to assume a customer-centric view. Instead of a customer submitting trouble tickets using network-centric language, Verizon's operational model has been designed to be customer-centric. By leveraging Verizon's proactive operational model, Omdia noted how organizations can reduce their operational overhead, thus freeing up time to focus on core business activities.

Faster resolution times with automation and AI

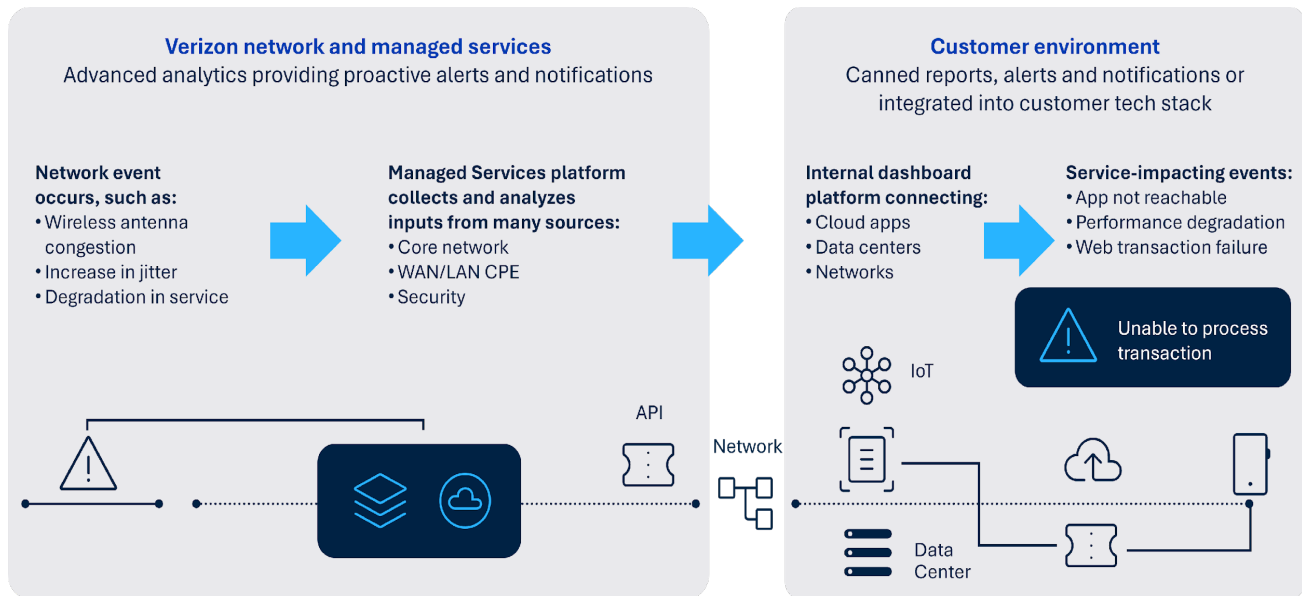
Supporting this customer-centric model is the application of automation and AIOps. These technologies are key in delivering Verizon MNS, as they help organizations increase their business agility via network transformation.

Verizon implemented extensive automation and streamlined processes to support organizations throughout their network lifecycle: faster quoting, ordering, device onboarding, troubleshooting, compliance, software upgrades and vulnerability patches, and change management. Reducing any manual intervention can only increase a network's availability and uptime.

To further reduce time related to identifying and resolving issues, Verizon leverages its AI Insights platform. The platform combines Verizon's network and service data with a customer's network device data (i.e., network equipment supplied by third-party network and security vendors) to continuously perform predictive network analytics. Insights obtained by Verizon's AIOps tools can proactively identify and resolve issues automatically, using business rules to trigger corrective action before they are reported as an incident (see

Figure 5), thus reducing the number of incidents created on the customer side. The platform, with the support of ServiceNow, can also be configured to proactively and automatically provide notifications of business-impacting issues to MNS customers and manage issue/case resolution.

Figure 5. Performing predictive network analytics with Verizon’s AIOps platform



Source: Omdia

Automating network and data discovery helps reduce the time and effort that customers can potentially spend on typical manual tasks for root cause analysis and resolution of network-impacting events.

Why this matters

Enabling network transformation calls for automation and AIOps to support faster issue resolution, thereby continuously improving both performance and availability.

Omdia validated that Verizon MNS can support organizations in becoming more operationally efficient with the use of Verizon’s automation and AIOps. While automation can streamline execution of tasks, compliance, and troubleshooting, Verizon’s AI Insights platform helps in both reactive and proactive resolutions of issues that can impact an organization’s business. Using the combination of these technologies helps Verizon improve the accuracy of a customer’s current network state so that network-impacting events are located and resolved in less time. Customers benefit from increased uptime and lower operational overhead.

Verizon’s global reach

While organizations can take a DIY approach to stitch together a network using a combination of on-premises equipment, network service provider resources, and the public cloud, many organizations clearly do not have

the bandwidth, especially when IT budgets continue to shrink. When needing to architect and operate a network, particularly one that spans multiple countries and regions, the challenges faced include:

- **The need to negotiate, maintain, and pay for their own contracts.** Organizations might not have the proper experience or relationships in place to negotiate contracts for every vendor and service provider used to supply their network infrastructure. This becomes glaringly obvious when dealing with countries that have varying legal, regulatory, and business requirements. Having to constantly maintain such relationships consumes time and effort that can be spent on core business activities.
- **Scaling and modifying network resources becomes difficult.** Accomplishing these tasks when using a DIY approach to building a network infrastructure becomes time-consuming. Organizations need to collaborate with multiple vendors and service providers when scaling and modifying their networks.
- **The lack of network architecture and security skills.** Integrating multiple point solutions, then adding the necessary security, requires advanced network and security skills that might not be available. Existing customers of any organization demand that their end-user experience is both seamless and secure. Organizations choosing to address these challenges on their own unfortunately incur unwanted capital and operational costs.

On the other hand, Verizon possesses the scale and experience for successfully addressing these challenges on behalf of its customers. Verizon operates in 185-plus countries and territories, with 4,000 managed customer networks worldwide. This global scale is backed by an extensive partner ecosystem and established relationships with other network providers, ensuring it can deliver the precise network connectivity its customers require. By leveraging its partnerships, Verizon can anticipate and resolve issues previously experienced to ensure smooth delivery of network services. Customers do not need to deal with a maze of multiple contracts and manage delivery of equipment and services.

From an operational point of view, Verizon uses its breadth and depth of experience to address country-specific and local regulations it has encountered in previous engagements to help remove the need for customers to learn and apply these on their own.

Why this matters

While organizations can take a DIY approach to architecting and managing their own network infrastructure, the fact remains that this is a daunting task. This becomes apparent when a network spans multiple regions and countries, with differing ways of conducting business, security, and compliance regulations, as well as the availability of multiple options. In the end, excessive time and effort is spent on evaluating a wide variety of vendors and service providers, selecting the ones that can potentially meet business requirements, completing and negotiating contracts, and integrating multiple solutions and services into a cohesive and operational network.

Omdia validated that Verizon MNS has established the partner ecosystem and relationships with other network providers worldwide that can accomplish the overwhelming tasks of building, deploying, and operating an organization's network. By drawing upon its experience with over 4,000 customers, Verizon MNS can help enable the network transformation organizations seek with its global scale and reach. Organizations can allocate the time saved to focus on operating their business.

Case study

Omdia considered a case study involving regional operations of a postal service to illustrate how Verizon MNS can deliver value. This organization required a technology refresh, as a large number of LAN switches neared end of support. The refresh was necessary to improve the time and effort spent on post office operations.

For this rollout to occur, the post offices would need to purchase and arrange delivery of equipment to each office, then have on-site IT administrators configure and install these switches. Completing this rollout on its own would have taken days, if not months, as this would have to be accomplished without interrupting normal in-office and delivery operations.

However, as a Verizon customer, the postal service could leverage the partnerships and automation capabilities to simplify this rollout. With an understanding of the postal service's business and technical requirements, Verizon acquired the LAN switches and arranged delivery. Using its automation capabilities, an on-site engineer simply needed to input a few key credentials before Verizon auto-generated and pushed out the switch configurations. As a result, the postal service reduced the usual time for a change window per site from approximately one hour to 15 minutes, a reduction of 75%.

Conclusion

Network transformation is required for organizations to become nimble and responsive in light of rapid change within today's business environment. And network transformation will be critical as organizations increasingly adopt AI—traditional, generative, agentic—or deploy AI for their customers. To support such applications, a highly performant, scalable, and available network must be in place.

While some organizations choose to undergo this transformation on their own, others might not have the time, resources, and required skill sets to facilitate this transformation, especially when the network needs to span multiple countries and regions. A viable alternative is to partner with a company that focuses on solving business problems by leveraging the partnerships, ecosystem, and experience in building out and operating complex networks.

Verizon MNS is an offering that can enable network transformation to increase an organization's business agility. Using modern technologies delivered by Verizon and its partners, organizations can be supported by a transformed network that is highly performant and available, scalable, and secure. Verizon is not just focused on solving network issues; this service offering focuses on solving business problems with efficiency.

Omdia's validation of Verizon MNS found that this offering can support network transformation by:

- Supporting organizations in solving issues that impact their business, not just their network, using a customer-centric operational model.
- Leveraging automation and AIOps in this operational model to decrease overall time to resolution, as issues are resolved both proactively and reactively, as well as performing the lifecycle management and security and compliance processes required to increase network availability.
- Tapping into the global reach and experience that Verizon has achieved with its vendor partnerships and relationships with network providers to architect and operate the networks of over 4,000 customers.

Modernizing networks to respond to constant change, specifically the widespread adoption of AI can be accomplished if selecting the right partners. Should your organization want to embark on network transformation efforts, Omdia urges you to look more closely at Verizon MNS to evolve and modernize your existing networks.

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