

Staying ahead of the mobile curve

Partnering for a competitive business advantage



Choosing the right wireless data partner

As wireless access expands, so does the opportunity to innovate. That's why many organizations are looking for the smartest ways to leverage wireless data solutions to drive productivity, competitiveness and profits.

It's time to look past the devices and traditional use cases to see what else can be connected:

- Vending machines that notify route managers when they're empty
- Machines on the factory floor that signal a technician when they're down
- Digital signs that can be easily and remotely updated

Wireless networks can also be cost-effective alternatives to physical assets for primary network access or business continuity plans. With more ways to create efficiencies, companies – including your competitors – can build a compelling advantage. A strong, reliable partner with the experience, products and resources to move your business forward is critical.

Businesses run on wireless networks.

Mobile workers aren't the only ones dependent upon wireless network access. Businesses depend on wireless networks to support remote offices, machine-to-machine

(M2M) connections and mobile devices. Network access impacts everyone in the enterprise.

Companies depend on smart devices.

The dependence on mobile devices is fueling exponential growth in tablets, smartphones and other connected devices, transforming every aspect of day-to-day business. Many organizations are now building new business processes around mobility.

Mobility is increasing business potential.

Mobile devices and wireless connectivity make the (previously) impossible possible. Wireless network access empowers businesses to boost employee productivity, discover efficiencies, increase security and make better decisions.

Smart devices, a secure network and business-oriented solutions boost employee productivity.

Mobile devices are evolving into powerful computing and communications systems. 4G LTE networks deliver more bandwidth, fast speeds, reduced latency and the ability to support multiple applications simultaneously. These advances are paving the way for a new work environment in which people are more accessible, project timelines are shortened and employee productivity is off the charts.

Devices

Verizon offers a range of mobile devices with built-in broadband connectivity to deliver access to critical information, advance communication and provide the flexibility to do business on the go. We provide tablets and smartphones from the leading manufacturers, as well as Jetpack® mobile hotspot devices that extend 4G LTE network access to wireless-only devices.

Network

Verizon is the leader in wireless data networks. We cover over 80% of the population with 4G LTE to deliver market-leading speeds. Mobile and connected devices, combined with readily available coverage and bandwidth, empower

businesses to leverage data assets, increase employee productivity and reduce costs. There are other benefits as well: Companies that have mobilized aggressively are boosting employee collaboration, real-time access to information and employee satisfaction⁵

Solutions

From devices to enterprise applications to consulting services, Verizon has enterprise solutions to help businesses identify opportunities and solve business challenges. For problems requiring a third-party solution, Verizon has already done the industry research to select leading vendors with the expertise to maximize business potential.

Taking business potential one step further, the Verizon Wireless Open Development platform empowers the development community to create new devices that run on the Verizon Wireless network. These interconnected M2M products help create new efficiencies that enhance competitive advantage and, ultimately, the bottom line.

Mobility is the growing trend.

The facts are clear:

2^X

The “new” computer market (PCs, smartphones and tablets) will double between 2011 and 2016, fueled by smartphones and tablets.²

73[%]

397 million workers worldwide are now mobile, and 73% of enterprise employees work remotely at least part of the time, according to Forrester Research.

71[%]

More businesses are developing their own cloud-based mobile applications: 71% of organizations are already using or planning to use custom mobile applications.

10^B

There will be more than 10 billion mobile Internet-connected devices in 2016, including machine-to-machine (M2M) modules – exceeding the world’s projected population at that time of 7.3 billion.³

90[%]

Smartphones, notebooks and other portable devices will drive about 90% of global mobile data traffic by 2016!

13^X

The amount of data transferred over mobile networks is increasing: By 2017, monthly mobile data traffic will reach 11.2 exabytes per month, or 13 times what it is today.⁴

A strong network and a mobility strategy are only part of the formula for building a world-class mobile enterprise. A reliable partner with the infrastructure, experience, global reach and support resources to provide secure, reliable and flexible solutions helps businesses maximize their potential. Verizon is prepared to be your partner throughout every stage of building a connected workplace.

Verizon is the preferred and natural partner to help businesses maximize the value of their technology investments. As a market leader, Verizon has a long history of delivering communications services to an extensive list of customers across diverse industries. Verizon has the industry expertise and experience necessary to make your company successful.

4G LTE + private network = more security

Secure networks help companies protect their most valuable assets.

Data is the intellectual property of most businesses. With such valuable information moving freely throughout the wireless network, security can be a concern. Verizon can help protect your investments with 4G LTE and a locked-down private network to keep data safe and secure. Network security is part of the Verizon DNA. Verizon 4G LTE provides enhanced protection on multiple levels:

- Secure storage of credentials and data on SIM cards
- Mutual authentication between the 4G LTE device and the network
- 128-bit root keys instead of 64-bit keys
- Session-specific encryption keys for signaling and subscriber data
- Additional algorithms to check data integrity

The Verizon Wireless Private Network offering—a secure, dedicated and end-to-end connection between a customer’s devices and its own network—enables enterprises to avoid sending their private information over the public network. Devices on a Private Network are completely controlled by the

customer and can connect only to resources allowed by the customer. With the Dynamic Mobile Network Routing (DMNR) option, LAN devices attached to a router on the customer’s Private Network are directly addressable, simplifying network routing complexity. This solution enhances mobile security, simplifies device management and eliminates the need and cost for virtual private networks (VPNs) for each wireless device.

Learn more.

Partnering with Verizon gives your company the opportunity to build a strong competitive advantage and stay ahead of the mobile curve. For more information, contact your Verizon Wireless business specialist, or visit us at **verizonwireless.com/contactrep**

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2. Jeffrey Burt, “Intel, Microsoft Influence Declining as Smartphones, Tablets Rise: Analysts,” *eWeek*, September 2012. <http://www.eweek.com/c/a/Mobile-and-Wireless/Intel-Microsoft-Influence-Declining-as-Smartphones-Tablets-Rise-Analysts-342948/>
3. Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast for 2011 to 2016. <http://www.engadget.com/2012/02/14/cisco-mobile-data-forecast-2012/>
4. Kevin Kelleher, “Mobile Growth Is About to Be Staggering,” *CNNMoney*, February 20, 2013. <http://tech.fortune.cnn.com/2013/02/20/mobile-will-growth-is-about-to-be-staggering/>
5. Enterprise Mobility Guide 2011, Sybase, 2011.