



Use case

Turn shopper data into opportunity

Discover how AI can help you unlock new revenue streams and actionable insights.

In retail, technology tends to be most effective when it supports better customer experiences, smoother operations and improved decision-making. Artificial intelligence (AI) is starting to contribute to these areas, moving from limited trials into practical use cases that can influence demand forecasting, inventory management and in-store engagement.

Many retail networks were not originally designed to support real-time insights or data-heavy AI workloads across stores, distribution centers and digital channels. As a result, network constraints can affect how quickly insights are generated and acted upon. Reexamining how data flows from centralized platforms to stores and edge locations may help retailers better support AI initiatives and bring intelligence closer to where customer interactions occur.

Challenge

Retailers are navigating a fast-changing technology landscape while working to control operating expenses, protect customer data and improve in-store experiences. AI is increasingly part of the conversation, but turning potential into practical outcomes can be difficult when dealing with systems that were built for yesterday's demands.

Store networks weren't designed to support continual data collection, in-the-moment analytics or AI-driven interactions. This means that insights may arrive too late to influence customer behavior, inventory decisions lag real-world demand, and personalization efforts remain limited by how quickly data can move and be processed across locations.



of surveyed executives said that network performance and reliability are critical for AI and machine learning initiatives.¹

Solution

With Verizon AI Connect,* retailers can bring intelligence directly into the store by combining near-real-time inventory awareness with customer insight. AI models work locally to anticipate stock levels while also interpreting shopper movement and engagement near specific products.

Using Verizon's in-store connectivity, wireless access points and Internet of Things (IoT) sensors, customer behavior can be analyzed remotely. Our distributed edge capabilities can enable AI processing to take place closer to where data is generated, rather than relying solely on centralized resources. This approach can enable personalized offers or recommendations to be delivered to customers' devices at the right moment, while inventory signals help teams respond before shelves go empty.

Benefits

Running AI workloads at the edge through Verizon AI Connect can support more accurate inventory planning, fewer missed sales opportunities and more relevant in-store interactions for shoppers. Decisions are informed by current conditions, not delayed data, helping retailers respond with greater confidence and speed.

Beyond day-to-day improvements, you can also develop new revenue models by leveraging the insights they generate. Aggregated, privacy-conscious data on shopper movement, engagement patterns and product performance can be shared with brand partners to inform merchandising and marketing strategies. What begins as an operational capability can evolve into a valuable data-driven offering, strengthening your relationships with suppliers and creating new sources of business revenue.

Why Verizon

Verizon AI Connect brings together the capabilities needed to manage demanding AI workloads, all supported by the strength and scale of America's most reliable network.² With the help of network slicing, specific bandwidth can be reserved for mission-critical applications, delivering consistent speed and reliability. You can count on fast speeds for data and enhanced performance with the support of a modern infrastructure that empowers innovation and drives growth.



Expansive data center access with the power, space and cooling needed for advanced AI computing



High-capacity connectivity with wavelength solutions and dark fiber for scalable, low-latency workloads



Security built in, helping safeguard data, privacy and compliance

Learn more

Talk to your Verizon Business representative today or visit [verizon.com/business/resources/scaling-ai/ai-for-business-development](https://www.verizon.com/business/resources/scaling-ai/ai-for-business-development) to explore how we can help you turn AI into new opportunities for growth.

*Verizon AI Connect is not available outside of the U.S., U.K. and France. However, the full capabilities of the solution (Wavelength, dark fiber, and other Verizon Business Group offerings that enable AI workloads) are supported where available.

1. "Architecting AI at scale," S&P Global Market Intelligence in partnership with Verizon Business, May 2025.

<https://www.verizon.com/business/resources/Tdb2/reports/verizon-delivering-ai-at-scale-networking-insights.pdf>

2. Based on RootMetrics® United States RootScore® Report: 2H 2025. Tested with best commercially available smartphones on three national mobile networks across all available network types. Your experiences may vary. RootMetrics rankings are not an endorsement of Verizon. All rights reserved.

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