

Delivering the intelligent connected future together.

How we help Global System Integrators (GSIs) accelerate their customers' digital transformation programs while dramatically reducing time to revenue.



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Pick any industry and you'll find businesses doubling down on digital transformation post-pandemic. Healthcare businesses are embracing remote diagnostics. Manufacturers are deploying automated vehicles. Logistics firms are using journey modeling to shave valuable seconds off delivery times. The list goes on.

These businesses are reacting to the uncertain and volatile world around them. But they're also laying the foundations for what we call the intelligent connected future. A world where physical and digital realities blur to transform interactions, experiences and even businesses.

This is an exciting time to be a Global System Integrator. More change means more business. But this surge in digital transformation has created new challenges and risks. Many businesses are looking for new models to accelerate their transformation initiatives. For example, we're seeing increased demand for short, sharp, strategic change projects; rather than drawn-out, highly-complex programs.

The result is pressure – to deliver implementations in record time and tackle a broader range of transformations. And with timelines crunched and a scarcity of talent, there's no option but to do more with less.

This paper explains how we can help you solve this problem through our Co-Innovation program. This holistic and comprehensive partnership encompasses the entire customer journey, from first engagement to deployment. It's specifically designed to accelerate your sales cycle, simplify the buying process and enable the rapid delivery of end-to-end solutions.

All of these improvements ladder up to huge benefits for your business – dramatically reduced time to market and time to revenue; plus more sales and longer, stronger customer relationships. This is all while you accelerate your customers' journey to the connected intelligent future and help them stay a step ahead of their competitors.

The intelligent connected future may demand rapid and dramatic change for your customers and your business but we can help you de-risk and capitalize on this opportunity.

Let's dig in.

Verizon's Co-Innovation Program: Key benefits at a glance

- Reduce time to revenue
- Reduce time to market
- Improve sales performance
- Establish repeatable and scalable go-to-market processes
- Deliver a better customer experience
- Slash implementation time



Verizon's Co-Innovation practice: De-risk change, reduce time to revenue.

Our Co-Innovation program is built on a proven and practical framework that covers the entire customer journey, from pre-sales to deployment.



At each stage of this process we work with you to accelerate and improve the sales cycle. For example, we help you create sales and marketing materials, validate opportunities (within 30 days), build a joint sales funnel and, of course, develop solutions. We can even manage sales and marketing reporting on your behalf.

Our goal is to blend the best of your business with the best of ours. You can draw on our deep expertise in technologies such as private 5G, multi-access edge computing (MEC) and Network as a Service (NaaS), as well as our talent and our resources.

We appreciate that untangling the complexity of networking can consume time and effort so we do the hard work of integration for you. There's no drain on existing resources and no need to bring in new talent.

In fact, we extend the capabilities of your team. We can provide talent to broaden your skill set or give you access to our facilities and in-house capabilities. By working with our 5G experts and leveraging our innovation labs, we can build joint GTM solutions that solve customer challenges in new and innovative ways.

This framework is designed to establish long-term partnerships that are always evolving and improving. Our end goal is to create a suite of repeatable, differentiated, and secure end-to-end solutions that can be customized and rolled out across your customer base quickly and easily.

Together, we'll help you exceed your customers' expectations with a structured, scalable, collaborative approach, built on trust.



Your customers' goals are our priority.

The success of our Co-Innovation approach is intrinsically linked to the success of your customers' digital transformation initiatives. That's why everything we do is geared around their business outcomes. These goals are the starting point for pitch decks and sales conversations and the basis of solution design. We see every challenge as a business problem rather than a technology project.

We also focus on delivering a high return on investment as quickly as possible. Our reference architecture provides a blueprint for deployment and we deliver pre-tested end-to-end solutions that are integrated with their back-end systems. These tactics accelerate deployment but also limit the amount of work your customers need to do in-house.

In essence, we take the pain out of digital transformation. And with less friction it's easier to move forward, fast.

The connected future in safe hands.

Every great partnership is built on trust. And this trust depends on reliable, robust technology that doesn't let you, or your customers, down when you need it most.

Our network and our people rise to this challenge every day. We serve 99% of the Fortune 500. We're trusted by these organizations because we don't compromise on standards. We have 25 years' experience building secure, adaptable and cutting-edge infrastructure and remain the most awarded network year after year. Plus, as a Tier 1 operator, we have the relationships and experience to solve almost any networking problem.

We're trusted by these organizations because we don't compromise on standards. We have decades of experience building secure, adaptable and cutting-edge infrastructure and remain the most awarded network year after year. Plus, as a Tier 1 operator, we have the relationships and experience to solve almost any networking problem.

Now we're taking our capabilities to the next level. Over the last 20 years we've invested \$176 billion

in network improvements and our recent acquisition of C-band spectrum gives us 5G bandwidth in every available US market. Of course, this benefit is passed onto our partners. We can be your gateway to the 5G market and can help you build repeatable, differentiated 5G solutions.

To put all of this another way – we're ready for anything. And when you partner with us, you will be too.

The Verizon network is the most awarded network year after year.

Multiple leading independent studies show it's the best.

America's most reliable 5G network – RootMetrics¹

#1 for award-winning wireless network quality across five regions – J.D. Power²



25 years of experience backed by
\$176B
investment in our network means SIs' customers benefit from a value-add partnership.



1. Most reliable 5G network based on more first place rankings in RootMetrics' 5G data reliability assessments of 125 metro markets conducted in 1H 2022. 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.
2. Verizon Wireless received the lowest rate of reported problems in the J.D. Power 2022 U.S. Wireless Network Quality Study – Vol. 1 (tied in the Southwest) of customers' perceptions of network performance with wireless carriers. Visit jdpower.com/awards.

Increase revenue, deliver faster, work smarter.

The connected intelligent future is coming and it can be a major opportunity for every global systems integrator. But to adapt to dramatic change quickly, you may need support.

This is where our Co-Innovation program comes in. We can partner with you throughout the sales and marketing lifecycle to simplify the customer journey, streamline processes and fast track delivery. And in doing so, you reduce time to market, generate more sales and accelerate towards revenue.

Get ready for what's next.

Talk to us.



About the author

Arleen Cauchi leads the Partner Business Development and Co-Innovation for Verizon Business Group with responsibility for managing a partner ecosystem that helps our customers achieve business outcomes with digital transformations. These solutions combine the best from our partners with the best from Verizon leveraging professional services, managed services, FWA, IoT, 5G, and Edge computing.

Arleen is a results-oriented leader with over 30 years' experience in sales and marketing. Her prior work experience includes several technology companies where she held roles in sales, product management, and engineering.

Arleen holds a BS in Computer Science with an emphasis in Finance from Kansas State University



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