Enabling Enterprise Intelligence

How Verizon is investing to deliver the secure, cloud-first services organizations need to succeed in the connected future.

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What is Enterprise Intelligence?

From virtual consultations to digital twins, digital technologies are reshaping the business landscape and redefining consumer expectations. At the same time, rising costs are threatening to swamp profits, and providers must tackle new regulations and new cyberthreats. Change – and new disruptors – are everywhere you look.

Digital transformation is essential to building a more efficient, more agile and more successful organization; but it isn't enough. Leaders must embrace new ways of working and set out a strategy that brings together disconnected systems to create powerful, scalable platforms that enable innovation and order-of-magnitude change.

Old ways of working simply aren't up to the challenges of today. They are too expensive, too inflexible, and too hard to scale. The network is key to changing how a company operates. It enables companies to leverage the latest technologies – including artificial intelligence (AI), machine learning (ML) and the Internet of Things (IoT) – to generate unprecedented insight and make decision making smarter and faster. We call this Enterprise Intelligence.

Enterprise Intelligence means tapping the vast quantities of data that often go unused to enable better forecasting of demand and future customer needs. It means making supply chains smarter, more dynamic and more resilient to shocks. And it means leveraging the power of automation to cut downtime, increase productivity and reduce waste.

Organizations that achieve Enterprise Intelligence will be more agile, more resilient to events beyond their control, and ultimately more successful. The insight that Enterprise Intelligence provides these organizations will give them the confidence to act and the ability to deliver. They'll be able to think like a startup while caring for all the things that enterprises need to worry about. Instead of worrying where the next 5 or 10% saving comes from, they'll be able to go looking for the idea that will grow their revenue 10- or 100-fold. And when they find it, they'll be able to capitalize on it quickly, not encumbered by legacy systems and inflexible networks.

In this paper, we look at what Verizon is doing, and what it's already done, to achieve Enterprise Intelligence itself, and build the platforms for its customers to do so, too.

Businesses are at an inflection point.

It's become the norm for technology companies to talk about the business world being on the verge of some epic paradigm shift. Often these events turn out to be much less dramatic, much less disruptive, than billed. But businesses are currently going through a shift that really will enable the once-in-a-generation change, shake up markets and create make-or-break opportunities.

This game-changer isn't a single new technology, but the culmination of several technology megatrends; accelerated by a spate of global events that has driven the imperative to transform.

Multi-cloud
Improved access to dynamic and disruptive applications in multi-cloud environments.
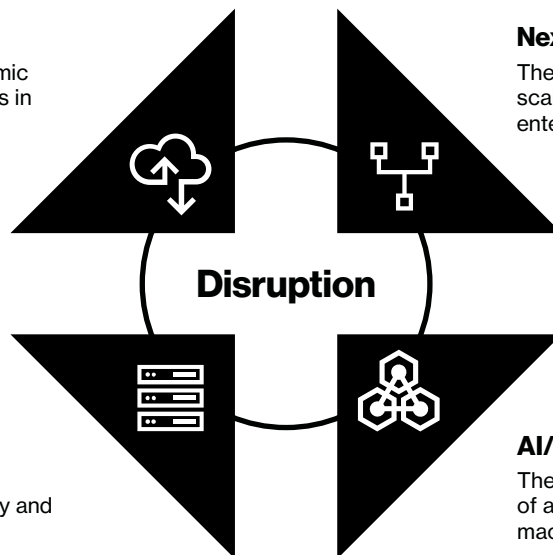
Next-gen networking
The ability to create highly scalable, highly automated enterprise networks.

Disruption

Edge compute
The emergence of almost instantaneous connectivity and local compute.

AI/ML
The realization of the promise of artificial intelligence (AI) and machine learning (ML).

This isn't hyperbole. The opportunity is about finding the 10x improvement — whether it's cost savings, reduction in time-to-market, elimination of waste, increase in revenue, or improvements in productivity.

It's an inflection point. The potential to find a game-changer that gives you a competitive edge is huge. But the window to seize first-mover advantage is quickly closing. The winners of the future are being decided now.

Technology is a game-changer.

In the past, people had to adapt to technology: become human robots, learn multiple user interfaces, and do things the way that suited computers. But that's changing. Technology is not just becoming more ubiquitous, it's becoming more transparent, more immediate and more empathetic. Increasingly, systems are becoming more human-like: They're able to understand natural language, comprehend our spoken commands and even interpret our emotions.

These immersive and intelligent capabilities are enabling companies to create exciting new experiences for their employees and customers – the sort of interaction that once you've tried it, nothing else will do. This is helping to attract and retain the best talent and increase customer loyalty.

To address the opportunities and avoid irrelevance, organizations, and particularly CIOs, must address some big questions.

The questions businesses must ask themselves

Opportunity	Business challenges	Technology challenges
Accelerate growth	How do we: • Create new, highly personalized real-time experiences that attract new customers and build loyalty? • Do so more cost-effectively?	How do we: • Transform our connected IT ecosystem to achieve business configuration changes in minutes or even instantly?
Leverage data, analytics and automation	How do we: • Automate workflows across each line of business? • Find the right skills to derive more value from all of our data and insights? • Identify risks and take proactive steps to mitigate them?	How do we: • Identify changing needs and create more responsive platforms to meet them? • Optimize application delivery to improve customer and employee experiences? • Accelerate the identification, diagnosis and repair of service failures? • Strengthen our ability to identify cyber threats and automatically deploy countermeasures to mitigate them?
Drive innovation, continuous improvement and increased responsiveness	How do we: • Create a culture that drives differentiation and increased customer centricity? • Empower employees to innovate and drive process change?	How do we: • Create adaptable and differentiated IT solutions that deliver tangible business outcomes? • Build a collaborative IT ecosystem that delivers the most competitive benefit for our business?

What Verizon is doing.

We understand that our customers need partners with whom they can innovate, evolve and collaborate in real time, to respond to rapidly changing consumer demands. To deliver that, we are transforming our processes, systems and platforms to improve our operational efficiency and agility. We're also working with the market leaders in IT service management (ITSM) and business process software to implement digital-native workflows and build standards-based integrations that enable the secure, bi-directional exchange of data with your environment. These improvements will help enable you to realize the potential of the connected enterprise.

We have been building products and services using Agile process methodologies for many years. By extending this approach to customer-facing processes and leveraging advanced digital workflow tools we can now rapidly on-board, evaluate, prioritize and deliver new features and capabilities to meet your needs more effectively. To achieve this, we have adopted the Scaled Agile Framework (SAFe) for our people and processes. By optimizing our product development, we can deliver what you need more quickly, without compromising our standards for quality — which in turn means that you get the reliability and performance you need and expect from Verizon.

Processes

- Implementing systems to help us speak your language and use your naming conventions
- Providing greater transparency by improving the exchange of digital information from our world to yours
- Investing to simplify your buying and support processes
- Implementing natural language processing (NLP) to interpret and respond to your requests faster

Systems

- Enhancing knowledge management systems so you can benefit from our experience supporting other customers
- Simplifying and reducing your effort in working with us
- Integrating into and across your infrastructure and ecosystem
- Enabling rapid integration into your workflows

Platforms

- Creating platforms that enable you to innovate faster
- Simplifying technology management and giving you more direct control
- Using artificial intelligence (AI) and machine learning (ML) to drive insights that enable us to simplify operations and pre-empt issues
- Implementing low-code and no-code options to accelerate automation and reduce friction

Business outcomes we will deliver.

What we can help you do	Speak your language	Digital interaction	Digital process and platforms

Increase efficiency, reduce cost and improve productivity

Process integration

We are enabling customers to consume our services using their existing tools and systems through the Verizon Digital Enablement Platform.

This helps to:

- Simplify control and allow you to use your naming instead of ours
- Reduce duplication of effort by avoiding cross-correlation and manual translation effort between your systems and ours
- Reduce costs and alleviate the burden on IT and network teams
- Accelerate solution specification and ordering

Extended APIs

We've extended our APIs and our ability to interact with your ITSM. And we're doing this using Agile development methodologies to make it possible to deliver process changes to you quickly.

This helps to:

- Simplify new order processes
- Automate the ordering of services
- Enable machine to machine (M2M) auto-provisioning

Natural language processing

We've implemented ML-driven NLP.

This is enabling us to:

- Interpret your requests and updates automatically
- Accelerate resolution times

Digital twins

We've created a digital twin of our networks and are using AI and predictive analytics to anticipate issues before they occur.

This is enabling us to:

- Trigger automated remedial actions
- Reduce response times and downtime

Automated workflows

We're increasing our ability to align our ordering systems with your systems. This includes implementing automated, bi-directional workflows in our customer service management systems.

This will enable you to:

- Automate order entry and affect infrastructure changes in real-time
- Create and order bespoke services through your existing tools and systems
- Get visibility of our workflow in your tools and your language, in real-time
- Reduce errors and management burden
- Access more timely order updates and status changes
- Cut service delivery times

Contract simplification

We're evolving our contracting processes.

This will:

- Simplify the ordering of price impacting changes
- Create a digital marketplace with on-demand contracting of new services
- Support new B2B and new B2B2C business models

What we can help you do	Speak your language	Digital interaction	Digital process and platforms
Grow market share and extend reach	**Focus on customer outcomes** We're adopting continuous improvement and customer-outcome-focused development models. Our goals are to: • Predict demand and respond ahead of the need • Remove the network as a constraint on business development • Enable you to get closer to your business units to understand your customers' needs and provide differentiated IT that drives impactful change for their business • Develop a certified software ecosystem that ensures applications work first time • Rapidly respond to your changing strategic needs	**Digital native processes** We're adopting digitally native processes. This is helping us to: • Integrate with our customers' supply chains, seamlessly • Become an enabler of your business • Provide digital hooks to allow you to leverage our global presence to build new products and services	**Real-time processing** We're now able to accept and process more orders and change requests in near-real-time. This is helping us to: • Accelerate our responses to your tactical business needs faster
Protect your people, data, systems and brand value	**Security by design** We're using our deep heritage in security, where it is built into the fabric of our platform as well as our security solutions. This can help: • Enable protective detection and response by putting the right controls in place in your environment **Security operations integrations** Our security management platform can be integrated with your ticketing system. This can help: • Simplify trouble management by enabling your people to use the system they are familiar with • In turn, this can reduce errors, accelerate resolution and improve productivity	**Configuration management database (CMDB) alignment** We're working with customers to implement CMDB alignment — so you can use your existing nomenclature, rather than having to understand ours. This is helping: • Reduce the risk of miscommunication that can lead to data loss, thus making your services more secure • Decrease the risk of inadvertent changes that could weaken your security posture **Natural language processing** We've implemented ML-driven NLP to improve how we handle your security requests. This helps us to: • Process many requests entirely automatically • Accelerate resolution times	**Automated workflows** Our customizable security management framework enables seamless integration with customer workflows. We make it easy to create security incident playbooks using "drag and drop" tools. This can help: • Speed up the incident definition process • Automate incident management workflow

Why Verizon?

We are enabling Enterprise Intelligence by delivering services that are cloud-first, secure, automated, controllable, simple and cost-effective.

Verizon has a long history of innovation; and, like many organizations, we are digitizing the processes embedded in our business. We started integrating our multiple networks ten years ago; introducing software-defined networking architecture and building the platforms we believed customers would need in the future.

Since then, we have invested billions in improving and extending our capabilities. In 2020, our business division began a $648 million transformation program. This is focused on modernizing systems, extending our digital adoption, and improving the customer experience that we offer.

This is just one example of how we're building the networks and platforms to help businesses to grow, build competitive advantage and realize their purpose.

With Verizon, organizations have a strategic partner. Our networks — including the most reliable 5G network in the U.S.[1] and one of the world's largest and highest performing global IP networks — are among our greatest assets. Our customers also benefit from the billions that we have invested in developing the platforms, technologies and solutions that organizations need. But our greatest strengths are our vision, our people, and our proven ability to deliver.

The network can be a multiplier, increasing the value of your investments and expanding your capabilities. The combination of our advanced networks, cutting-edge solutions and professional and managed services can connect systems across your enterprise to empower you to overcome the business challenges that you face. We can connect your ecosystem, bringing users and applications together, to help you achieve all that you can imagine.

We call the result Enterprise Intelligence. It can make you more efficient, more agile, better prepared for unexpected challenges, and ready to seize new opportunities.

To find out more about our capabilities and experience, visit our website:

verizon.com/business/solutions/enterprise

Thanks to the vast quantity of data that we gather — from our network (which spans 1,000,000 route miles) and the 500,000 network, security and hosting devices that we manage — and sophisticated predictive models, we're able to resolve a growing number of incidents before our customers become aware of them.

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