

FROST & SULLIVAN

*VERIZON COMMUNICATIONS*

# 2022 PRODUCT LEADER

*UNITED STATES ENTERPRISE FIXED  
WIRELESS ACCESS INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Verizon Communications excels in many of the criteria in the U.S. enterprise fixed wireless access market.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

### Industry Overview

The emerging trends of hybrid work, digitization, decentralization, and automation present an unprecedented opportunity for communication services providers (CSPs) to support the elevated communication needs of businesses. Modern businesses are highly distributed; they are dynamic and constantly adapting to changing market conditions. They increasingly utilize network-dependent

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**- Vikrant Gandhi,**  
**Vice President, Research**

applications to innovate and deliver differentiated customer experiences, which require bandwidth to operate. Businesses want connectivity when they need it, where they need it, with an assurance that the networks they are using to support critical business processes are reliable, scalable, and secure. As augmented and virtual reality (AR/VR) and Metaverse become pervasive in business environments,

organizations must prioritize broadband connectivity options that can evolve seamlessly according to changing business needs.

High-speed wireless connectivity, such as 5G fixed wireless accesses (FWA), can address the next-generation communication requirements of businesses. Not only do modern FWA solutions deliver comparable—and in many cases better—speeds than fixed broadband, they are significantly easier to

install and manage. Businesses don't have to wait for fixed broadband connectivity to be established or activated in their location; they can be up and running within a few days with FWA. This is particularly beneficial for businesses located in regions underserved by fixed broadband. Portability is also a major benefit for FWA. Connections may be easily moved around to different work locations. Cloud-based connectivity management solutions offered by CSPs or their hardware partners allow enterprises to have greater control over their wireless internet deployments. Providers that can deliver these benefits have successfully deployed FWA to support a large number of business use cases in the United States, including the following:

1. Pop-up and brick-and-mortar retail
2. Branch and home offices
3. Kiosks, Banks and ATMs
4. Construction sites, Mobile Command Centers
5. Manufacturing locations
6. Transportation depots, Airports and ports
7. Temporary work locations (such as vaccination centers)

### ***Exceptional Product, Tremendous Value***

Verizon's Wireless Business Internet service (offered by Verizon as LTE Business Internet and 5G Business Internet) offers reliable, secure, and affordable wireless broadband connectivity to businesses. An FWA-based service, LTE Business Internet operates on Verizon's nationwide low-band wireless network and is enabled through the out-of-box Internet gateway device or a compatible bring-your-own-device (BYOD) hardware. It is ideal for use cases such as small office connectivity, mobile retail, kiosks, and temporary business locations. 5G Business Internet, delivered through Verizon's 5G Ultra Wideband in the mid- and high-band (mmWave) spectrum, enables advanced connectivity designed to support innovative 5G use cases and constantly scaling needs for connectivity. Verizon works closely with customers to help them understand what is available in their area, what their data throughput needs are, and how it can best accommodate them by using LTE Business Internet or 5G Business Internet.

Frost & Sullivan believes that Verizon's Wireless Business Internet delivers an excellent mix of network coverage, performance, pricing, and service and support capability, which has helped Verizon become the preferred vendor of choice for enterprise FWA.

The key success factors for Verizon’s Wireless Business Internet have been summarized in the exhibit below:

<p><b>Network Excellence</b></p> <p>Reliable, dedicated, and scalable internet coverage from Verizon's nationwide 5G and LTE wireless network</p> <p>Unrivaled small-cell coverage, extensive spectrum holdings, and industry-leading investment in network — infrastructure, which enable Verizon to deliver a differentiated wireless Internet experience for businesses</p>	<p><b>Nationwide Coverage</b></p> <p>2.68 million square miles with 4G LTE, 230 million points of presence (PoPs) with low-band 5G, and 100 million PoPs with 5G Ultra Wideband;* Verizon's 5G Business Internet covers 2 million businesses across 900 cities</p> <p>Rapidly expanding C-band coverage (part of the 5G Ultra Wideband Network), expected to exceed 250 million people by 2024+</p>
<p><b>Ease of Deployment</b></p> <p>Easy deployment with the Verizon Internet Gateway for low band LTE and mid-band 5G (C-band) connectivity, and professional installation of 5G Ultra Wideband in mmWave spectrum</p> <p>Support for BYOD devices for LTE and 5G</p>	<p><b>Price/Performance Value</b></p> <p>Affordable, tiered pricing plans with no annual contracts, no data caps for 5GBI, and no throttling**</p> <p>5G plans are guaranteed for 10 years; special plans are available for outside use cases (such as video surveillance)</p>
<p><b>Complementary Solutions</b></p> <p>Unified communication, cloud-based business phone systems, contact center, and routing solutions, which enable businesses to address the full spectrum of their business communication needs</p> <p>Attractive offers for businesses that choose Verizon for their business Internet and mobility needs</p>	<p><b>Service &amp; Support</b></p> <p>Fast, low-cost implementation supported by round-the-clock service and support capabilities; self-install options available for implementation as well</p> <p>Pricing consistency, try-before-you-buy features, free hardware, and switching allowance, which deliver enhanced value to business customers</p>

\*5G Ultra Wideband refers to 5G connectivity delivered in mid-range C-band and higher frequency mmWave spectrum bands

\*\*There is no throttling on Verizon 5G business internet

**Network and Technology Assets**

With Verizon, businesses get a differentiated opportunity to aggregate broadband connectivity, with Verizon being a single carrier for their fixed and wireless connectivity needs. Businesses can deploy FWA as the primary or only connection, a parallel connection, or a backup connection. Regardless of the deployment model, Verizon’s Wireless Business Internet performs at the highest level. For example,

network resiliency is an important requirement for businesses that are located in areas prone to natural events or disasters that can disrupt wireline connectivity. In such cases, Wireless Business Internet from Verizon can help businesses maintain connectivity and easily re-establish it if their fixed broadband is disrupted. Differentiated use cases, such as out-of-band access to a data closet to remotely administer enterprise networking devices, have helped drive the adoption of Verizon's Wireless Business Internet service.

Verizon's network is virtualized for agility. With a network-as-a-service (NaaS) strategy as the foundation of its 5G initiatives and strategic assets such as the C-band spectrum, Verizon is well-positioned to meet the ever-changing needs of businesses.<sup>1</sup> The company is the market leader in wireless across the enterprise and public sectors, which gives it a significant base of customers for its next-generation wireless internet solutions at a lower cost of acquisition. Verizon is well on its way to becoming the first nationwide integrated broadband provider for businesses (and consumers) through its fiber, 4G, and 5G powered internet solutions, which will strengthen its competitive market position in the United States.

Verizon is expected to transition its FWA accounts to the new 5G core, which will enable the company to support network slicing use cases such as AR/VR and Metaverse, vehicle automation, manufacturing, and industrial needs. With network slicing, Verizon will realize considerably improved performance and security benefits that will help it support high-performance business applications and processes. The new 5G core will enable Verizon to deliver services efficiently and realize significant cost savings, which ultimately will help ensure pricing stability for businesses that continue to use higher volumes of data. As businesses come up with new ideas to leverage 5G connectivity, network slicing, and edge computing to deliver innovative customer experiences, Verizon is impeccably positioned to support them on their digital journeys by delivering an integrated suite of connectivity, computing, and application solutions.<sup>2</sup>

Frost & Sullivan's research indicates that "owner economics" in its mobility, FWA, and edge computing

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offerings give Verizon a strong competitive advantage in the United States. Unlike competitors that lease a considerable portion of their transport, Verizon owns and operates its own fiber and cell towers, which will allow the company to remain cost-efficient, especially as data traffic growth accelerates with 5G. Verizon has recently launched 5G wireless business internet service plans for the public sector by leveraging the BYOD ecosystem, which indicates

the company's commitment to helping customers move forward with technology for improved performance.

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<sup>1</sup> NaaS refers to Verizon's virtualization-led initiative to deliver on-demand, flexible, and resilient networking resources, services, and applications supported by a cloud-based deployment and management model.

<sup>2</sup> Verizon is a leading provider of mobile edge computing in the United States, with industry-leading partnerships, service point locations, and an application portfolio supported by 5G edge computing.

## Conclusion

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As the leader in the US enterprise mobility market, Verizon has an unmatched understanding of what business wants from their technology investments. Verizon's multipurpose wireless network is designed from the ground up to meet enterprises' evolving needs, and the company has the right assets in place to adapt quickly without sacrificing performance and reliability. Frost & Sullivan firmly believes that Verizon will maintain its strong market position in the business internet market and presents the company with the 2022 United States Product Leadership Award in the enterprise fixed wireless access market.

## What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

