

COMPETITIVE STRATEGY LEADER



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Strategy Innovation

- Criterion 1: Strategy Effectiveness
- Criterion 2: Strategy Execution
- Criterion 3: Competitive Differentiation
- Criterion 4: Executive Team Alignment
- Criterion 5: Stakeholder Integration

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

VERIZON BUSINESS LEADS THROUGH ITS NAAS STRATEGY TO HELP ORGANIZATIONS SIMPLIFY THEIR IT OPERATIONS WITH MORE DYNAMIC ON-DEMAND SERVICES, CENTRALIZED MANAGEMENT, AND AUTOMATED CAPABILITIES, ALL FOR BETTER DIGITAL ENGAGEMENT. FOR MANY CLIENTS, THIS STRATEGY IS A DRASTIC IMPROVEMENT OVER THE LONG LEAD TIMES, COMPLEX TOUCHPOINTS, AND LABOR-INTENSIVE MANUAL ENGAGEMENTS OF THE PAST.

**- STEPHEN THOMAS
SR INDUSTRY DIRECT-NETWORK SERVICES**

Frost & Sullivan’s Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience. Driving demand, brand strength, and competitive differentiation play critical roles in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on Strategy Innovation and Customer Impact.



Verizon Business is leading the network-as-a-service portfolio with a more mature NaaS integration. Verizon Business has a best-in-class NaaS strategy with standardized services that can be tailored to the needs of each customer along with site-based SLAs and an easy-to-use consumer offering. In addition, customers can add other services, such as virtual network services, managed LAN, managed wireless LAN, and visibility reporting services, all on a single contract and through a single portal.

With its strong overall performance, Verizon Business earns the 2024 Global Competitive Strategy Leadership Award in the NaaS industry.