Beyond busywork

Driving new AI revenue and business models, empowered by connectivity.

verizon business

Unlocking AI's transformative power for growth

The artificial intelligence (AI) revolution? It's reshaping everything you thought you knew about business, far beyond making things more efficient or cutting costs. Sure, AI is great at automating tasks, but its real game-changing power is unlocking entirely new revenue streams and fundamentally reimagining how you operate.

AI introduces new efficiencies that previously went unrealized. For business leaders like you, truly tapping into this potential means you need a robust, intelligent and adaptable network infrastructure. This paper will dive into the opportunities for you to use AI to bring in more revenue and tackle the big challenges standing in your way. It will also show you how Verizon is uniquely positioned to empower this new era of AI-driven business and innovation.

The AI revolution: A strategic shift beyond efficiency

Chances are that you've had a front row seat to the massive impact AI is making, especially with the rise of large language models (LLMs) and generative AI. Many organizations initially looked to AI for smoother operations, happier customers and lower costs through automation.

While AI was initially sought for efficiency and cost reduction, its powerful shift now positions it as your key growth driver, empowering you to create new, top-line-boosting products and services. This isn't just about tweaking what you already do. It's about shaking up entire industries with game-changing, disruptive opportunities. We're talking about completely reimagining old business processes and proactively designing innovative business models that truly thrive with AI, instead of trying to force AI into outdated ways of working.

This transformation also means building new skills within your team and opening up doors you might never have known existed. What does this evolution demand? A move from central AI training to widespread, distributed inferencing–bringing AI intelligence right to the edge, closer to your data and your users. Experts predict a big chunk of AI workloads will shift to real-time inferencing soon.

This evolution is already underway in many industries, for example:

- In manufacturing, real-time quality control and production vision systems powered by IoT and AI can transform operations.
- For logistics, real-time transportation systems and optimization can unlock incredible efficiencies and new service offerings.
- In retail, AI systems can accurately monitor inventory, analyze customer movements and predict future sales, fundamentally changing how stores operate and generate revenue.
- In healthcare, AI can assist with clinical workflows to reduce clinician burnout and enable advanced patient monitoring, leading to better outcomes and new service models.
- For public safety, AI is still not widely deployed (only 12% of first responders use it daily), but there is a clear understanding of its future importance, as 46% of respondents expect to use the technology daily in the next five years.

A low-bandwidth network makes this execution agonizingly slow, extending the time it takes to transmit and process data. This limits a company's ability to rapidly iterate and innovate on new AI solutions.

The promise of AI: From efficiency to new revenue streams

Accelerate innovation and unlock new revenue streams

AI gives you unprecedented power for developing new products, delivering services and engaging with your market. Think 'AI-as-a-Service' models and smart ways of monetizing your data through IoT deployments. It also means giving your customers hyper-personalized experiences, at scale. AI turbocharges your research and development, crunching huge datasets to deliver breakthrough discoveries and better products, faster.

Verizon in action

We're using AI ourselves for predictive network optimization, making sure our services are reliable and stopping issues before any negative impact. Many faults are now handled in what Verizon calls a 'no touch' service model, using AI to prevent issues before they affect customers, improving their experiences and releasing resources to focus on growth opportunities.

Deliver superior customer experiences

With AI-powered virtual agents, personalized recommendations and intelligent automation, your business can offer always-on, highly responsive and completely tailored customer interactions. This directly boosts customer loyalty and encourages repeat business. Your operations become slicker and more efficient, from predicting equipment failures to optimizing supply chains, saving you time and wasted resources.

Verizon in action

Today, our AI-powered agent-assist tool transcribes and analyzes customer calls in real-time, providing agents with instant solutions. This leads to happier customers and more efficient agents.

Tomorrow, our AI agents will proactively address issues before a ticket is even created, transforming our operating model from one based on reactive tickets to one driven by data-based insights.

Gain predictive insights and make smarter strategic decisions

By diving deep into massive, complex datasets, AI gives you actionable insights. This means you can solve problems proactively, mitigate risks and plan your strategy with much more confidence. These insights often reveal unmet market needs or new service opportunities, fueling significant revenue growth. AI empowers your business to adapt with agility, scaling operations on the fly and building resilience against any global curveballs.

Verizon in action

We're already using AI and machine learning to proactively prevent fiber cuts–a huge pain point for network outages. AI allows us to mitigate risks with unparalleled speed and accuracy. Our engineers now use AI to analyze vast amounts of data for patterns–such as weather, for example–that could impact network performance. This proactive approach improves the customer experience, reduces waste and enhances environmental stability. We also use AI to forecast fiber demand, which helps us to accelerate the rollout of new services before customers need it.

Effective AI must quickly deliver bottom-line impact and measurable returns. It should be viewed, explicitly, as a growth driver, unlocking quantifiable business value, far beyond internal cost savings.

Challenges in monetizing AI: Why a robust network is your foundation

While AI offers incredible revenue opportunities, 90% of executives view network infrastructure as a barrier to change.[1] Designed for centralized 'hub-and-spoke' models and one-way data flow from a central server to an end-user device, they often introduce high latency. As such, they cannot efficiently handle the massive, two-way data flows demanded by real-time AI applications between devices and the cloud.

AI, particularly LLMs and other complex systems, work in a fundamentally different way, limited by these legacy models. The solution isn't just about small upgrades–it's about a complete re-architecture of networks. This new, AI-centric infrastructure will be the engine to enable a new class of revenue-generating applications, from agent-powered legal services that analyze cases in minutes to AI-driven drug discovery platforms that can accelerate research. Taking advantage of these is dependent on the right foundational infrastructure.

In a joint study with S&P Global on "Architecting AI at Scale", we found that many organizations faced challenges when scaling AI, not because of compute power, but because their networks couldn't keep up. 37% cited the network as an AI advancement blocker.[1]

Research has revealed:[1]

- Experienced organizations viewed flexibility to scale as a critical infrastructure enabler for transitioning from small beginnings to enterprise-level execution. Several study participants highlighted the importance of intentional forward planning to accommodate scalability.
- The vast majority (90%) of executive respondents expect changes to their networking infrastructure in the next 12 to 24 months, with 71% anticipating moderate or significant upgrades. Many pointed to challenges with network architecture as their biggest design mistakes.
- Outdated technical infrastructure and a failure to align with technological advancements often resulted in projects encountering issues while scaling up, making upgrades more expensive, slower and technically challenging. Networking bottlenecks should be anticipated and addressed during the initial planning stages.

1. S&P Global Market Intelligence, 451 Research, AI at Scale study 2025, commissioned by Verizon

These are some of the key infrastructure challenges that can prevent AI from earning its keep and enabling the innovation that drives new revenue streams. These challenges demand your strategic attention:

Massive bandwidth requirements:
AI workloads may need incredibly high bandwidth–we're talking 100 Gbps to 400 Gbps today, with plans for even 800 Gbps and 1.2 Tbps. Traditional networks often just can't keep up, leading to bottlenecks that stifle innovation and slash your ROI.

Ultra-low latency:
Consider autonomous vehicles, industrial automation or real-time healthcare. These apps need instant responses. Network and compute latency are major roadblocks that can compromise real-time decisions and even operational safety. Imagine workflow automation in manufacturing, for example–you'll need low latency for immediate feedback to avoid costly errors.

Distributed compute needs:
As AI inferencing moves to the edge, your compute resources need to be closer to where data is created and used: on devices, at edge locations or across multi-cloud environments. This is vital for optimizing latency, cutting data egress costs and enabling real-time AI where it truly matters.

Data integrity and accessibility:
Data is the bedrock of all AI, especially for generating new revenue. Your network doesn't just transport or secure it, it's the engine that transforms raw data into actionable intelligence and new capabilities. Without solid data integrity and easy access, your AI initiatives will stumble.

Operational complexity and cost:
Piecing together different solutions from various vendors often creates complex, insecure and expensive environments. Managing huge data transfers, particularly egress fees from cloud providers, can lead to unforeseen and significant expenses that could hit your budget and ROI hard.

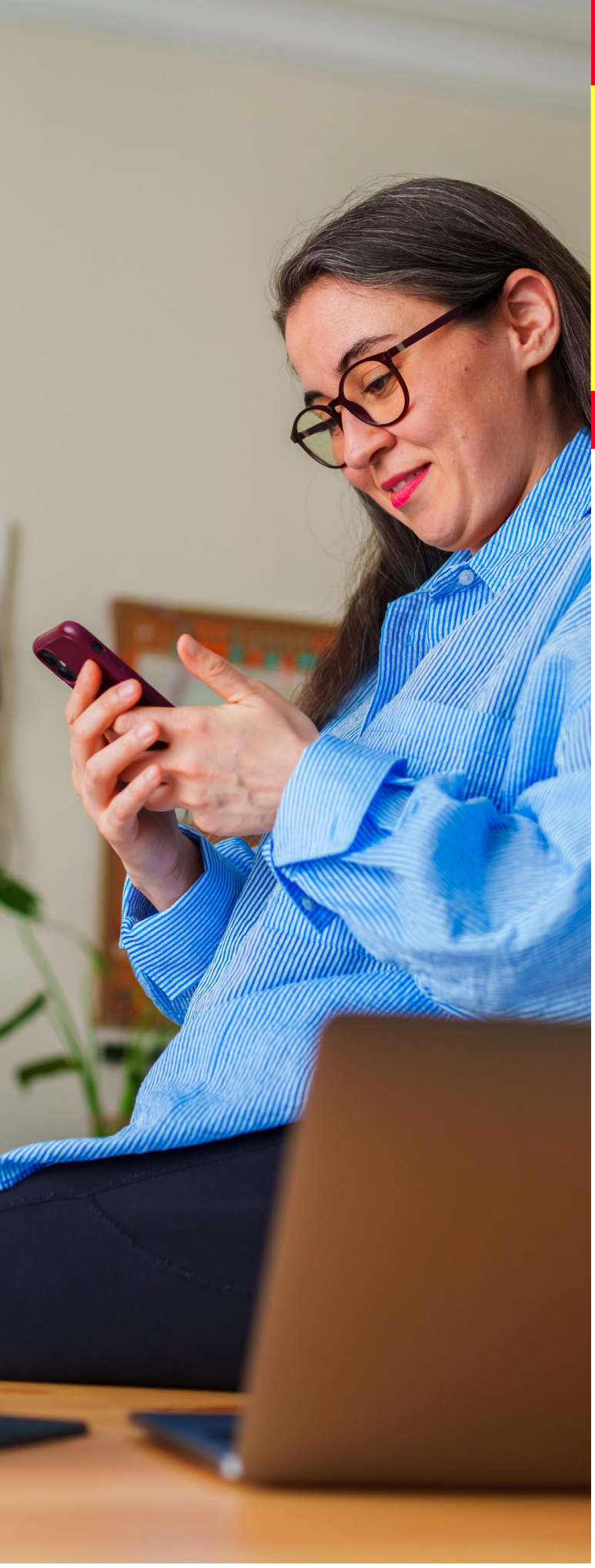
Lack of network programmability:
Old-school networks are often rigid and static. They simply can't adapt to the dynamic and unpredictable demands of AI workloads. This rigidity blocks real-time adjustments and resource optimization, limiting your ability to scale and innovate with AI.

Data sovereignty and network security:
Network integrity is absolutely foundational for AI success. Crucially, without integrated, end-to-end security, your sensitive AI data is vulnerable, creating compliance nightmares, especially across international borders. As one senior director of IT operations and strategy in a leading chemicals manufacturing organization put it in our joint research with S&P Global, "Our network is hindering our ability to deploy more functionality because of latency issues and the size of the connections."[1] It's true–even the most powerful AI compute infrastructure will underperform

As an example of these strategic imperatives in practice, imagine you're developing a new AI model to assess stock on retail shelves or assess the quality of product in a factory. You plan to use static cameras and smart glasses to capture video, train an AI to flag issues and ultimately expand the capability across your sites globally. Initially you need vast quantities of data to train your AI models. They generate tons of data that needs to fly to cloud models, demanding tens of gigabits of data provisioning in days. This would mean you need a fast, robust, powerful network that can consistently handle extreme data flow and scale up quickly.

Reliable, high-priority access is non-negotiable. Businesses can't afford to compete with consumer AI data on public networks, where performance will suffer. The soaring demand for AI, especially real-time, high-bandwidth applications, will seriously strain current infrastructure, requiring substantial upgrades and expansion.

1. S&P Global Market Intelligence, 451 Research, AI at Scale study 2025, commissioned by Verizon



The role of a network partner: **Verizon's differentiated approach**

Choosing a vendor today is all about trust, strategic value and identifying a partner that can give you real confidence–one with truly robust network assets and the expertise to ease any fears.

Verizon is that strategic partner.

We're perfectly positioned to tackle these core concerns and ignite your AI-driven revenue streams. Our robust Verizon AI Connect portfolio is designed to help you manage your resource-intensive AI workloads, delivering incremental value as you deploy AI at scale. We're here to guide you through the complexities. Our unique value comes from decades of leadership in network innovation. Verizon's core strength is our foundational network infrastructure, perfectly positioned as the essential backbone for AI at scale, especially for real-time edge inference.

> **"You make something look easy by having lots of experience ... At Verizon, we do this for customers all around the world. If there's a difficult situation, we've probably already seen it before and we know how to deal with it. We can make things look simple because we've got that massive depth of experience behind us."**
>
> **Rob Hodgkinson**
> Senior Director of Custom Solutions, Verizon

We're also committed to responsible AI practices that build trust and champion fairness. Our dedication to responsible innovation guides how we deploy AI, in ways that positively impact our stakeholders and establish Verizon as a trusted brand and partner.

Verizon's core strengths: The foundational pillars for your AI revenue generation

Think of us as your energizing partner, ready to empower your business and your people. Our foundational pillars are designed to give you total confidence.

Integrated security by design:
Security isn't an afterthought at Verizon. It's baked right into our network's DNA. We build it from the ground up to protect your data, including your AI workloads, both in transit and at rest. This tackles those critical concerns about sensitive data, particularly data sovereignty and international compliance. We champion private network connectivity, offering a clear edge for sensitive enterprise and public sector use cases, providing secure, high-performance pathways for your AI workloads. Our zero-trust architectures, end-to-end encryption and API security are all paramount for safeguarding your most valuable asset: your data.

Intelligent and programmable network architecture:
We're building an intelligent, programmable, observable and self-healing network. Through our Intelligent Edge Network (IEN), we've had programmable network capabilities for years, constantly evolving to meet your dynamic demands. This means dynamic allocation of bandwidth and resources, adapting in real time to the unpredictable needs of AI workloads and offering cloud-like functionality. Expect even more advanced programmable networks in the future, with optimized costs where you only pay for what you use.

Financial stability and longevity:
As a financially stable, long-standing institution, Verizon offers reliability and confidence for enterprises making significant, long-term AI investments. This stability is key to de-risking your investment and ensures our sustained commitment to your AI future. Our continuous investment in our fiber network and data center capabilities guarantees capacity for sustained growth.

Proven experience in complex network management:
Managing and integrating complex, mission-critical networks globally is what Verizon does best. With over 30 years of experience in network transformation and managing hundreds of thousands of devices worldwide, we bring unparalleled depth of knowledge. We also use AI internally to enhance our own operations across customer service, marketing, technology and network management. This 'walk the talk' approach validates our AI capabilities and proves we truly understand the practical, real-world complexities you face–building increased credibility for what we offer you.

Empowering your new revenue streams

At Verizon, we see our network, IoT and security solutions as far more than just AI enablers. They are direct drivers of new business models and new revenue streams. By providing a foundation of high-performance connectivity, a network enables businesses to unlock and monetize data, services and operational efficiencies in ways that were previously impossible. For business leaders, your sole focus is on accelerating your revenue generation and future-proofing your investments.

Here's exactly how we empower you:

Transform operations into new revenue centers:
Our robust connectivity is a game-changer, acting as a catalyst for new AI-driven business models that let you transform your operations into fresh revenue streams. Instead of simply cutting costs, a powerful network lets you turn your internal operations and data into valuable, sellable services. This shift in mindset from a cost center to a profit center is a pivotal advance.

In smart cities, a traffic management system–once just a tool for city planners–becomes a service. By leveraging a high-capacity network and IoT sensors, the city could sell real-time traffic data and optimization algorithms to ride-sharing companies or logistics firms, helping them improve routes and reduce fuel consumption. Similarly, public utilities could sell dynamic resource allocation services to other municipalities, showing them how to optimize power or water distribution in real time based on network-connected sensor data.

In manufacturing, beyond using a network for internal efficiency like predictive maintenance, a manufacturer could offer its specialized, AI-driven quality assurance as a service (QAaaS). Using sensors and AI analytics, they could provide a subscription-based service to their supply chain partners, ensuring their parts meet rigorous standards before they even ship. The manufacturer's network could facilitate the secure, low-latency data transfer needed for this service, creating a new line of business entirely separate from their core product.

In healthcare, a network with high reliability and low latency is crucial for expanding healthcare services. For example, a hospital could offer remote diagnostic services for specialized scans like MRIs or CTs. A network with edge computing capabilities allows for fast, secure transmission and analysis of large medical files, creating a new revenue stream from consultations with specialists who are geographically distant, improving patient access and monetizing expertise.

In public safety, a secure network has the redundancy required to ensure connectivity availability, potentially in extreme situations. For instance, first responders need communications capabilities to support the continuity of operations in emergencies, including enhanced wireless access to support voice and data communications in the field. While AI is an emerging technology in public safety, its future is a top priority for agencies.

Develop new AI-powered products and services:
By giving you the high-performance network you need, Verizon empowers enterprises to develop and launch entirely new AI-powered products and services. This capability allows you to move from simply selling goods to offering innovative, data-driven experiences. Imagine retail with a network of smart cameras and IoT sensors using AI at the edge for analyzing customer behavior, automated inventory and cashier-less experiences, all powered by AI inferencing right at the edge–driven by flexible, high-capacity wireless and wireline connectivity. This could enable subscription services for personalized shopping experiences, where customers receive real-time deals and product recommendations on their phones. The retailer could also create a new revenue stream by selling anonymized, real-time foot traffic and customer behavior insights to brand partners, helping them optimize product placement and marketing. The network could make this real-time, high-data-volume interaction possible.

Monetize your data assets:
Through robust IoT deployments and secure data transfer, you can unlock entirely new ways to monetize your data. Beyond just personalization at scale, this could mean selling anonymized insights from IoT data to market researchers, offering real-time operational data streams to partners for joint innovation, or even creating industry-specific data marketplaces. Fueled by Verizon's secure, high-capacity network, this data is securely and reliably transmitted. This goes beyond just internal use–it creates a new business model as a data provider.

Ultimately, a modern network transforms a company from a consumer of technology into a producer of new, revenue-generating services. It's the essential infrastructure that makes the promise of AI and data monetization a reality. A truly effective AI strategy isn't about cutting costs–it's about creating value. While efficiency is expected, it's relevance and innovation that ultimately generates revenue.

Why Verizon stands apart in the AI era

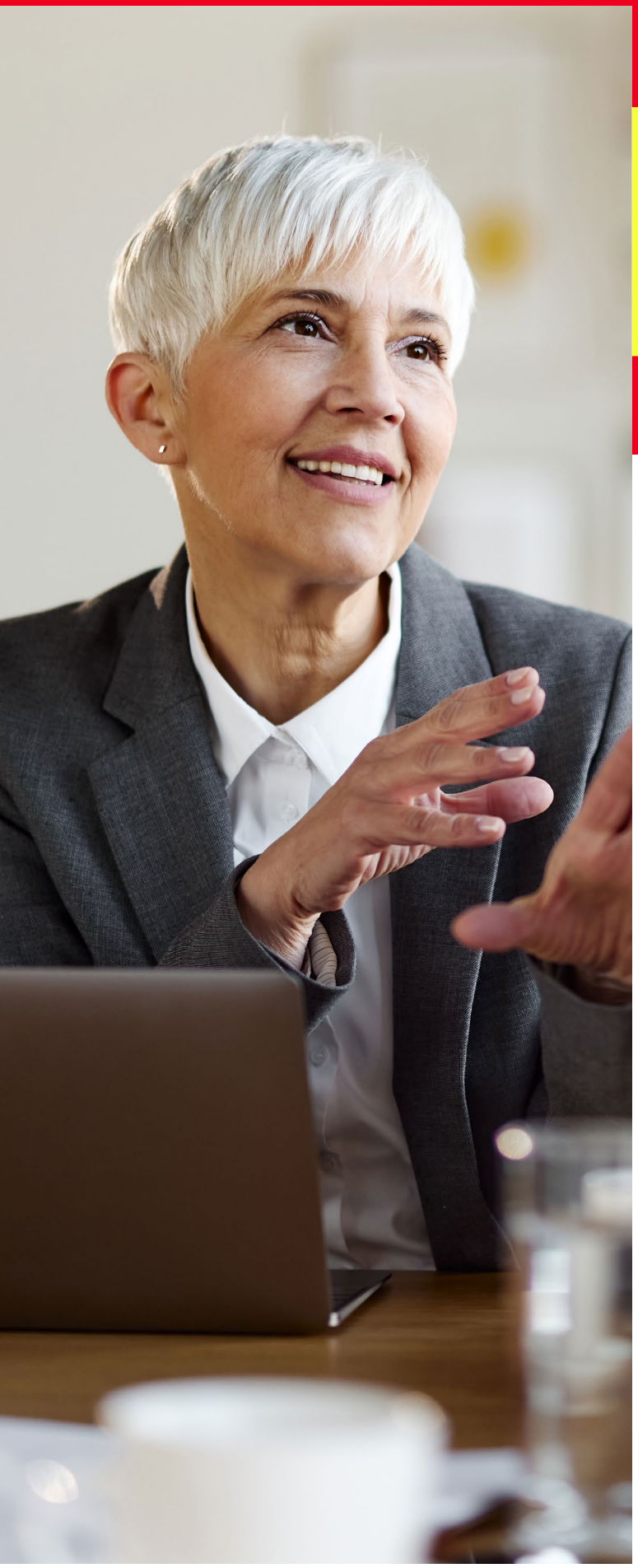
The AI networking market is a busy place, with many players focusing on different areas. But Verizon AI Connect stands out. We offer a comprehensive, enterprise-grade network solution that seamlessly integrates high-performance connectivity, essential power and robust security across all your diverse operating environments. We pull together all our network assets, solutions and strategic partnerships under one unified brand to give you this holistic advantage.

End-to-end holistic expertise for de-risked investment:
Unlike niche providers, Verizon's capabilities span your entire AI ecosystem–from IoT devices and edge compute to core networks, private networks and multi-cloud environments. This means unparalleled end-to-end visibility and control, allowing for seamless integration and optimized performance. Our ability to advise you on building your entire AI ecosystem and de-risking your investments is a unique competitive advantage. We are one of the few partners with the expertise to architect solutions across the whole ecosystem that truly enable AI at scale.

Neutral, high-performance intermediary with a powerful ecosystem:
Verizon AI Connect is all about connecting your on-premise or cloud data to the AI-specific cloud instances you use (like AWS, Azure, Google Cloud, Oracle Cloud) and specialized AI service providers (such as Vultr and ScaleMatrix). This positions Verizon as a neutral, high-performance intermediary for complex AI architectures that span hybrid and multi-cloud environments. That’s a significant competitive edge over single-cloud network offerings or generic internet connectivity. The breadth and depth of our partnerships with leading AI and compute providers–such as AWS, NVIDIA, Vultr, Google Cloud and Meta–are crucial, showing real interoperability and extending our capabilities far beyond just connectivity into the compute and platform layers of the AI stack.

Unique converged wireline and wireless leadership:
Some providers are great at long-haul fiber, others at wireless. But Verizon’s leadership shines in our unmatched combination of metro-dense fiber and industry-leading 5G capabilities, including private 5G. This integrated network-to-edge-to-cloud foundation is a huge differentiator, especially for U.S.-based multinational corporations with critical use cases that demand both robust wireline and flexible wireless connectivity. We offer a holistic network fabric for AI workloads that other telecommunication companies might not even articulate as comprehensively.

Unmatched power infrastructure for demanding AI workloads:
Verizon isn't just about connectivity–we have a vast inventory of power, space and cooling across our existing facilities. These are critical elements for the most demanding AI workloads. This extensive inventory of owned data centers and facilities across the U.S. provides the essential environment–the power, space and cooling–to handle the most intensive AI compute.



Building your AI-driven future with a trusted partner

The AI revolution is creating entirely new business models and unlocking unprecedented revenue opportunities for your organization. This transformative journey calls for a network infrastructure that's not only robust and scalable, but also intelligent, programmable and inherently secure.

Verizon directly meets these demands, bringing together our foundational network assets–including unparalleled reach, leading 5G capabilities, strategic data center presence and integrated security–and our steadfast commitment to future-proofing through programmable networks and converged solutions.

We don't just connect. We empower.

We enable businesses like yours to overcome the complexities of AI adoption, to scale your ambitions with confidence and to realize the full, transformative power of AI–securely, reliably and efficiently. Our investment in the infrastructure that enables you to run your AI at scale is part of our strategic commitment to being the trusted backbone of the global AI economy.

Ready to transform your business with AI-powered connectivity? Find out how our end-to-end network solutions can help you unlock the full potential of digital transformation at verizon.com/business/solutions/ai-connect/

This article was developed with the assistance of AI tools and was then extensively edited by Verizon subject matter experts.