Mobile connectivity has become a way of life—and an expectation—for much of today’s workforce. With pervasive access to email, Web and business applications, workers are more agile and responsive. They’re also better able to keep pace with fast-changing business conditions.

That’s why many enterprises are searching for a way to streamline their mobile application deployment. And they’re looking for solutions that can help them do it without compromising application and infrastructure performance or IT budgets.

Implementing an applications-and-cloud strategy can help businesses increase IT service flexibility and scalability, and realize cost efficiencies from reduced data-center and server footprints.

**Applications and Cloud Overview**

Verizon Applications and Cloud solutions offer an elegant, affordable and dynamic strategy for mobilizing critical business applications and providing secure, reliable, high-speed Internet and intranet access to mobile employees.

Applications and Cloud solutions protect your existing infrastructure investment and control costs by migrating to the cloud when it makes sense for your business. These services help you simplify management of mobile platforms and the deployment and support of mobile devices.

You can cost-effectively mobilize, deploy and manage bandwidth-intensive enterprise applications—including sales force automation, field force management, enterprise resource planning and supply chain management—consistently and reliably across platforms.

**Featured Applications and Cloud Solutions**

Verizon Applications and Cloud offerings include:

**Mobile Applications**

We can help you efficiently distribute a wide range of business applications to mobile devices to drive productivity and streamline business processes.

+ **Verizon Business Apps**
  • Provide a wide range of public mobile apps.
  • Apps can be downloaded on individual company devices and billed directly to your Verizon Wireless bill.
+ Google Apps™ for Business
+ Application stores
  • Android Market
  • Apple® iTunes® Store
  • Windows® Phone Marketplace
  • BlackBerry® App World
  • Verizon Private Applications Store for Business
    – Optimized distribution of applications to your employee and partner smartphones and tablets, agnostic of wireless carrier.
    – Create, stock and manage your own corporate catalog of applications.
    – Safely and securely deliver content and mobile apps to employees and clients.
    – Easily manage apps and content from multiple sources, internally or externally linked.

**Enterprise and Industry Solutions**

We provide horizontal and vertical industry-specific business applications from leading application providers to improve business processes and drive profitability.

+ We enable a diverse range of machine-to-machine (M2M) applications from leading vertical-solution partners, including:
  • Fleet management
  • Asset tracking
  • Smart vending
  • Remote monitoring

+ Through our Preferred Developer Program for Business, we can also help you find premium mobile application development, testing and consulting resources.

**Cloud Services**

We enable you to deliver Software as a Service over the Internet, with our cloud application services.

+ Unified Communications and Collaboration as a Service (UCCaaS)
  • A hosted and managed platform allowing you to share hardware and data center resources with usage-based pricing.
  • Add new technology without adding IT resources, and rely on our comprehensive management support, 24/7.

+ Intuit® GoPayment®

Together, Intuit GoPayment and the Verizon Wireless network provide a simple way to accept payments on the go. You can:
  • Process credit card payments from mobile devices.
  • Get paid faster, improving cash flow.
  • Save money; there's no need to purchase expensive terminals.
Verizon partners with Terremark, one of the world's largest managed hosting companies with a global data-center footprint, to provide leading cloud and managed services.

- Leading cloud services and managed services provider
- Comprehensive cloud services portfolio
- Unified enterprise IT platform
- Cloud storage, backup and recovery

**Managed Mobility**

Verizon Managed Mobility solutions bring together our software and services to manage, optimize and leverage your company's mobile technology, devices and service plans.

- Manage disparate devices and applications.
- Simplify your business billing process.
- Establish security policy management.
- Manage multiple networks and device platforms.
- Establish application policies.
- Combat against security threats using anti-virus software and URL filtering.
- Eliminate the need to build a custom solution.

**Mobile Devices**

We can provide and deploy mobile devices from the world's leading manufacturers, including:

- Smartphones
- Tablets
- 4G LTE mobile hotspot devices
- Open Development mobile devices for vertical business applications, including mobile point-of-sale (POS) devices, ruggedized computing devices and more

**Featured device: Mobile UC Communications Client and Docking Platform**

- Enables Android™ smartphones to interoperate with in-office enterprise PBX platforms, so employees can maintain their business identities even when they're mobile
- Simple to install and use
- Integrates with existing PBX features, including speakerphone, handset, voice mail, contacts and Do Not Disturb
- Uses least-cost wireline service through the PBX, saving wireless minutes for when they're needed
- Keeps business and personal calls separated
- Charges smartphones while docked with power over Ethernet (POE)

**Machine-to-Machine Enablement**

We help reduce complexity, improve operations, create new revenue streams and more, thanks to our robust M2M enablers and holistic partnership ecosystem with a continuously expanding network of alliances.

- Provides the consistent bandwidth and speed that developers require to configure, test, deploy and manage M2M applications
- Enables integration of data from remote devices (such as vending machines or delivery trucks) into applications, for remote management and oversight
Verizon Wireless Machine to Machine Management Center:
• Manage, troubleshoot and control your M2M devices in near real time using a single portal.
• Securely connect smart devices, remote assets, machines and systems.

Cloud and Application Integration Services
We can help you bring it all together with our cloud and application integration services.

+ Managed and professional services
  • Verizon has over 3,000 professional services consultants to help you address complex decisions and provide planning guidance.
  • Cross-industry expertise: Verizon Wireless and Verizon Enterprise sales and support teams provide end-to-end solutions incorporating security at every layer.

+ Partner applications
  • Verizon teams with leading application providers to enable complete solutions specifically for your industry and your business.
  • Verizon Enterprise and Accenture® business analytics deliver capabilities to help drive business profitability and sustainable growth.
    • Twenty-plus years of proven analytics capabilities
    • Market leader for business analytics
    • Global footprint
    • Speed to capability
    • Instant scalability

Advantages of Verizon Applications and Cloud Solutions
Verizon combines network technology, mobility, applications and the cloud to help enterprises:

+ Drive productivity.
  • Combine the powers of network, mobility, application and cloud to conduct business with greater efficiency.
  • Enhance productivity and collaboration with cloud computing and services.

+ Improve business performance.
  • Develop, distribute and deliver applications and information to enhance business awareness and agility.
  • Optimize the distribution of applications to employee and partner smartphones and tablets, regardless of wireless carrier.

+ Reduce IT costs and complexity.
  • Simplify and accelerate mobile application deployments.
  • Scale resources up and down as needed.
  • Pay for only what you use.
  • Access storage on demand.
  • Reduce data center and server footprints.
  • Establish a cost-effective failover infrastructure.
  • Secure and manage corporate data.
About Verizon Wireless

Verizon Wireless operates the nation’s largest and most reliable 3G network, and America’s largest 4G LTE network. We build and manage networks that keep you connected to your world.

The Nation’s Most Reliable Network

We have invested more than $65 billion since it was formed—$6 billion on average every year—to increase the coverage and capacity of our premier nationwide network and to add new services. We currently serve 104 million total wireless connections, including 88.4 million retail customers and 15.6 million wholesale and other connections.

We Test Our Network Every Day.

Our “most reliable network” claim is based on network studies conducted by test men and women who drive 100 specially equipped vehicles more than 1 million miles annually to test network performance, call quality and data network performance. These test men and women conduct more than 3.5 million voice call attempts and more than 19 million data tests annually on our network and the networks of up to seven other wireless carriers. We use these results to maintain and fine-tune our network on a regular basis as part of our ongoing quality maintenance programs.

Contact Information

Please visit verizonwireless.com/business or talk to your Verizon Wireless business specialist for more information about our Applications and Cloud offerings.