

**Media Alert: May 22, 2024**

## **Verizon Business Empowers Innovation Across Industries Through Enhanced Connectivity**

[Verizon Business](#) is revolutionising industries worldwide by spearheading innovation through unparalleled connectivity solutions. With a steadfast commitment to advancing technology, Verizon Business is enabling seamless integration and fostering transformative change in manufacturing, retail, healthcare, finance, media and entertainment industries, and beyond.

At VIVA TECH 2024, Verizon and partners including [Valeo](#) - an automotive manufacturer and aftermarket supplier, [Club Med](#) - a luxury travel and tourism operator, and [Sekoia](#) - a European cybersecurity SaaS company showcase how businesses can enhance customer and employee experiences with digital transformation enabled by connectivity. This [workshop](#) is designed to help businesses implement integrated solutions as part of their digital journey to become more competitive in their market.

“Connectivity lies at the heart of business transformation. Verizon empowers businesses across diverse sectors to harness the full potential of connectivity, driving efficiency, productivity, and innovation,” said Frederique Liaigre, Senior Director of Enterprise in Continental Europe, Verizon Business

### **Moulding the future of manufacturing**

In the [manufacturing](#) sector, Verizon Business is facilitating the implementation of IoT solutions, enabling real-time monitoring, predictive maintenance, and streamlined operations. By connecting smart factories, machinery, devices, and the workforce, manufacturers can optimise production processes, reduce downtime, and enhance overall efficiency, leading to safer work environments, significant cost savings and improved competitiveness.

“5G is the backbone of Industry 4.0 and Smart Factories have the potential to bring together a wide range of enterprise partners, suppliers, researchers, and complementary technologies in one ecosystem to make a supercharged impact. 5G brings massive bandwidth and incredibly fast data speeds to the equation to help make these impacts replicable in a plethora of business applications at virtually any scale — customers have the flexibility to dream big and start small,” said Jennifer Artley, SVP, 5G Acceleration, Verizon Business.

Verizon Business's private 5G network can help improve efficiency and productivity in your factory, and enable a safer workplace. Data from sensors, edge devices and connected systems can help

you improve machine up-time and avoid costly production delays. And Industry 4.0 technologies can help manufacturers manage the unexpected.”

### **Reinventing retail - the technology helping the industry set new trends**

[Verizon Business collaborates with retailers](#) globally to revolutionise customer experience by enabling seamless omnichannel connectivity. Through integrated solutions such as IoT-enabled inventory management, personalised marketing strategies, and frictionless payment systems, retailers can create immersive shopping experiences that bridge the gap between online and offline channels, driving customer loyalty and revenue growth.

The number of network-dependent technologies used in stores is rising. 8 in 10 retailers expect the number of technologies deployed in the store to increase by 2025. More than half of all retailers will increase the number of associate mobile devices deployed in the store, and almost half will increase the number of IoT/RFID devices deployed.

“The pressure on existing network infrastructure will grow as retailers continue new technology rollouts, and many mobile and cloud-based organisations will become increasingly dependent on mobile edge computing solutions and robust, scalable, and fast networks. Success will be achieved by those retailers that prioritise digital innovation to build smarter, more efficient, and more agile enterprises. Transformation starts by bringing together disconnected systems to create powerful, modular, and intelligent solutions that can enable new functionality, smarter insights and faster decision-making.” said James Hughes, Verizon Business, Retail CTO

For media interviews with a Verizon Business expert, please contact:

Sebrina Kepple  
EMEA Communications Lead  
[sebrina.kepple@verizon.com](mailto:sebrina.kepple@verizon.com)  
+44 7391 065817

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### **About Verizon**

Verizon Communications Inc. (NYSE, Nasdaq: VZ) was formed on June 30, 2000 and is one of the world’s leading providers of technology and communications services. Headquartered in New York City and with a presence around the world, Verizon generated revenues of \$134.0 billion in 2023. The company offers data, video and voice services and solutions on its award-winning networks and platforms, delivering on customers’ demand for mobility, reliable network connectivity, security and control.



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