

**VERIZON**  
**UP TO SPEED LIVE**  
May 23, 2022 12:00 PM ET

>> HEY, EVERYONE!

I HOPE YOUR WEEKS ARE STARTING  
OFF WELL THIS MONDAY.

AND IF YOU WERE ON THE EAST COAST, I HOPE YOU STAYED COOL.  
BUT WE'VE GOT A GREAT SHOW FOR YOU TODAY WITH A SPECIAL GUEST, ANDREW  
TESTA, JOINING US LATER TO DISCUSS HOW WE'RE SPREADING THE GOOD NEWS OF  
VERIZON ACROSS THE COUNTRY.

BUT FIRST, I'D LIKE TO WELCOME  
GEORGE RIGGINS, VP OF EAST COAST  
ENGINEERING, WHO WILL BE JOINING  
US TO TALK ABOUT OUR OVERALL NETWORK STRATEGY.

GEORGE, THANK YOU SO MUCH FOR JOINING US TODAY.

>> OH, THANK YOU, THANKS FOR HAVING ME.

I APPRECIATE IT.

THANK YOU FOR JOINING.

I'M SO EXCITED TO TALK TO YOU ABOUT THESE NEW INVESTMENTS, BECAUSE I KNOW  
THAT WE ANNOUNCED RECENTLY THAT WE ARE INVESTING MORE IN FLORIDA AND  
TEXAS, AS A RESULT OF UNEXPECTED POPULATION INCREASE.

CAN YOU TALK TO US A LITTLE MORE ABOUT THAT AND HOW IT SPEAKS TO OUR OVERALL  
NETWORK STRATEGY?

>> CERTAINLY.

LET ME SET THE STAGE FIRST TO SAY, YOU KNOW, HOW ALL THIS CAME ABOUT.

SO IT'S NO SURPRISE TO FOLKS, I THINK, THAT COVID HAS UPENDED AN AWFUL LOT OF  
THINGS ABOUT EVERYTHING IN THE UNITED STATES, AND ONE OF THOSE THINGS WAS  
THE DISTRIBUTION OF POPULATION AND WHERE PEOPLE DO BUSINESS, WHERE PEOPLE

UTILIZE THEIR NEED FOR NETWORK CONNECTIVITY.

AND, YOU KNOW, WE SAW THAT PRETTY QUICKLY WITH PEOPLE MOVING OUT OF OFFICES AND INTO SUBURBAN AREAS.

BUT WHAT TRANSPIRED OVER THE COURSE OF THE LAST TWO YEARS WAS A MASSIVE MOVEMENT OF FOLKS THAT WERE TRANSITIONING FROM NORTHERN CLIMATES INTO SOUTHERN CLIMATES.

SO WE SAW A BIG MIGRATION OF FOLKS FROM NEW JERSEY AND NEW YORK INTO FLORIDA, AND WE SAW A BIG MIGRATION OF FOLKS FROM CALIFORNIA IN TO TEXAS. AND THIS PUT AN AWFUL LOT OF PRESSURE ON NETWORK RESOURCES IN THOSE AREAS. TO THE TUNE OF, YOU KNOW, IN FLORIDA, OVER THE LAST COUPLE YEARS, WE'VE SEEN THE USAGE DEMAND GROWING, IT DOUBLED IN THE LAST TWO YEARS.

AND IN SOME AREAS, SOME POCKETED AREAS LIKE ORLANDO, WE SAW AN UNPRECEDENTED 400 PERCENT GROWTH.

IN MIAMI, 364 PERCENT GROWTH.

AND IN AUSTIN, 323 PERCENT GROWTH.

WHICH IS JUST UNHEARD OF COMPARED TO WHAT WE ARE NORMALLY BUILDING AND MANAGING THE NETWORK TOWARD.

AND WE PRIDE OURSELVES IN OUR ABILITY TO HAVE THAT NETWORK AVAILABLE AND READY TO SERVE ALL OF OUR CUSTOMERS, WHETHER IT BE CONSUMER CUSTOMERS OR BUSINESS CUSTOMERS OR FIRST RESPONDERS.

WE PRIDE OURSELVES IN ENSURING THAT WE CAN -- THAT WE BUILT A NETWORK THAT CAN HANDLE ALL OF THE CUSTOMER TRAFFIC THAT IS ON IT.

AND SO AS A RESULT OF THIS, WE ARE MOVING VERY RAPIDLY, DEPLOYING ADDITIONAL ASSETS INTO THESE AREAS TO BE ABLE TO MEET THAT UNPRECEDENTED DEMAND.

>> YEAH, AND I KNOW YOU TALKED ABOUT MAKING SURE THAT OUR NETWORK IS READY AND CAN HANDLE ANYTHING THROWN ITS WAY.

AND SINCE HURRICANE SEASON IS TOP OF MIND RIGHT NOW AS WE MOVE CLOSER TO JUNE, HOW WILL THESE INVESTMENTS INCLUDE NETWORK SOLUTIONS THAT WILL HELP FIRST RESPONDERS IN PLACES LIKE FLORIDA AND TEXAS THAT WE'RE TALKING ABOUT,

THAT OFTEN SEE A LOT OF HURRICANE ACTIVITY?

>> YEAH, THAT'S A GREAT QUESTION, ALTHOUGH I WILL SAY THAT OUR PREPARATION FOR NATURAL DISASTERS, WHETHER IT BE HURRICANES OR FLOODS OR EARTHQUAKES, WILDFIRES OR EVEN, UNFORTUNATELY, MAN-MADE DISASTERS, WHERE WE'VE RESPONDED TO THINGS LIKE 9/11 AND BOMBINGS, THE PREPARATION FOR THAT TAKES PLACE EVERY SINGLE DAY, AND WE HAVE OVER 500 ASSETS THAT WE CAN ROLL TO AREAS THAT ARE DEVASTATED BY SOME TYPE OF A DISASTER. BUT IN PREPARATION FOR THINGS THAT WE KNOW TYPICALLY OCCUR ON AN ANNUAL CYCLE, LIKE HURRICANES, THE -- OUR ASSURANCE PARTNERS ARE OUT THERE TESTING GENERATORS, TOPPING THEM OFF. OUR TEAMS THAT -- OUR FIRST RESPONSE TEAMS ARE OUT PREPARING AND PLANNING WITH THE BOTH FEDERAL AND STATE RESPONSE AGENCIES TO ENSURE THAT WHEN SOMETHING OCCURS, WE ARE ALREADY READY TO RESPOND TO IT RATHER THAN REACTING TO IT.

>> SOUNDS LIKE THE VERIZON WAY.

WELL, GEORGE, BEFORE YOU GO, I'D BE REMISS IN NOT MENTIONING YOUR SERVICE TO OUR COUNTRY AS AN ATTACK HELICOPTER PILOT AND WAR PLANNER IN THE UNITED STATES ARMY, ESPECIALLY AS WE CELEBRATE MILITARY APPRECIATION MONTH.

I JUST WANT TO THANK YOU FOR YOUR SERVICE.

BUT ALSO ASK IF YOU CAN TELL US A LITTLE BIT ABOUT YOUR TIME IN THE ARMY AND HOW THAT EXPERIENCE BENEFITTED YOU WHILE YOU WERE AT VERIZON.

OH, THANKS.

SO WHILE I'LL SAY BEING AN ATTACK HELICOPTER PILOT DIDN'T REALLY TRANSLATE DIRECTLY TO BEING ABLE TO ENGINEER A TELECOMMUNICATIONS NETWORK, WHAT I TELL FOLKS THAT ARE COMING OUT OF THE MILITARY AND LOOKING TO TRANSITION IN TO

CIVILIAN EMPLOYMENT IS THE TRAINING THAT YOU GET IN THE MILITARY LEADS -- IT'S BASED ON LEADERSHIP AND THE ABILITY TO TAKE ACTION AND UNDERSTAND A MISSION AND ACCOMPLISHING THAT MISSION.

AND FOLKS COMING OUT OF THE MILITARY TEND TO HAVE THAT SENSE OF URGENCY THAT TRANSLATES VERY WELL IN TO WHAT WE DO HERE AT VERIZON.

YOU KNOW, AS AN ATTACK HELICOPTER PILOT, WE HAVE A MISSION TO BE ON TIME, ON TARGET, WITHIN PLUS OR MINUS 30 SECONDS BECAUSE IN A LOT OF CASES, THE LIVES OF A SERVICE MEMBER ON THE GROUND COULD BE AT RISK.

TRANSLATING THAT TO VERIZON, YOU KNOW, WHILE THERE'S TYPICALLY NO LIVES AT RISK, THERE ARE CUSTOMERS AT THE OTHER END OF THE DECISIONS THAT WE MAKE, AND BEING ABLE TO PREPARE AND TO DELIVER A NETWORK THAT OUR CUSTOMERS RELY ON IS EXTREMELY IMPORTANT, WHETHER IT BE FOR, YOU KNOW, THE MUNDANE, YOU KNOW, I WANT TO MAKE A TWEET OR CHECK MY INSTAGRAM, OR THE CRITICAL, LIKE I NEED TO BE ABLE TO MAKE A 9-1-1 CALL, OR I'M A FIRST RESPONDER COORDINATING A RESPONSE FOR MY AREA.

SO, YOU KNOW, OUR CUSTOMERS COME TO US BECAUSE WE'RE THE BEST, AND WE HAVE A RESPONSIBILITY TO ENSURE THAT WE LIVE UP TO WHAT THEY BELIEVE WE CAN DELIVER.

>> ABSOLUTELY.

WELL, GEORGE, THANK YOU AGAIN FOR YOUR SERVICE AND THANK YOU SO MUCH FOR JOINING US TODAY.

>> THANK YOU!

ALL RIGHT, FOLKS.

THAT'S A PERFECT SEGUE TO REMIND

YOU ALL OF A LINKEDIN LIVE EVENT

THAT TAMI ERWIN IS HOSTING

TODAY, MONDAY, MAY 23, FROM 3 TO

4 P.M. EASTERN TIME WITH LAUREN SCHULZ, MAJOR GENERAL YEE AND MAJOR

GENERAL HOLMES.

ALL OF THE DETAILS FOR THIS  
IMPACTFUL EVENT WILL BE IN  
TODAY'S STORY.

AND NOW, HERE TO TALK ABOUT THE  
WORK WE ARE DOING TO SPREAD THE  
WORD OF OUR NEWEST PROMO AND ALL  
THAT WE OFFER AT VERIZON IS MY  
COMMUNICATIONS COLLEAGUE AND PR MANAGER, ANDREW TESTA.

ANDREW, SO NICE TO HAVE YOU ON UP TO SPEED LIVE TODAY!

>> THANK YOU.

MY FIRST TIME!

>> I KNOW, IT'S GREAT.

WE'RE IN MEETINGS ALL DAY TOGETHER, BUT THIS IS OUR FIRST TIME TOGETHER.

>> THIS IS GREAT.

>> SO I KNOW YOU WANT TO TALK TO US TODAY ABOUT WHAT YOUR TEAM DOES.  
DO YOU WANT TO SHARE MORE?

>> YEAH, SO I'VE GOT THIS GREAT VIDEO.

WHY DON'T WE GO TO IT.

>> HOW ARE YOU, SIR?

>> I'M DOING GREAT.

>> GREAT TO SEE YOU.

>> THANK YOU SO MUCH FOR HAVING  
ME.

>> AND I JUST WANT TO SAY YOU  
ARE ALL AROUND THE COUNTRY,

AREN'T YOU.

>> THE VERIZON'S LATEST NATIONAL SURVEY SAYS.

>> ALMOST HALF OF AMERICAN CONSUMERS.

>> PLAN TO RE-EVALUATE THEIR SPENDING.

>> AHEAD OF SUMMER.

>> GETTING THE BIGGEST BANG FOR YOUR BUCK.

>> ESPECIALLY WHEN IT COMES TO THEIR PHONE BILL.

>> AND NOW VERIZON HAS AN OFFER EVERYONE'S GOING TO LOVE.

>> SO WHETHER YOU'RE WITH

VERIZON OR YOU'RE NEW TO

VERIZON, YOU TRADE IN A PHONE,

WHETHER IT'S OLD AND CRACKED AND BROKEN.

>> YOU GOT AN OLDER SAMSUNG, YOU

CAN TRADE THIS IN AND GET IT FOR FREE?

>> UPGRADE AND GET IT FOR FREE.

>> MY GOODNESS, THIS IS ONE OF

THE LATEST MODELS THAT'S OUT THERE, AND IT'S 5G.

>> WELL, THAT'S MUSIC TO OUR EARS.

HOW ELSE CAN CONSUMERS GET MORE BANG FOR THEIR BUCK?

>> YOU'LL WANT TO TAKE ADVANTAGE

OF ALL THE GREAT PERKS INCLUDED AS PART OF YOUR PLAN.

>> VERIZON'S BEST 5G UNLIMITED

PLANS, THEY HAVE UP TO \$90 OF VALUE INCLUDED.

SO THINK ABOUT THINGS LIKE DISNEY+, ESPN +, HULU.

>> THAT'S HUGE.

>> ABSOLUTELY.

>> BECAUSE ALL THAT DOES ADD UP

WHEN A LOT OF PEOPLE DON'T EVEN

LOOK AT THEIR BILL AND THEY

DON'T EVEN KNOW THAT.

OKAY.SO LET'S TALK ABOUT INTERNET.

>> YOU GOT A ROUTER HERE THAT LOOKS LIKE A BOX.

>> YEAH, SO --

>> YOU CAN HOOK STUFF UP.I'VE BEEN READING ABOUT THIS.

>> IT IS THE COOLEST, SO WE'RE

ALL TRYING TO GET MORE FIRM --

YOU'RE GOING TO WANT TO PAIR

YOUR HOME INTERNET SERVICE WITH

YOUR MOBILE SERVICE AND YOU CAN GET THAT NOW WITH VERIZON.

>> THIS ACTUALLY TAKES OUR

WIRELESS 4G LTE SIGNAL FROM

OUTSIDE THE HOME OR 5G ULTRA WIDEBAND.

IF YOU'RE IN THE 5G ULTRA

WIDEBAND AREA, CONVERTS IT IN TO

WIFI THAT POWERS YOUR ENTIRE HOME.

>> WAIT. REALLY?

>> YES.

>> WHAT!

>> IT'S PLUG AND PLAY, AND IT'S JUST \$25 A MONTH WHEN YOU PAIR

IT WITH YOUR VERIZON WIRELESS SERVICE.

SO \$25 A MONTH FOR HOME INTERNET.

>> OH, THAT'S LIGHT AS WELL, ISN'T IT?

>> YEAH.

SO COME GET A FREE TACO ON

VERIZON AND LEARN MORE ABOUT THE

DEAL.

>> AND IT'S THE TORCHY'S RIGHT DOWN HERE BY US?

>> THAT'S RIGHT. AT 11 A.M. TO 2 TOMORROW.

>> OFF OF BROADWAY.

>> COME ON DOWN.

>> ANDREW, NICE JOB. NICE JOB.

>> THANK YOU SO MUCH.

>> BACK TO YOU.

>> OKAY.

THAT WAS AWESOME.

YOU'VE BEEN REALLY BUSY, I'M SURE.

>> YES.

I'M EXHAUSTED.

>> CAN YOU TELL ME MORE ABOUT WHAT YOUR TEAM DOES AS PR MANAGERS FOR LOCAL MEDIA?

>> I CAN.

SO, YOU KNOW, LOCAL IS REALLY WHERE THE RUBBER MEETS THE ROAD, AND IT TAKES A VILLAGE.

WE HAVE A WHOLE TEAM THAT'S OUT THERE, REALLY CHARGED WITH TELLING VERIZON'S STORY, AND HELPING EDUCATE THE MEDIA AND CONSUMERS ABOUT REALLY, YOU KNOW, HOW OUR PRODUCTS AND SERVICES MAKE THEIR LIVES BETTER.

AND THE GREAT NEWS IS CONSUMERS TRUST LOCAL NEWS MORE THAN NATIONAL.

ACCORDING TO A RECENT POLL IN 2019, 45 PERCENT OF AMERICANS TRUST LOCAL NEWS A GREAT DEAL OR QUITE A LOT COMPARED TO JUST 31 PERCENT OF NATIONAL NEWS.

SO THIS MEANS THAT WHEN LOCAL NEWS ENDORSE SOMETHING, THAT PEOPLE WHERE THEY LIVE WILL ACT.

>> NICE.

WELL, SPEAKING ON ACTING, CAN YOU TELL US ABOUT THIS NEW PROMO THAT YOU'VE BEEN PUSHING OUT?



IT LOOKS LIKE YOUR TEAM HAS BEEN REALLY BUSY TRAVELING A LOT.

WHAT IS YOUR TEAM MESSAGING?

>> ABSOLUTELY.

SO IT'S BEEN GOING GREAT, AND AS YOU SAW FROM THE VIDEO, WE'RE OUT TRAVELING THE COUNTRY.

SO FAR, MORE THAN 20 BROADCAST SEGMENTS LOCALLY, AND WE'VE BEEN IN TOP MARKETS LIKE NEW YORK AND CHICAGO, DENVER AND MORE, AND WHILE WE'VE HAD A STRONG FOCUS ON THE PROMO, CERTAINLY THE STAR OF THE SHOW, WE'RE REALLY ALL ABOUT SHOW CASING THE VALUE AND HOW PEOPLE CAN GET THE MOST OUT OF THEIR RELATIONSHIP WITH VERIZON.

IT STARTS WITH A FREE PHONE FOR ALL CUSTOMERS ON ANY UNLIMITED PLAN, AND THAT'S STARTS AT JUST \$35 PER LINE, BUT WE'RE ALSO TALKING ABOUT PARING YOUR PHONE SERVICE WITH HOME INTERNET.

THAT STARTS AT JUST \$25 A MONTH.

AND REALLY JUST TRYING TO MAKE SURE THAT EVERYONE KNOWS TO USE YOUR PLAN'S PERKS!

WE HAVE UP TO \$90 OF VALUE INCLUDED IN OUR PLANS.

SO WE WANT TO MAKE SURE THAT EVERYONE, YOU KNOW, KNOWS ABOUT ALL THESE GREAT THINGS THAT WE OFFER.

>> ABSOLUTELY.

I LOVE THE PERKS.

WELL, THANK YOU FOR JOINING US, ANDREW.

IT WAS NICE TO HAVE YOU HERE.

>> THANK YOU SO MUCH FOR HAVING ME!

>> ALL RIGHT.

WELL, REMEMBER, FOLKS, TO SHOW THE LOVE, WE ARE GIVING ALL CUSTOMERS, NEW

AND CURRENT, UP TO \$800 IN VALUE TO COVER THE COST OF A NEW 5G PHONE AND WITH ANY UNLIMITED PLAN.

LEARN MORE ABOUT HOW YOU CAN TAKE ADVANTAGE OF THIS AWESOME PROMO, CHECK OUT THE LINK IN OUR STORY.

AND A FINAL REMINDER BEFORE I GO, TOMORROW AT 8 A.M. EASTERN TIME, TUNE IN TO THE VERIZON BUSINESS LINKEDIN PAGE, WHERE SAMPATH, NASRIN REZAI, CHRIS NOVAK AND ALEX PINTO, THE LEAD AUTHOR OF DBIR, WILL DISCUSS THE 2022 DATA BREACH INVESTIGATIONS REPORT.

THEY'LL EXPLORE THE GREATEST CYBERSECURITY THREATS CURRENTLY FACING ORGANIZATIONS ACROSS THE GLOBE, KEY LEARNINGS FROM THIS YEAR'S REPORT, WHAT THEY MEAN FOR BUSINESSES AND WHAT COMPANIES CAN DO TO PROTECT THEMSELVES. THEN, FOLLOWING THIS WEBINAR ON THURSDAY, MAY 26TH, AT 1 P.M. EASTERN TIME, JOIN US ON TWITTER AT @VERIZON BUSINESS TO CONTINUE THE CONVERSATION WITH ONE OF OUR AUTHORS, ALEX PINTO AND CHRIS NOVAK.

WELL, FOLKS, THANKS FOR WATCHING.

THAT'S ALL FOR NOW, BUT THERE'S A LOT MORE IN STORE FOR UP TO SPEED THIS WEEK, SO MAKE SURE YOU STAY TUNED.

AND I'M GOING TO BRING UP ANDREW TO RING IT OUT WITH ME.

WANT TO DO THE HONORS?

>> YES.

>> UNTIL NEXT TIME...

>> YOU'RE UP TO SPEED.