

# The 7Ps of competitive edge with private 5G.



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With over 17 years' experience as a senior technology executive, Scott is a specialist when it comes to business strategy development, process improvement, digital transformation and integrating complex solutions. In his position as Group VP at Verizon, he is responsible for delivering exceptional customer service for our global enterprise clients across the full Verizon portfolio.

This is a unique moment in history. I have never seen this many waves of change, both business and technology change, come together at the same time. We've seen a lot of technological change over the past decade, but artificial intelligence (AI), big data, the Internet of Things (IoT), extended reality (XR) and cloud are going to change more in the next few years than they have since they first arrived on the scene.

Each of these technologies is exciting on its own; but together they will create a flywheel that enables new platforms and new solutions that drive real change in operational cost structures, customer engagement and business models. That's all going to be enabled by the extremely high-performance, low-latency network of 5G.

## Big changes are coming.

This is the foundation of what the World Economic Forum (WEF) has called the fourth industrial revolution. It's also been called the cyber-physical era, where everything that can be connected will be connected. This means that the lines between physical and cyber will blur. 5G will also redefine the economics of connecting things and implementing near-real-time intelligent systems.

## Introducing the 7Ps



Permission based



Pattern matched



Peer connected



Proactive



Predictive



Preventative



Precise

Looking ahead a few years, how would you compete with an organisation that has achieved these seven Ps? Not only is that company going to be more efficient and faster to react, it's also making better use of its data. Consider that data you're already collecting: Could you be using it to feed AI/machine learning (ML) models and drive continuous improvement? The answer is probably yes, and 5G can help you do it more effectively.



## **Do more with your network.**

5G will enable transformation across front of the house, back of house, across function and industries with the same kit and solution components. The same network and edge computing will be able to support an incredibly diverse range of answers to many of business's most pressing challenges:

- Collect video and sensor readings from IoT connected devices using 5G, apply AI/ML models running on edge computing to process the data, then show anomalies to an engineer in 3D using augmented reality (AR). All in a tiny fraction of a second
- Create “synthetic sensors” from video feeds or existing sensors – for example you could turn an existing video security feed into a water sensor to detect and help mitigate flood damage. Likewise, video from a supermarket's aisles could be used to spot spillages, check stock levels, or find ways to improve planograms and store layouts
- Get more from sensors used for monitoring production assets by using them to identify potential health-and-safety issues in near-real-time, spot potential break-ins and theft, track flows of people and things and help find ways to increase efficiency and cut waste



## Get started with a 5G virtual workshop.

Our architecture consultants will work with you to understand your business challenges, ideate how 5G and multi-access edge computing help address them and build the business case. This advice could accelerate your efforts and help you get more from your investment.

[Find out more >](#)

## Be prepared to get your hands dirty.

There is no how-to guide for 5G. You can't learn everything you need to know in a book – or even a great blog. You need to put in the hard work and the time to get things right. Each business is unique; you need to play out different scenarios, test the limits of each application and keep practising. Once you've done that, you'll gain the insight to understand not just the technology, but exactly what it can do for your business.

Don't get me wrong, I love to talk about all the blue sky stuff. And we spend a lot of time working on ideation with clients. But Verizon is about delivering solutions, not just reports. I think the old startup adage of "break it till you make it" makes a lot of sense. To be successful with 5G you need to get dirt under your fingernails. You need to work with people that think the same and have a fail-fast, collaborative approach.

## The options are limitless.

The more I read about 5G, and the more I learn, the more I want to know. The use cases are huge, and the impact it's going to have on businesses is incredibly exciting.

And the most exciting thing is that you don't have to wait. You can look at deploying your own private 5G network right now. With private 5G you can improve existing applications, enhance security and gain more control over your network.

Private 5G is helping businesses to realise their digital transformation goals. It goes beyond the "art of possible," redefining what's not just possible, but actually achievable. Over the next three or four years we're going to see huge advances in technology and innovative ways to use it. With 5G as the underlying network, the only real limit will be our imaginations.

## Next steps

5G is ready to transform industry and open doors to new opportunities. With Verizon's private 5G platform, we enable organisations to get on the 5G ladder now. We work in partnership to build the foundations that are right for each business, to empower new services and use cases for people, enterprises and society.

