
Say Verizon Wireless and people think cell phones. Fair enough. **But that's like saying health care and thinking Band-Aids.**

The challenge:

Explain to over 20 different industries the many ways Verizon Wireless can help them improve business. Hint: it goes way beyond mobile phones.

In addition to mobile phones, Verizon Wireless has a wide range of mobile solutions for an equally wide range of business challenges. Issues like keeping costs down, keeping customers satisfied and keeping track of employees or equipment.

In 2005, we began working with Verizon to help tell that story to 17 industries. Five years and 500 pieces later, that same story keeps getting richer, deeper and more compelling. Our approach (while quite complex and demanding) could be summed up rather simply:

Our answer:

Show, don't tell, with sales support materials that demonstrate knowledge of the industry and show real-world solutions in action.

1. Determine the strategies and content that were most relevant for each individual industry.
2. Map Verizon offerings to the demands of those industries.
3. Communicate our case as clearly, authentically and succinctly as possible.

Through it all, we've also helped our client evolve from selling products and services individually to selling integrated mobile solutions—thus making Verizon an even more valuable partner in their customers' success.

Client
Verizon

Project
Vertical Brochures 2006

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

**We developed a clean, consistent
branded template for all the vertical
brochures, one that put the visual focus
squarely on the vertical audience and
they way they use mobile devices.
Inside, we told the story of what Verizon
offers, tying it tightly to the needs of the
audience.**

 COLLATERAL



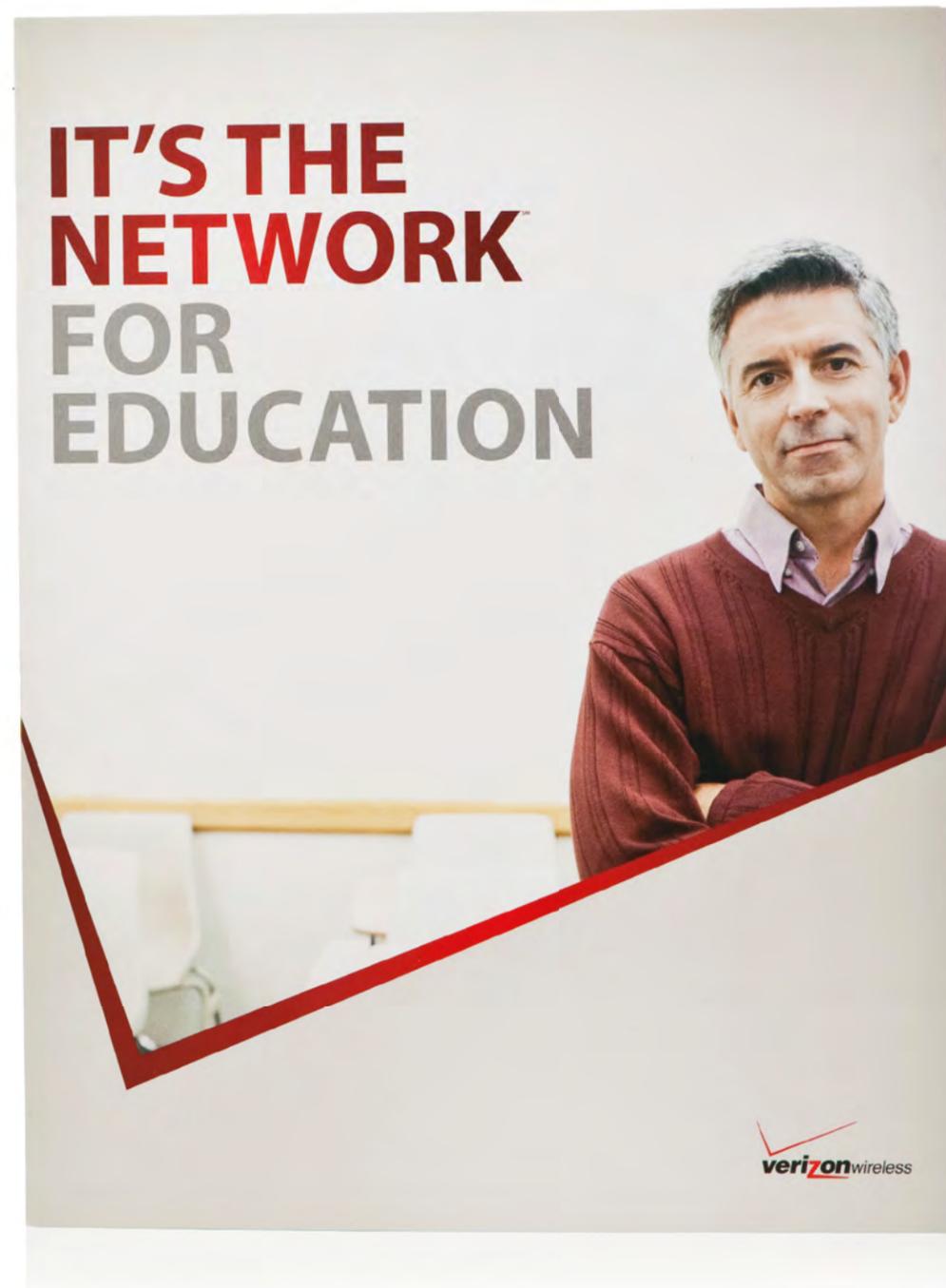
Client
Verizon

Project
Vertical Brochures 2006

Target Audience
**SMB and enterprise business decision makers,
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Vertical Brochures 2006

 COLLATERAL



Client
Verizon

Project
Vertical Brochures 2006

Target Audience
SMB and enterprise business decision makers,
technical decision makers and internal sales staff

Inside leaf of Education brochure

COLLATERAL

HELPING TO MAKE YOUR SCHOOL A CONNECTED INSTITUTION.

In schools around the country, the concept of a "connected institution" is as important to the educational experience as any class. University campuses, community colleges, and K-12 institutions are all recognizing the need to create a unified learning environment that gives students, faculty, and administrators continuous access to the resources they need.



How to choose a wireless company?
It's the Network. The bottom line: a wireless solution is only as effective as the network it's built on. That's why Verizon Wireless is the right solution for Education. It's the Network that can bring ever-expanding capabilities to your institution.

Wireless Internet access, wireless communications, and wireless collaboration are the critical means to achieving the productivity gains and efficiencies that a connected institution can deliver. And this, of course, is exactly where Verizon Wireless comes in.

The foundation of any connected institution lies in large-scale applications that manage information. Applications for content management, data integration, and business intelligence show just how powerful the organizing and sharing of information can be. The key to unlocking the potential of such technology, however, is delivering easy access to that information. And today, that means wireless access.

Many carriers offer wireless service, but it's the quality and reliability of a company's wireless network that matters. In other words, any wireless solution is only as good as the network it's built on. Choosing Verizon Wireless means you're partnering with America's most reliable wireless voice network.

It's the NetworkSM for Education.



Get wireless email automatically.
VZEmail solutions and Wireless Sync technology enable you to access information from your office computer on your compatible PDA/ smartphone.



Blazing the trail to wireless access.
"The fast, simple access that BroadbandAccess provides is changing the way the corporate world views wireless data. The service gives mobile workers full access to their corporate information stores just as if they were attached via a high-speed wired connection, but with the freedom of true mobility. Not only is BroadbandAccess easy to use, it is also easy to install and maintain, and requires only the same level of customer support as wired high-speed access."
—Andrew Seybold
Principal in Outlook 4Mobility and editor-in-chief of the 3G Today Newsletter



VERIZON WIRELESS SOLUTIONS FOR EDUCATION.

VZEmail Solutions:
Streamline communication and increase workforce productivity with VZEmailSM solutions. Now your staff can conduct business in real time from anywhere in the network. VZEmail solutions include:

Wireless Sync:
Wireless Sync automatically sends emails, appointments, contacts, tasks, and notes to your smartphone or personal digital assistant (PDA), around the clock.

- Choose devices with features and costs tailored to meet your needs.
- Download email attachments and send and receive photos.
- Protect your investment with device-management capabilities to lock down lost or stolen devices.
- Extend your Wireless Sync service to include up to 20 email accounts with Wireless Sync for Workgroups.
- Achieve behind-the-firewall, company-wide mobility for Microsoft[®] Exchange, IBM[®] Lotus Notes[®], or IBM Lotus[®] Domino[®] with Wireless Sync Enterprise Server.

BlackBerry:
The BlackBerry[®] solution offers you "always-on" email anywhere in the Verizon Wireless National Enhanced Services Rate and Coverage Area. The BlackBerry solution includes advanced wireless devices, desktop tools, and server software that combine to form a complete email, messaging, organizer, and calling solution for individuals and companies.¹

Benefits for you: With VZEmail solutions and Wireless Sync technology, professors or teachers can schedule appointments, give feedback, and answer student questions. K-12 teachers can get meeting updates, sync parent-teacher conference schedules, and make appointments, all while students are taking a quiz.

VZAccess Solutions:
Give your institution access to the nation's largest high-speed wireless broadband network—no hotspots needed. VZAccessSM solutions offer easy, nationwide access to email and the Internet. VZAccess solutions give you:

- Access to the nation's largest high-speed wireless broadband network.
- NationalAccess, to keep you online when you're outside the BroadbandAccess Rate and Coverage Area.
- BroadbandAccess average download speeds of 400 to 700 Kbps with bursts up to 2.0 Mbps.
- BroadbandAccess in 171 major metropolitan areas across the United States.
- The security of the Verizon Wireless Code Division Multiple Access (CDMA) digital network.
- Easy setup that requires no change to existing equipment.
- The convenience of VZAccess ManagerSM solutions, which allow you to manage remote access applications through a single, easy-to-use control panel.
- TXT Messaging capabilities.²

Benefits for you: Wireless access doesn't have to be expensive. With the BroadbandAccess option, educational institutions can install wireless PC Cards in existing equipment, enabling them to use VZAccess solutions. BroadbandAccess makes research and communication possible—no hotspots required—with connection speeds comparable to a local area network (LAN).

TXT Messaging:
Send and receive discreet text messages on a PC, phone, or Pocket PC. Text messaging is an easy and inexpensive way to communicate remotely, and is available with every Verizon Wireless plan. TXT Messaging gives you:

- The ability to send text messages mobile to mobile, Web to mobile, and email to mobile.
- The ability to stay up to date on stock quotes, sports scores, weather, and more with TXT Alerts.
- The ability to access www.vtext.com, with more than 100 text messaging content options to choose from.

Benefits for you: Ask and answer student questions, and send and receive information about grades, classes, registration, and other student services. Text messaging is an easy, non-disruptive way to stay connected.

Push to Talk:
With the touch of a button, turn your Verizon Wireless Push to Talk handset into a walkie-talkie. Push to Talk gives you:

- Coverage anywhere within the National Enhanced Services Rate and Coverage Area.
- The option to use this feature with any other Verizon Wireless Push to Talk customer.
- The capacity to keep track of up to 150 individual Push to Talk contacts.

Benefits for you: With the Verizon Wireless Push to Talk feature, teachers can contact other teachers, the principal, or other staff members with one push of a button. Useful for hall monitoring, field trips, and school management at the K-12 level.

¹Requires a TXT Messaging-capable device.
²The BlackBerry and IBM[®] families of related marks, images, and symbols are the exclusive properties of and trademarks or registered trademarks of Research In Motion Limited—used by permission.

Client
Verizon

Project
Vertical Brochures 2006

Target Audience
SMB and enterprise business decision makers,
technical decision makers and internal sales staff

Center spread of Education brochure



Our network. Our strength.
Every month, near Verizon Wireless "test men and women" place more than 300,000 call attempts on Verizon Wireless and competitive networks while traveling over 100,000 miles of the most frequently traveled roadways nationwide. The result? The Verizon Wireless national network has the proven lowest ineffective call attempt rate of any national carrier.

GIVE YOUR STUDENTS, FACULTY, AND ADMINISTRATORS THE WIRELESS SOLUTIONS TO ACCOMPLISH MORE.

Verizon Wireless can deliver tailored voice- and data-connectivity solutions for any size school—giving students, faculty, and administrators the specific access and convenience they need to achieve more, every day. That's why, for schools across the country, the right partner is Verizon Wireless. Our wireless education solutions can help your institution:

- Enable new, expanded learning opportunities.** Distance learning and online registration can become realities with convenient, high-speed Web access available through Verizon Wireless BroadbandAccess.
- Deliver fast, convenient Web access.** Twenty years ago, students with access to a home computer were rare. Today, many are required to own a laptop computer. Life in education has changed dramatically with the Internet. In fact, most students now believe Web access affects their ability to be academically competitive. With BroadbandAccess solutions, students, faculty, and administrators alike can do research, browse the school portal, check class updates, review records, and much more—even when campus is miles away.
- Improve collaboration and communication between constituent groups.** Enhance communication and you enhance the learning experience. Verizon Wireless solutions like voice, email, and text messaging allow students, faculty, and administrators to communicate effectively. In addition, communication barriers—such as limited faculty office hours, student class and work schedules, and low administrator availability—can be easily alleviated.
- Gain a competitive edge in recruiting.** Today's brightest students and faculty see wireless connectivity in a new way. As a result, colleges and universities courting these students and educators rely on the latest technology to stay competitive. Once again, Verizon Wireless offers the voice and connectivity solutions to help make your school a leader in the education community.

VERIZON WIRELESS SOLUTIONS FOR EDUCATION.

VZEmail Solutions: Streamline communication and increase worker productivity with VZEmail™ solutions. Now your staff can conduct business in real time from anywhere in the network. VZEmail solutions include:

- Wireless Sync:** Wireless Sync automatically syncs email, appointments, contacts, tasks, and notes to your smartphone or personal digital assistant (PDA), around the clock.
- Choose devices with features and costs tailored to meet your needs.
 - Download email attachments and send and receive photos.
 - Protect your investment with device-management capabilities to lock down lost or stolen devices.
 - Extend your Wireless Sync service to include up to 20 email accounts with Wireless Sync for Workgroups.
 - Achieve behind-the-scenes, company-wide mobility for Microsoft® Exchange, IBM® Lotus Notes® or IBM Lotus® Domino® with Wireless Sync Enterprise Server.

BlackBerry: The BlackBerry® solution offers you "always-on" email anywhere in the Verizon Wireless National Enhanced Services Rate and Coverage Area. The BlackBerry solution includes advanced wireless devices, desktop tools, and server software that combine to form a complete email, messaging, organizer, and calling solution for individuals and companies.

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- The ability to send text messages mobile to mobile, Web to mobile, and email to mobile.
- The ability to stay up to date on stock quotes, sports scores, weather, and more with TXT Alerts.
- The ability to access www.verizon.com with more than 100 text messaging content options to choose from: registration, and other student services. Text messaging is an easy, non-disruptive way to stay connected.

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Client
Verizon

Project
Vertical Brochures 2007

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

We updated the brochures in 2007 with a photography style that depicted devices in use, giving more context and authenticity. Through research, the scenarios we highlighted grew deeper, more detailed and more relevant to the audience. We also introduced the idea of mobile solutions in these brochures, which is now reshaping the way Verizon sells to businesses.

 COLLATERAL



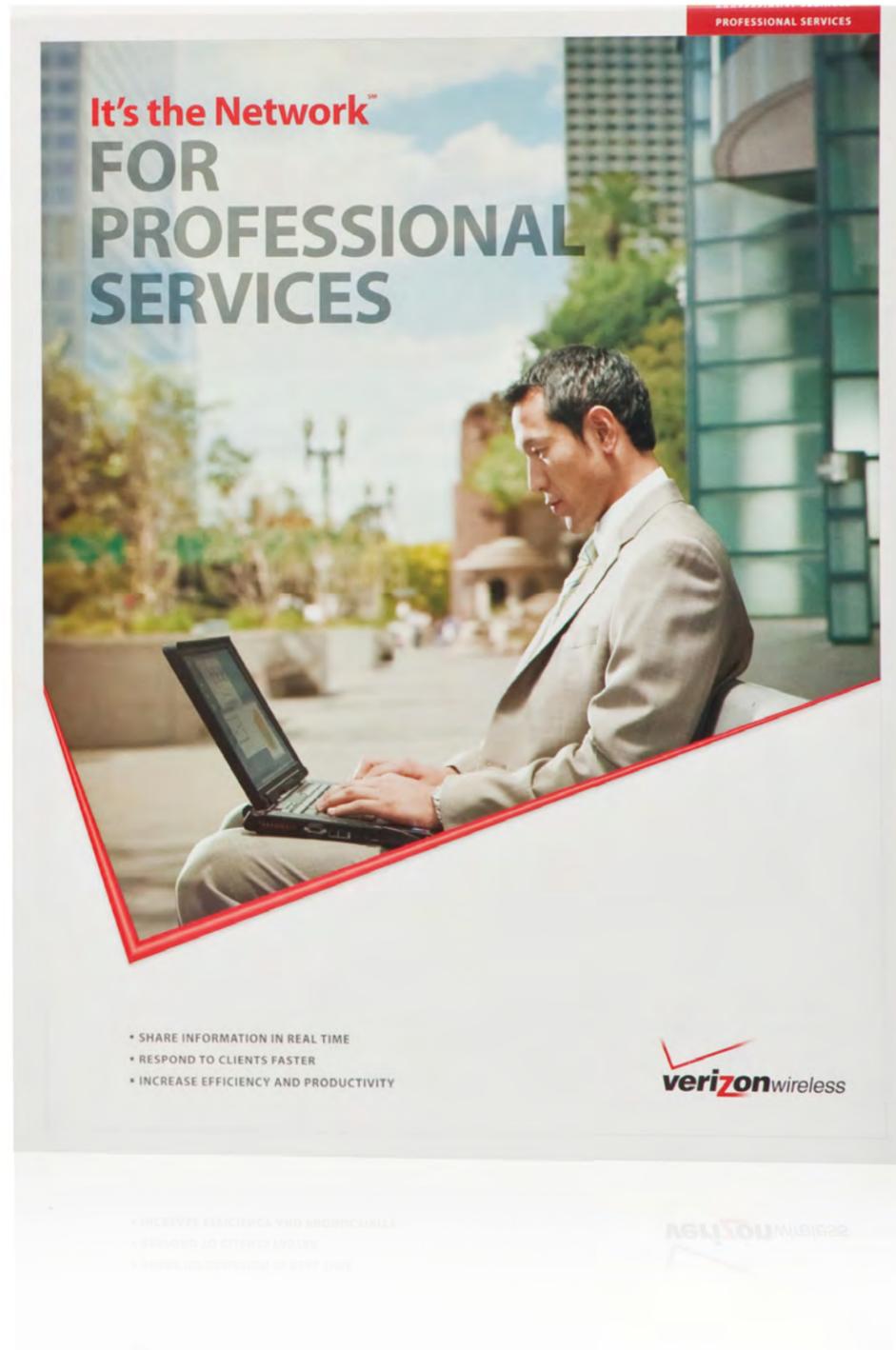
Client
Verizon

Project
Vertical Brochures 2007

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

Cover of Professional Services brochure

 COLLATERAL



Client
Verizon

Project
Vertical Brochures 2007

Target Audience
SMB and enterprise business decision makers, technical decision makers and internal sales staff

Center spread of Professional Services brochure

PROFESSIONAL SERVICES
PROFESSIONAL SERVICES



Wireless solutions for professional success.

By combining a variety of devices, wireless access, and applications, Verizon Wireless can build wireless solutions to help your business run more smoothly and efficiently.



APPLICATIONS

Applications include:

- Control applications, such as TXT Messaging and VZmail™
- Third party applications, such as social Mobile Messaging
- Verizon Wireless custom applications, such as VZ Navigator
- Proprietary applications built for your business



WIRELESS ACCESS

Wireless access includes:

- BroadbandAccess™—wireless wide area network service
- VZ Wi-Fi™—international wireless access service



DEVICES

Devices include:

- Smartphones
- Notebooks
- Specialty handhelds
- External modem devices
- Verizon WLAN router

Verizon Wireless solution overview.

Go where Wi-Fi can't with BroadbandAccess service.

Get secure, high-speed wireless access to the internet, corporate files, company networks, and VPN, anytime on the BroadbandAccess Ring and Coverage Area. All it takes is a notebook with an external modem device or BroadbandAccess Built-In, and BroadbandAccess service from Verizon Wireless.

BroadbandAccess service offers:

- Fast downloads—typical speeds of 400 Kbps to 1.4 Mbps
- Fast uploads—typical speeds of 100 to 800 Kbps
- Low latency—improved performance for many applications running over the wireless broadband network

FEATURE	WI-FI	BROADBANDACCESS
ACCESS	Requires Wi-Fi network only	Wide availability—coverage in 243 major metropolitan areas and 184 primary airports in the United States
LOGIN	Complexity of network and login	Simple, instant on-access
FEES	By wireless Wi-Fi access time	A single monthly charge
SECURITY	Unencrypted wireless	Robust security
MOBILITY	Limited to Wi-Fi hotspots	Access anywhere in the coverage area—even in cars, trains, shuttles, taxis, and airports

Robust security, ease of integration.

Verizon Wireless offers highly secure solutions to help safeguard your communications. And Verizon Wireless solutions can be easily integrated into most existing technology. For more information on security and integration issues, please contact your Verizon Wireless representative.

Application spotlight: Good Mobile Messaging 5

To make productive mobile professionals even stay connected to coworkers, customers and partners, Good Mobile Messaging 5 provides a mobile experience that helps make mobile workers more productive while satisfying the security and manageability needs of IT departments that deploy mobile solutions.

Good delivers wireless email and application access products for wireless handheld and smartphone users. Good runs on some of the most popular Windows Mobile™ and Palm™ handhelds available, and works with Microsoft® Office, Outlook®, Microsoft Exchange, Lotus® Domino™ and Lotus Notes®. Good enables mobile professionals to:

- Manage and customize email views
- Access all email, even out-of-office
- Access PDS newsletters from the in-box
- Favorite and quickly find information
- Book meetings while on the road
- Send attachments and pictures

IT personnel can rest easy with complete, enterprise-class security. Good protects your enterprise firewall, uses that an (SSL) transmission from the server to the handheld, and the handheld device itself.

Good can be installed, upgraded, and managed entirely OTA, helping companies become more efficient. It offers IT management tools, including role-based administration and user group management, making it easy to scale as mobile workforces grow.

The Good Monitoring Portal allows IT to quickly identify and resolve potential problems with 24/7 Web-based visibility to all servers and users—including software version installed, device type, radio status, and more.

The award-winning, intuitive user interface of Good Mobile Messaging 5 ensures that mobile workers get up and running quickly and are able to personalize the way they view, prioritize, and find information.

"Good Mobile Messaging with Verizon Wireless proved to be the best combination for meeting our strict list of enterprise mobile computing requirements. Now, our attorneys can be as productive on the road as they are in the office. By having virtually uninterrupted communications with their staff and clients, they are able to improve productivity, increase efficiency, and exceed our client's expectations."

Verizon Wireless Administration and IT Services
Alan Korman, Managing Director, LLP

Why choose Verizon Wireless?

When you choose Verizon Wireless as your wireless service provider, you'll receive a host of benefits designed to help your business succeed:

- Dedicated customer service experts with business experience
- Flexible pricing plans designed to meet unique needs
- Discounts that increase as your business grows
- Ringtone, expert technical support
- Unlimited National Calling with other Verizon Wireless customers
- Easy online account management with My Business Account

For more information about our products, services, and pricing, please contact your Verizon Wireless sales representative or visit us at www.verizonwireless.com



America's most reliable wireless network.

Our engineers conduct more than 2 million voice call attempts and more than 16 million data tests annually. The tests show that Verizon Wireless has fewer ineffective attempts than any other national carrier and calls are more likely to stay connected. For details, see www.verizonwireless.com/bestnetwork



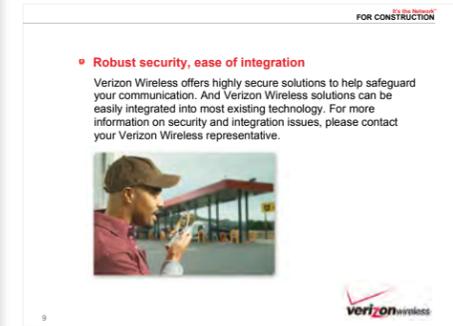
Client
Verizon

Project
Vertical PowerPoint 2007

Target Audience
SMB and enterprise business decision makers, technical decision makers and internal sales staff

Each year, in addition to printed brochures, we also create electronic print-on-demand versions and PowerPoint presentations to support each brochure.

PPT



Client
Verizon

Project
Vertical Brochures 2008

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

In 2008, Verizon introduced “house style”, a company-wide visual brand identity created by Landor and Associates. We redesigned the brochures and did a substantial photoshoot to support this new style. Along the way, we did a lot of creative problem solving around how to make this style work for a business audience.

 COLLATERAL

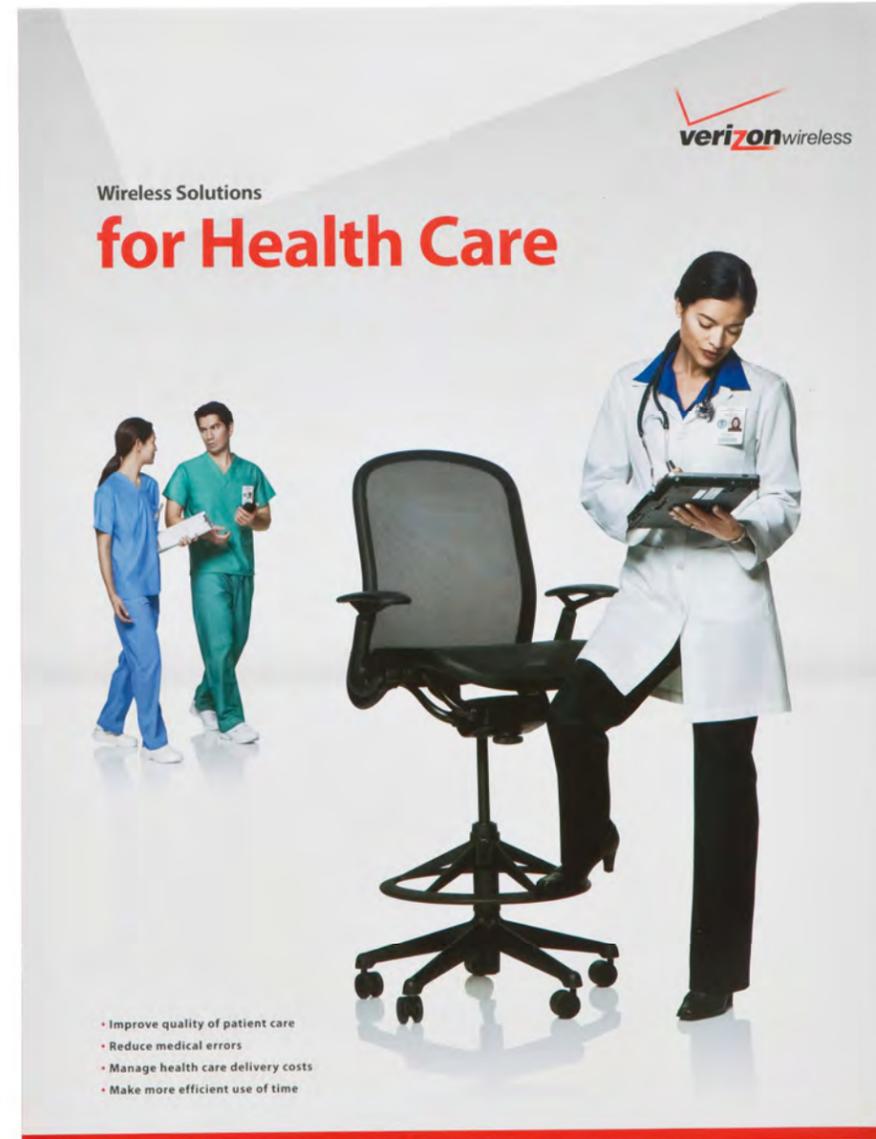


Client
Verizon

Project
Vertical Brochures 2008

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

Cover of Health Care brochure



Client
Verizon

Project
Vertical Brochures 2008

Target Audience
SMB and enterprise business decision makers, technical decision makers and internal sales staff

Center spread of Health Care brochure



Why choose Verizon Wireless?

When you choose Verizon Wireless as your wireless service provider, you'll receive a host of benefits designed to help your organization succeed:

- Dedicated customer service and responsive technical support
- Flexible plans with discounts that increase as your organization grows
- Easy online account management with My Business Account

Visit verizonwireless.com/mybusinessaccount

For more information about our products, services, and pricing, please contact your Verizon Wireless Business specialist or visit us at verizonwireless.com

Put the Network to work for your organization.

Verizon Wireless has a wide range of products and services that help your employees stay productive and efficient whether they're in or out of the office. And we offer complete wireless solutions designed to meet the needs of your organization. But most importantly, choose Verizon Wireless and you're getting America's largest and most reliable 3G network.

- **Mobile Email.** Securely send and receive email, plus get real time calendar, contact, and task updates from your smartphone or BlackBerry® device. Choose from the latest devices that will help you stay productive in and out of the office.
- **Mobile Broadband.** Get high-speed access to the Internet and company intranets, plus download and upload files at broadband speed.
- **Business Voice Plans & Features.** Choose the voice plan that's right for your business and receive National Mobile to Mobile Calling minutes, no domestic roaming or long distance charges, Night & Weekend Minutes, and Mobile Web. Call more people and use zero minutes with Verizon Wireless, America's largest Mobile to Mobile calling community—now over 80 million strong.
- **Global Services.** Get voice service in more than 215 destinations worldwide, plus email service and Mobile Broadband service in the United States, Canada, Mexico, and more than 170 destinations worldwide.



How Verizon Wireless helps health care companies.

Health care providers throughout the country rely on Verizon Wireless to help run their business. Read on to learn how Verizon Wireless delivers wireless solutions to help real health care organizations meet their challenges.

CHALLENGE: MANAGE HEALTH CARE DELIVERY COSTS.

Company overview

- Hospital facility operator
- Approximately 180 employees at 12 locations
- Operates primarily in Eastern Massachusetts

Solution

Implemented Citrix® Access solutions and Verizon Wireless Mobile Broadband service for secure remote access from notebooks to electronic databases. The solutions reduced the need for data entry and transcription employees, and improved efficiency in billing and timekeeping.

Results

- Reduced paper-based processes, saving time, money, and supplies.
- Eliminated the need for 15 billing and data entry employees, saving money that can now be allocated to other areas.
- Improved cash flow by reducing the time lag between billing and reimbursement, with automatic billing.

CHALLENGE: REDUCE MEDICAL ERRORS.

Company overview

- Pediatric center
- 40 employees
- Operates primarily in Eastern Massachusetts

Solution

Implemented DrFirst® Ricipia® prescription application on notebooks with Verizon Wireless Mobile Broadband service. The device allowed physicians to electronically order prescriptions and refills, and automatically check prescription orders for drug interactions and other dangers.

Results

- Reduced medical errors, meaning that patients got the right medications at the right doses and suffered fewer problems from drug interactions.
- Decreased queries due to poor handwriting by 60%, allowing physicians and staff more time to tend to patients.
- Improved productivity of staff by decreasing time spent fielding phone calls.

Application Spotlight: MedAptus, Inc.

Every year, complex billing rules and regulations lead to more than \$100 billion in losses for the U.S. health care industry. According to industry reports, much of this loss is caused by payment errors that can be attributed to under- and over-billing—in other words, inaccurate or improper coding compliance. By deploying MedAptus Electronic Charge Capture, health care practices of all sizes can improve billing and payment processes.

MedAptus Electronic Charge Capture features include:

- Patient diagnosis history—Allows physicians an easy-to-access method for fully informed decision making
- Time-based billing support—Applicable to anesthesiology and critical-care specialists
- Future and treatment information sharing—Improves interaction among care team members who, particularly in a hospital setting, may have little face-to-face interaction
- Alerts and messaging system—Enables communication between physicians and administrative staff
- Evaluation & Management Wizard—Supports complete and accurate coding of E&M visits for more accurate documentation and reimbursement
- Wireless Expense desktop application—Administrative staff can review physician charges prior to billing and also enter charges directly

Used by physicians and mid-level providers at the point of care to document and submit professional charges, MedAptus Electronic Charge Capture improves compliance with billing regulations, decreases administrative burden, and enhances reimbursement.

Verizon Wireless specialized solutions.

By combining a variety of devices, wireless access options, and applications, Verizon Wireless can build wireless solutions to help your organization run more smoothly and efficiently. Ask about Verizon Wireless applications designed for your specific needs or find out about the targeted third-party applications that run on the Verizon Wireless network.



America's largest and most reliable 3G network.

Our engineers conduct more than 3 million voice call attempts and more than 16 million data tests annually. The tests show that Verizon Wireless has fewer ineffective attempts than any other national carrier and calls are more likely to stay connected. Similarly, the data network reliability test results establish that Verizon Wireless has the nation's largest and most reliable 3G network. The results show that Verizon Wireless can set up data sessions and complete large file transfers at a greater rate of success than its national competitors.

For details, see verizonwireless.com/bestnetwork.



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**Wireless Solutions
For Health Care**

verizonwireless

Client
Verizon

Project
Vertical PowerPoint 2008

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

**We extended the house style across
all collateral, including the supporting
PowerPoint presentations.**

 PPT

Verizon Wireless Specialized Solutions 

By combining a variety of devices, wireless access options, and applications, Verizon Wireless can build wireless solutions to help your organization run more smoothly and efficiently.



America's Largest and Most Reliable 3G Network 

- Verizon Wireless has fewer ineffective attempts than any other national carrier and calls are more likely to stay connected.
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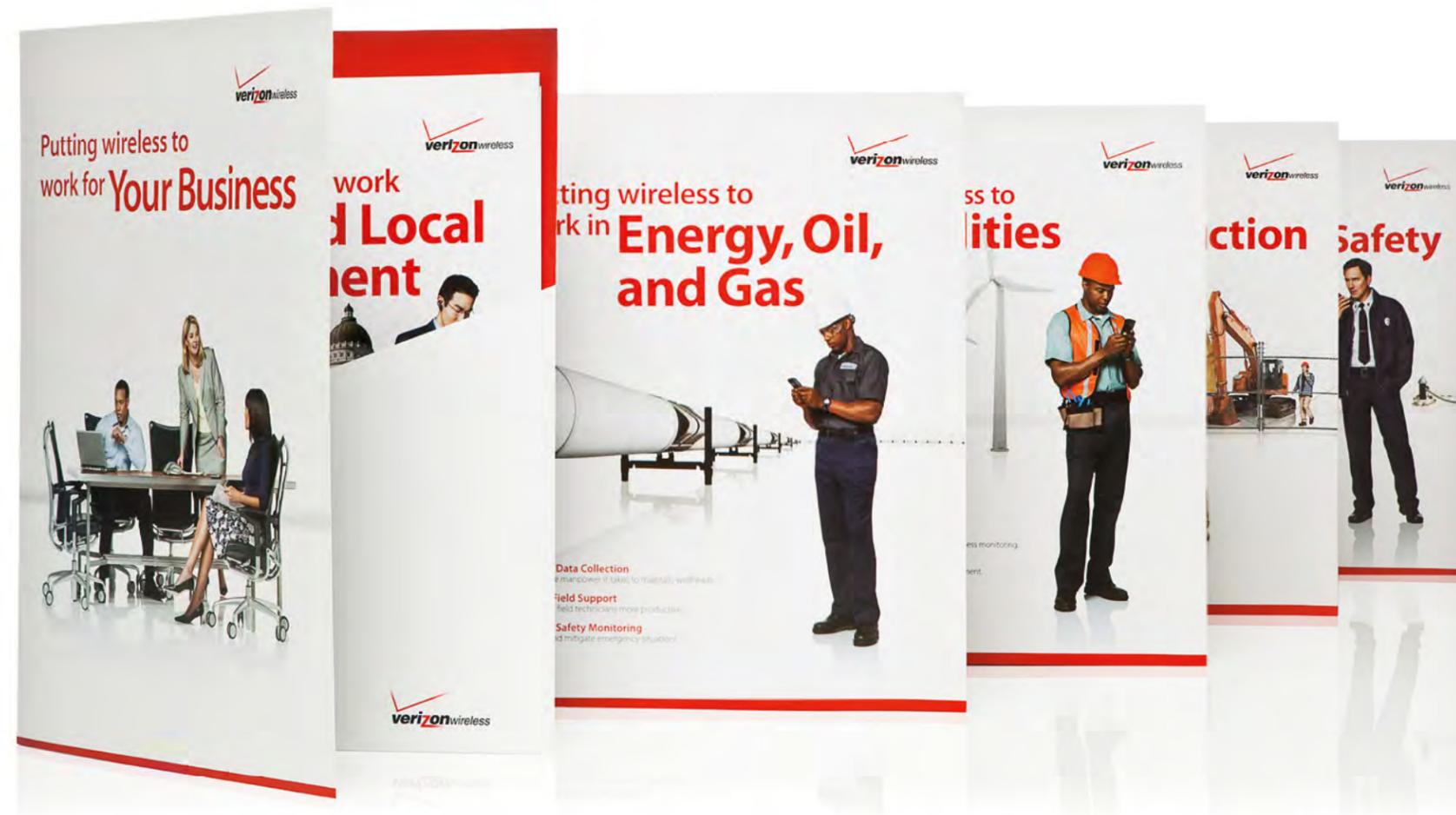
Client
Verizon

Project
Vertical Brochures 2009

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

In 2009, we evolved house style slightly to tell a richer vertical story. We did another major photoshoot to supplement our vertical photo library, and began focusing more on defined solution scenarios with benefit-driven copy.

 COLLATERAL

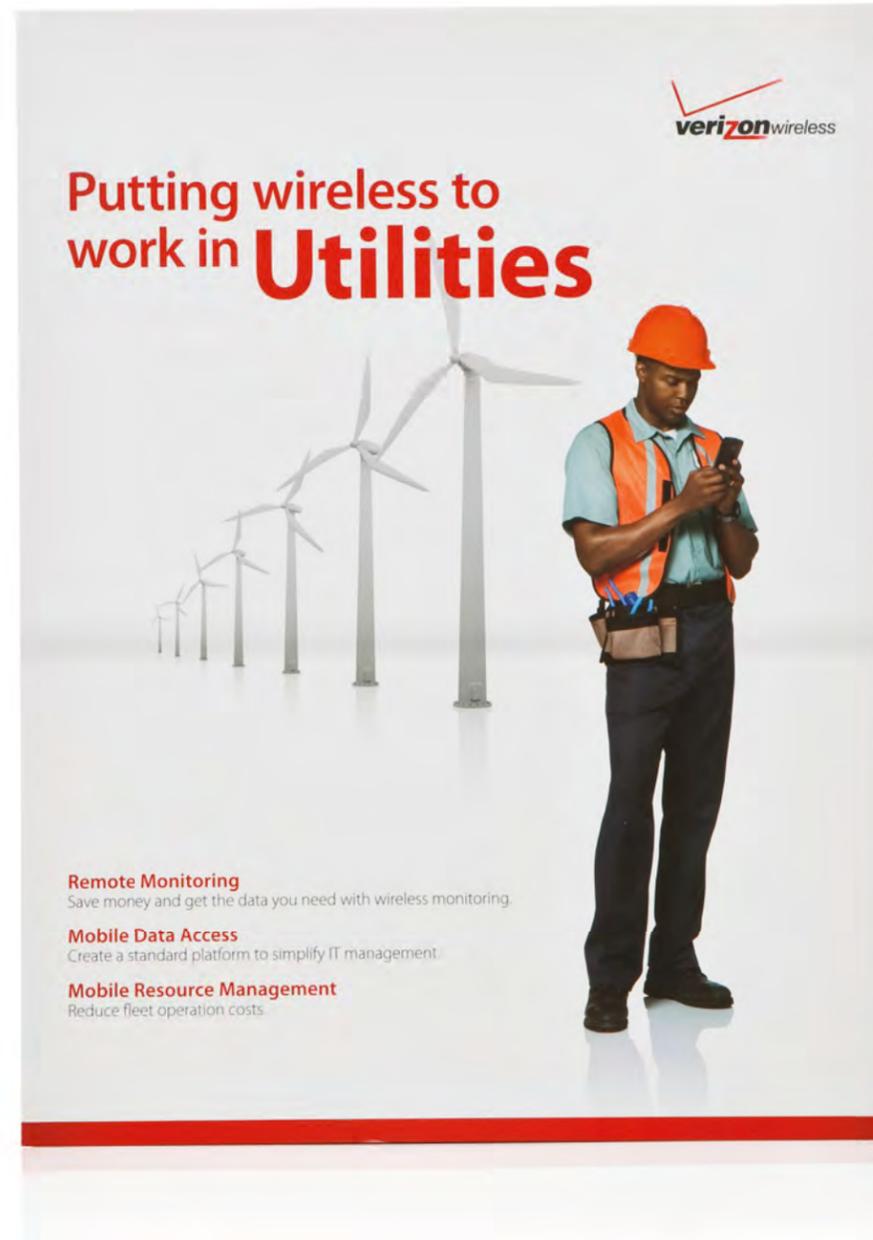


Client
Verizon

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Target Audience
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Cover of Utilities brochure



Mobile solutions that work for utilities.

You know your company challenges better than anyone: monitoring and managing resources, increasing productivity in the field, and reducing operational costs, to name but a few. Budgets are tight, and you need to get the most out of your assets.

What you might not know is that mobile solutions can help you meet each of these challenges, and many others. The answer lies in connecting people with information on the spot.

Mobile solutions put information in your teams' hands where and when they need it—and keep that information out of the hands of those who shouldn't have it. The ability to remotely access and share data and applications can have a substantial positive impact on the way your utility company operates.

Mobile solutions can bring your company remote monitoring, mobile data access, and mobile resource management.

We look forward to showing you how we can help your company manage resources and assets more efficiently and profitably.

Get Verizon Wireless and get more than wireless coverage.

Get people who understand your company, a network committed to staying up and running during disasters, exceptional customer support, and discounts that increase as your business grows.

Get mobile services built for the way you work.

Help your employees stay productive, in the office or in the field.

- **Mobile Email.** Stay connected with secure mobile email, calendaring, and task updates.
- **Mobile Broadband.** Get the speed to download and upload—what and when you need.
- **Business Voice Plans & Features.** Customize your plan, and benefit from cost-saving programs like Friends & Family[®] for Business, plus unlimited calls with other Verizon Wireless customers.
- **Global Services.** Our voice and data services are always packed and ready to go.

Get mobile solutions to help your business succeed.

Wireless technology is opening up new possibilities every day. Here you'll see just a few of the ways that mobile solutions can help you save time and money and deliver excellent service. But a powerful voice and data network can help your business in many other ways as well. Call us and we'll tell you all about them.

All on America's largest and most reliable 3G network.

Mobile solutions require a strong network, so we test ours every day. Our real-life test men and women made over 16 million data tests while traveling over 1 million miles last year alone.

The results show we can set up and complete large data transfer sessions with a greater rate of success than our competitors. So when you log on, you stay logged on, in more places. We're proud of our network. See more at verizonwireless.com/bestnetwork.



Client
Verizon

Project
Vertical Brochures 2009

Target Audience
**SMB and enterprise business decision makers,
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Inside leaf of Utilities brochure

 COLLATERAL

Mobile solutions that work for utilities.

You know your company challenges better than anyone: monitoring and managing resources, increasing productivity in the field, and reducing operational costs, to name but a few. Budgets are tight, and you need to get the most out of your assets.

What you might not know is that mobile solutions can help you meet each of these challenges, and many others. The answer lies in connecting people with information on the spot.

Mobile solutions put information in your teams' hands where and when they need it—and keep that information out of the hands of those who shouldn't have it. The ability to remotely access and share data and applications can have a substantial positive impact on the way your utility company operates.

Mobile solutions can bring your company remote monitoring, mobile data access, and mobile resource management.

We look forward to showing you how we can help your company manage resources and assets more efficiently and profitably.

Remote Monitoring

Raise your power grid's IQ with smart metering.

Monitor and manage usage data more efficiently.

CHALLENGE
Collecting and analyzing the data from electricity meters, water meters, and more efficiently would add insight into your customers' energy usage and consumption patterns. This, in turn, would help you better balance power demands, conserve energy, and operate more efficiently.

SOLUTION
Advanced Metering Infrastructure (AMI) and automatic meter reading (AMR) solutions running over the Verizon Wireless network. The aggregated data can be used by various back-end systems, including billing, load management, and outage management.

RESULTS
You can now offer your customers time-based pricing programs, helping them save money and consume less energy. And you've cut costs by reading meters remotely, so operating expenses have gone down. The result: cleaner, greener, and more efficient.

2 Manage your grid the smart way.



Mobile Data Access

Simplify mobile access and IT support.

CHALLENGE
You have well over a thousand employees, many in the field. Each needs access to data and applications specific to their job, and use multiple devices to get it. Your IT department is struggling to support a mix of devices and platforms.

SOLUTION
A standardized field-worker computing platform of ruggedized, mobile and handheld devices running on the Verizon Wireless network provides consistent, reliable access to your company's back-end systems and applications.

RESULTS
The Verizon Wireless network provides the bandwidth to handle data-intensive applications, such as computer-aided design (CAD). IT administration is now more manageable.



3 Give your crews reliable access in the field.

Mobile Resource Management

Run a tighter ship with remote tracking.

CHALLENGE
Managing a fleet of equipment and multiple crews can be labor-intensive—and costly. Streamlining processes and reducing operating costs are major priorities.

SOLUTION
A mobile resource management (MRM) solution provides real-time worker and asset tracking, vehicle monitoring, maps and directions, and timecard management.

RESULTS
You know exactly where your equipment and employees are, where they've been, and where to send them next. Fuel costs are lower, thanks to more efficient dispatches in the field, timecard entry, turn-by-turn directions, and real-time alerts for long stops, excess speeding and idling. You're spending less on overtime, too, now that service calls are being answered more promptly.



4 Save fuel, cut operating costs.

Client
Verizon

Project
Vertical Brochures 2009

Target Audience
SMB and enterprise business decision makers, technical decision makers and internal sales staff

Center spread of Utilities brochure

COLLATERAL



Putting wireless to work in Manufacturing



Challenge: Field Force Management

CHALLENGE
Tracking hours and job progress without relying on handwritten paperwork.

SOLUTION
A field force management solution delivered to smartphones through the Verizon Wireless network.

RESULTS
Automating paper processes streamlines operations and lets technicians see more customers.



Challenge: Mobile Resource Management

CHALLENGE
Assigning a rush job or unscheduled stop to the nearest available worker.

SOLUTION
A dispatch application on smartphones, phones, or notebooks, running on the Verizon Wireless network.

RESULTS
Get job details to the right worker at the right time for a quicker response—and happier customers.



Challenge: Real-Time Data Access

CHALLENGE
Getting the data to make solid commitments when onsite with a customer.

SOLUTION
A notebook with Verizon Wireless Mobile Broadband service gives you secure data access through the Verizon Wireless network.

RESULTS
You have the information to close the deal on the spot.



Client
Verizon

Project
Vertical PowerPoint 2009

Target Audience
SMB and enterprise business decision makers, technical decision makers and internal sales staff

Manufacturing PowerPoint presentation

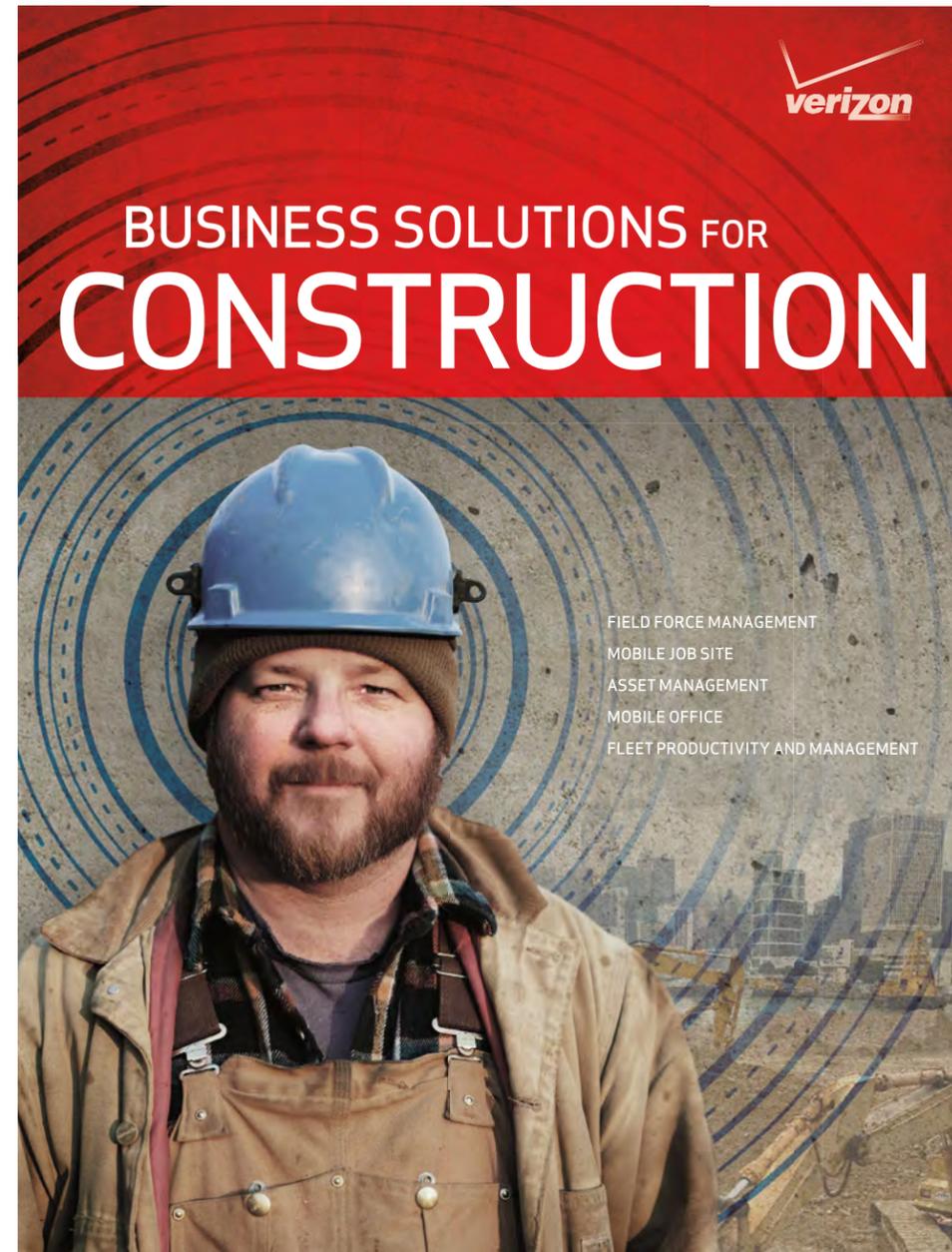
Client
Verizon

Project
Vertical Brochures 2010

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

Cover of Construction brochure

 COLLATERAL



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SMB and enterprise business decision makers, technical decision makers and internal sales staff

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Target Audience
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Construction PowerPoint presentation

SOLUTIONS FOR HEALTH CARE

Health-Care Monitoring
Home-Based Care
Telemedicine
Mobile Health Care
Health Information Exchange
Mobile Office

Presented by:
[Name]
[Date]

Prepared for:

Client
Verizon

Project
Vertical PowerPoint 2011

Target Audience
**SMB and enterprise business decision makers,
technical decision makers and internal sales staff**

Health Care PowerPoint presentation

PPT

AGENDA

Today we'll be talking about:

- + Key Health Care needs and challenges
- + Wireless solution for Health Care
- + The Business Solution Alliance (BSA) program
- + 4G LTE: The next-generation Verizon Wireless network
- + Usage Examples
- + Why Verizon Wireless

4G LTE: THE NEXT-GENERATION VERIZON WIRELESS NETWORK

4G LTE

- + 10x faster than Verizon 3G
- + Access data-intensive applications
- + Stream live video from mobile devices

USAGE EXAMPLE: HEALTH INFORMATION EXCHANGE

CHALLENGE	Accessing medical histories of patients who aren't in your hospital's network.
SOLUTION	Verizon health information exchange (HIE); Verizon Wireless service.
RESULTS	You can provide secure access to comprehensive patient data for better-informed decisions and reduced medical errors. Plus, caregivers can enhance their collaboration and communication.