

CRN WOMEN *of the* CHANNEL

Verizon Enterprise Solutions Sees Unprecedented Opportunity for the Channel



Wendy Petty
Executive Director,
Global Channels
@wendypetty3

Q. What kind of new opportunities are being generated for the IT solution provider community?

- A.** We are particularly excited about three new offerings specifically packaged for solution providers to take to market. This is a new approach and one that we anticipate will have the channel viewing Verizon Enterprise Solutions in a different light.

In an age where cyberattacks happen quickly and wreak havoc even faster, Verizon's Rapid Response Retainer program should be part of every company's risk management plan. Verizon partners can leverage our strong background in digital forensics, analysis and fraud investigation management to plan, defend and take rapid action if a breach occurs.

For many solution providers, selling connectivity is the last, critical piece to complete the 360-degree data center solutions they are selling. Now, with the ability to sell Verizon's first-class network directly to their customers, solution providers can close the loop, add margin and collect recurring managed services revenue—and cut out competition from other providers.

Software-defined networking represents a massive opportunity and we're just now rolling out an offering for partners to sell virtualized network managed services. Verizon's SDN suite will be a game-changer for partners and the way in which they can create better business outcomes for their customers.



Janet Schijns
Vice President,
Global Channels
@channelsmart

Q. How are Verizon partners better equipped to lead their customers through the digital transformation?

- A.** The first wave of digital transformation was largely about connectivity and mobility. Now, the second wave is about self-provisioning networks, cloud and software-defined data centers. By partnering with Verizon and selling our portfolio of SDN solutions, solution providers will be set up to be wildly successful. This is a once-in-a-decade opportunity and first-mover advantage is critical. Verizon is doubling down to help partners get more involved in their customers' digital transformation. We are setting up dedicated SDN channel briefing centers, both virtual and physical. They will offer ongoing sales and technical courses, and allow for some partners to bring in customers. When this second wave hits the shore, Verizon partners will be best positioned to answer the call.

Q. Why is this the best time for women to engage, lead and contribute in channels?

- A.** Diversity is so important to companies and is a necessary ingredient for success. Verizon promotes a strategy to attract and retain the best talent regardless of gender and is committed to furthering STEM and educational initiatives. I'm proud to work for a company that has been consistently recognized for its equal employment practices. Verizon was awarded Best Companies for Multicultural Women by *Working Mother* for 11 consecutive years and ranked No. 1 on the Top 50 Employers list by *Equal Opportunity Magazine*—just to name a few. For my part, to make a difference for women in technology, I've established a private group on Facebook called Tech World's Half. It's a safe place for women to discuss the challenges they face in this business and support one another.



Now is the time to make your transformation with Verizon Enterprise Solutions.
Visit www.verizonenterprise.com/partnerprogram