### **Business Proposal: Broadcom & Verizon Partnership**

#### **Executive Summary**

Broadcom proposes a strategic partnership with Verizon to enhance the integration of network and application layers, leveraging Broadcom's expertise in application automation and AI-driven insights. This collaboration will address Verizon's challenges in selling licensed spectrum to private networks, positioning Broadcom as a key differentiator in the market.

#### **Why Broadcom is the Ideal Partner**

1. **Non-Competitive Alignment**:
   * **AWS and Microsoft Azure** are competitors to Verizon in the Telco services space. Broadcom, however, complements Verizon's offerings without competing, making us the ideal partner to bridge the network and application layers.
2. **Struggles with Licensed Spectrum**:
   * Verizon has faced difficulties in marketing and selling licensed spectrum to private networks. Broadcom's advanced solutions can transform this challenge into an opportunity.
3. **Broadcom's Expertise**:
   * **Application Layer Mastery**: Broadcom\VMware excel in automating the application layer, providing robust SLA management on demand.
   * **Integration Capabilities**: Our technologies enable seamless integration from network to application layers, ensuring optimal performance and user experience.

#### **Solution Overview**

1. **Dynamic SLA Management for Edge Devices**:
   * Broadcom's AI-driven solutions can identify triggers such as user experience, transaction data, AI insights and device performance to dynamically adjust SLAs, ensuring optimal service levels.
2. **OPEX Model for Private Networks**:
   * Implement a pay-as-you-go operational expenditure (OPEX) model for private licensed spectrum services, allowing businesses to scale without significant upfront investments.
3. **Chargeback Mechanism**:
   * Enable Verizon to implement a chargeback system based on device services, enhancing monetization opportunities.

#### **Key Examples and Use Cases**

1. **Optimized User Experience:**AI-driven adjustments to network parameters ensure that critical applications receive the exact resources they need in real-time, consistently delivering premium performance.
2. **Smart Industrial Automation:**In manufacturing settings, private networks allow customers to create policies that automatically adjust SLAs for devices. This enables real-time optimization of network resources, fine-tuning performance to enhance production line efficiency and reduce operational delays.

#### **Pilot Collaboration with GE Healthcare**

* Broadcom and Verizon have initiated a collaboration with GE Healthcare's Innovation Division to pilot these advanced technologies. This project will test futuristic applications such as moving devices between network slices to achieve better outcomes using AI.

#### **Conclusion**

A partnership between Broadcom and Verizon presents a unique opportunity to transform the approach to private licensed spectrum. By combining Verizon's network capabilities with Broadcom's expertise in application automation and AI, we can deliver a differentiated solution that drives new revenue streams and enhances user experience. This collaboration sets the stage for pioneering advancements in network technology, positioning both companies at the forefront of innovation.

#### **Notes**

1. **Verizon's Investment**:
   * Verizon won the largest share of the FCC's C-Band auction, securing 140 to 200 MHz of spectrum in most markets and spent about $45.5 billion on it.
2. **AT&T's Acquisition**:
   * AT&T acquired around 80 MHz of the C-Band spectrum, investing approximately $23.4 billion.
3. **T-Mobile's Purchase**:
   * T-Mobile secured around 40 MHz of the spectrum for about $9.3 billion.
4. **Spectrum Value**:
   * Verizon's purchase was more expensive due to securing the most valuable and larger blocks of the mid-band C-Band spectrum, offering a significant advantage in urban and suburban areas.

**Next Steps:**

1. **Detailed Planning**: Develop a comprehensive plan outlining the deployment and integration phases.
2. **Resource Allocation**: Assign dedicated teams from both companies to oversee the collaboration.
3. **Pilot Execution**: Implement the pilot project with GE Healthcare and gather insights for broader deployment.

Let's capitalize on this partnership to redefine network and application integration, creating unparalleled value for our clients and setting a new industry standard.