### **Business Proposal: Certification of VMware ECS Edge Compute Stack (ECS) as a Multi-Access Edge Compute (MEC) by Verizon**

#### **Executive Summary**

Broadcom proposes the certification of VMware’s Edge Compute Stack (ECS) as a Multi-Access Edge Compute (MEC) solution for Verizon. This strategic move will enable Verizon to offer a Software-Defined MEC for any certified hardware to private enterprises, managed by the industry-leading private cloud solution—VMware. By certifying VMware ECS, Broadcom can position its entire suite of software solutions, including CA, VMware, and Symantec products, as pre-installed, deployable solutions on MECs at the network edge, ready for live trials and marketing engagements. This proposal outlines the advantages, potential revenue streams, and examples of how Broadcom and Verizon can benefit from this collaboration.

#### **Why Certifying VMware ECS as a MEC Is Beneficial for Broadcom and Verizon**

1. **Non-Competitive Positioning**: Verizon faces challenges working with its current Cloud Service Provider (CSP) vendors such as AWS, Azure, and Google, as these CSPs are direct competitors in the Telco space. Broadcom, through VMware’s ECS, offers a complementary solution without competing against Verizon’s services, creating a strategic partnership opportunity.
2. **Unlocking the Potential of Private MEC Sales**: Verizon has been searching for ways to effectively sell private MEC to enterprises. Certifying VMware ECS as a MEC offers Verizon the flexibility to provide a Software-Defined MEC solution that is hardware-agnostic. Enterprises can choose certified hardware that suits their needs while Verizon and Broadcom provide a seamless management system powered by VMware ECS.
3. **Broadcom’s Expertise and Product Readiness**:
   * **Comprehensive Software Solutions**: Broadcom can position its entire suite of software, including VMware VECO, SD-WAN Controller, NetOps, and AppNeta, as pre-installed solutions on MEC devices. Enterprises can deploy these during trial periods, providing real-time benefits and showcasing product capabilities.
   * **Edge-Ready Deployments**: Broadcom’s solutions enable enterprises to immediately leverage tools for real-time analytics, secure SD-WAN, and optimized network performance at the edge.
   * **Real-Time Marketing and Live Trials**: Enterprises can trial Broadcom solutions in real-world scenarios, further validating the value of deploying these tools on MEC.

#### **Solution Overview**

* **Dynamic Management via VMware ECS**: VMware ECS offers robust AI-driven management capabilities for MEC, including seamless automation, dynamic SLA management, and device optimization, ensuring that MEC delivers the highest quality of service to enterprises.
* **VECO Gateway Pre-Installed**: The VECO Gateway, integrated with Verizon’s API gateway, allows real-time data flow and management through Verizon’s infrastructure, giving enterprises superior control and visibility over their edge networks.

#### **Revenue Opportunities for Broadcom**

* **Unlocking New Revenue Streams**: Certifying VMware ECS as a MEC unlocks significant new revenue opportunities for Broadcom through private MEC sales. As Verizon expands its private network offerings, Broadcom’s solutions—integrated into these MECs—become key value drivers, enabling enterprises to deploy edge solutions that scale effortlessly.
* **Examples of Revenue-Generating Use Cases**:
  + **Smart Industrial Automation**: In manufacturing, VMware’s ECS on a private MEC enables real-time optimization of network resources for edge devices, driving operational savings and productivity boosts.
  + **Healthcare**: In collaboration with Verizon and GE Healthcare, VMware ECS can dynamically manage critical healthcare applications. MEC can optimize resource allocation to ensure that life-saving applications have the bandwidth they need, precisely when they need it.
  + **Live Trials**: Broadcom’s NetOps, AppNeta, and SD-WAN products can be trialed in MEC deployments for industries ranging from healthcare to finance. These trials demonstrate immediate value, leading to higher adoption rates for Broadcom’s software solutions.

#### **Verizon Go-to-Market Strategy**

Verizon’s go-to-market strategy for selling MEC solutions to enterprises has been hindered by competition from CSPs such as AWS, Azure, and Google. Many enterprises opt to purchase compute power directly from these CSPs, bypassing Verizon and essentially turning it into a MEC on their own. In this scenario, MEC is simply compute power placed at the network edge.

However, Verizon’s unique value proposition comes from pairing this compute power with its 5G network infrastructure, particularly the **top rack configuration**. This integration allows MEC compute to sit at the very edge of the 5G network, offering ultra-low latency and improved performance for mission-critical applications. The Verizon ECS/MEC solution provides compute power that is **first in line** to process data, ensuring rapid response times for applications.

By positioning **VMware ECS** as Verizon’s go-to MEC solution, Verizon's sales team can offer enterprises a flexible, hardware-agnostic edge compute solution that leverages the full power of Verizon’s 5G infrastructure. Broadcom’s integration into the MEC environment—particularly with **VECO (Virtual Edge Compute Orchestrator)**—enables customers to dynamically influence network policies and resource allocation in real-time, something no CSP offers.

This combined solution gives enterprises unparalleled control and visibility over their applications at the edge, allowing them to adjust security policies, prioritize critical applications, and optimize their networks in real-time.

#### **Overcoming Verizon’s MEC Sales Challenges**

Verizon has faced significant challenges selling MEC solutions due to CSPs offering compute resources directly to enterprises. However, with VMware ECS as the MEC solution, Verizon can market a **complete edge solution**, powered by Verizon’s 5G network and Broadcom’s dynamic software stack. This unique combination offers enterprises far more than just compute power—it provides **real-time network policy control**, low-latency performance, and flexible deployment options.

#### **Collaboration with Verizon Certification Team**

Broadcom (Nick, Stuart) is actively working with Patricia Chang and the Verizon certification team to certify VMware ECS as a MEC solution. This certification will open new revenue streams for both Broadcom and Verizon, allowing Verizon to sell private MEC solutions with Broadcom’s pre-installed software to enterprises across multiple industries.

#### **Conclusion and Next Steps**

Certifying VMware ECS as a MEC presents a massive opportunity for both Broadcom and Verizon to redefine edge computing solutions for the enterprise market. This strategic partnership offers enterprises a powerful combination of flexible, hardware-agnostic compute power with integrated, real-time control over network policies at the edge.

**Next Steps**:

1. **Finalizing Certification**: Work with Patricia Chang and the Verizon certification team to complete the certification process.
2. **Go-to-Market Strategy**: Develop a joint marketing campaign to promote the certified VMware ECS MEC solution to enterprises.
3. **Live Trials**: Conduct live trials with select enterprise customers to demonstrate the capabilities and value of VMware ECS as a MEC.
4. **Revenue Models**: Explore flexible pricing models, including OPEX options, to maximize adoption and profitability for both Broadcom and Verizon.

This partnership between Broadcom and Verizon will unlock new revenue opportunities, improve customer satisfaction, and position both companies as leaders in the rapidly evolving edge computing market.