**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 allow 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, to be readily deployable on MECs at the network edge, prepared 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**

**Non-Competitive Positioning:** Verizon faces difficulties 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, making this a strategic partnership opportunity.

**Unlocking the Potential of Private MEC Sales:** Verizon has been looking for innovative ways to sell private MEC to enterprises. Certifying VMware ECS as a MEC gives Verizon the ability to offer a flexible, Software-Defined MEC solution that is hardware-agnostic. Enterprises can choose certified hardware that suits their needs while Verizon and Broadcom provide a seamless, world-class management system driven by VMware’s ECS.

**Broadcom’s Expertise and Product Readiness:**

* **Comprehensive Software Solutions:** By certifying VMware ECS, Broadcom can position its entire suite of software, including **VMware VECO, SD-WAN Controller, NetOps, and AppNeta**, as pre-installed and ready-to-use solutions on MEC devices. Enterprises can deploy these solutions during trial periods, providing real-time benefits and demonstrating product capabilities.
* **Edge-Ready Deployments:** With Broadcom’s solutions sitting at the edge of the network, enterprises can instantly leverage these tools to enhance their operations, whether through real-time analytics, secure SD-WAN, or optimized network performance.
* **Real-Time Marketing and Live Trials:** By offering live trials and marketing periods, enterprises can test Broadcom solutions in real-world scenarios, further demonstrating the value of deploying these tools on MEC.

**Solution Overview**

**Dynamic Management via VMware ECS:** VMware’s ECS provides robust, AI-driven management capabilities for MEC, including seamless automation, dynamic SLA management, and device optimization, ensuring that MECs deliver the highest quality of service to enterprises.

**VECO Gateway Pre-Installed:** A key feature of VMware ECS as a MEC is the ability to offer a **VECO Gateway** pre-installed locally on the MEC, connected to the Verizon API gateway. This integration allows real-time data flow and management through Verizon’s infrastructure, giving enterprises unparalleled control and visibility over their edge networks.

**Revenue Opportunities for Broadcom**

**Unlocking New Revenue Streams for Broadcom:** By certifying VMware ECS as a MEC, Broadcom stands to unlock significant new revenue streams through private MEC sales. As Verizon expands its private network offerings to enterprises, Broadcom’s solutions—integrated into these MECs—become key value drivers, enabling enterprises to deploy robust edge solutions that scale effortlessly.

**Examples of Revenue-Generating Use Cases:**

1. **Smart Industrial Automation:** In manufacturing environments, VMware’s ECS on a private MEC can enable real-time optimization of network resources for edge devices, leading to increased efficiency in production lines. Enterprises can fine-tune their network SLAs on the fly, driving operational savings and productivity boosts.
2. **Healthcare Use Case:** As part of Broadcom’s collaboration with Verizon and GE Healthcare, the VMware ECS MEC can be deployed in hospitals to dynamically manage critical healthcare applications. For example, devices can be moved between network slices to optimize resource allocation, ensuring life-saving applications have the bandwidth they need, precisely when they need it.
3. **Live Trials for Broadcom Solutions:** Broadcom’s **NetOps, AppNeta, and SD-WAN** products can be trialed in live MEC deployments for industries ranging from healthcare to finance. By offering limited-time trials, Broadcom and Verizon can demonstrate immediate value, leading to higher conversion rates and long-term adoption of Broadcom’s software solutions.

**The Competitive Advantage Over AWS, Azure, and Google**

Verizon has struggled to do business with its existing cloud partners due to direct competition in the Telco space. In contrast, Broadcom’s VMware ECS offers a non-competitive, complementary solution that empowers Verizon to remain in control of its private MEC offerings. This unique positioning strengthens the Verizon-Broadcom partnership while avoiding conflicts with CSPs.

**Collaboration with Verizon Certification Team**

Broadcom (Nick, Stuart) are currently in the process of working with **Patricia Chang** and the Verizon certification team to certify VMware ECS as a MEC. This certification will open new doors for both companies, allowing Verizon to market and sell private MEC solutions with pre-installed Broadcom software to enterprises across various industries.

**Conclusion and Next Steps**

Certifying VMware ECS as a MEC will create immense value for both Broadcom and Verizon. By combining the leading private cloud management system from VMware with Verizon’s private network offerings, this partnership can drive new revenue streams, improve enterprise customer satisfaction, and differentiate Verizon’s MEC services in a crowded market.

**Next Steps:**

1. **Finalizing Certification:** Complete the certification process with Patricia Chang and Verizon’s certification team.
2. **Marketing Strategy:** Develop a joint marketing campaign to promote the certified VMware ECS MEC solution to enterprises.
3. **Live Trials:** Launch live trials in collaboration with select enterprise customers to demonstrate the capabilities of VMware ECS as a MEC.
4. **Revenue Models:** Explore flexible pricing and OPEX models to maximize adoption and profitability for both Broadcom and Verizon.

By moving forward with the VMware ECS MEC certification, Broadcom and Verizon will redefine edge computing solutions and seize new opportunities in the rapidly evolving Telco and enterprise markets.