**Business Proposal: Process for Approving VMware ECS Edge Compute Stack (ECS) as a Multi-Access Edge Compute (MEC) by Verizon**

**Executive Summary**This document represents the thoughts and ideas of Mike Pepe and should not be construed as Broadcom's official stance. Mike Pepe proposes a process for Verizon to approve VMware’s Edge Compute Stack (ECS) as a Multi-Access Edge Compute (MEC) solution. The ECS, integrated with Verizon’s top rack, which includes network capabilities and switches, offers compute power positioned directly adjacent to Verizon's 5G/4G network. While Verizon may refer to ECS as a MEC internally, Broadcom will retain the ECS brand. This proposal outlines the benefits of this process for Verizon, showcasing how Broadcom’s intelligent controller for AI inference at the edge distinguishes it from AWS and Azure MEC offerings.

This document outlines how Verizon can offer ECS to enterprises, supporting a flexible, hardware-agnostic solution powered by VMware and Broadcom software, aligned with Verizon’s 5G infrastructure for live trials and potential revenue streams.

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

1. **Non-Competitive Positioning**Verizon's current Cloud Service Provider (CSP) vendors—AWS and Azure —are direct competitors. Broadcom’s VMware ECS offers a complementary solution, positioning Verizon as a partner instead of a competitor.
2. **Unlocking Private MEC Sales**Approving ECS as a MEC offers Verizon the flexibility to provide a software-defined, hardware-agnostic MEC solution. Enterprises can select certified hardware, while Verizon and Broadcom provide seamless management via VMware ECS.

**Broadcom’s Expertise and Product Readiness**

* **Comprehensive Software Solutions**Broadcom can offer a suite of pre-installed software solutions on ECS, including VMware VECO, SD-WAN VeloCloud Controller, NetOps, and AppNeta, delivering real-time benefits during trials.
* **Edge-Ready Deployments**Broadcom solutions offer real-time analytics, secure SD-WAN, and optimized performance for edge computing use cases.
* **Real-Time Marketing and Live Trials**Enterprises can trial these solutions on the MEC to validate their value, leading to higher adoption rates.

**Solution Overview**

* **VMware ECS Management**VMware ECS provides AI-driven management for MEC, including automated dynamic SLA management and device optimization, ensuring superior service quality.
* **VECO Gateway Integration**VECO Gateway, integrated with Verizon’s API gateway, allows real-time data flow and network management, granting enterprises superior control over their edge network.

**Revenue Opportunities for Broadcom**

Approving VMware ECS as a MEC unlocks new revenue streams. As Verizon expands its private network offerings, Broadcom’s ECS solutions integrated into these MECs provide enterprises with key value drivers for scaling their edge solutions.

* **Smart Industrial Automation**ECS optimizes real-time network resources for edge devices in manufacturing, boosting operational efficiency.
* **Healthcare Applications**In partnership with Verizon and GE Healthcare, ECS dynamically manages critical healthcare applications, optimizing resources to prioritize life-saving applications.
* **Live Trials**Broadcom’s solutions like NetOps, AppNeta, and SD-WAN can be trialed across industries, showcasing their immediate value.

**Verizon Go-to-Market Strategy**

Verizon’s MEC sales efforts face challenges from CSPs offering compute resources directly to enterprises. However, pairing ECS with Verizon’s 5G infrastructure provides enterprises with a unique MEC offering that offers ultra-low latency and real-time network control.

By positioning VMware ECS as a flexible, hardware-agnostic MEC solution, Verizon’s sales team can offer unmatched edge compute solutions. Broadcom’s VECO allows dynamic control over network policies and resource allocation, providing enterprises superior visibility and flexibility.

**Overcoming Verizon’s MEC Sales Challenges**

Approving ECS as Verizon’s go-to MEC solution allows Verizon to market a complete edge solution, integrating 5G network infrastructure with Broadcom’s dynamic software stack. This offers enterprises real-time control and low-latency performance, which CSPs cannot match.

**Collaboration with Verizon’s Approval Team**

Broadcom (Nick, Stuart) is collaborating with Patricia Chang and Verizon’s approval team to approve VMware ECS as a MEC solution. This process will open new revenue streams for both Broadcom and Verizon, allowing enterprises across industries to deploy MEC solutions pre-integrated with Broadcom software.

**Conclusion and Next Steps**

Approving VMware ECS as a MEC offers significant benefits for both Broadcom and Verizon. This partnership provides enterprises with flexible, hardware-agnostic compute power at the edge, integrated with Verizon’s 5G network for superior real-time control over network policies.

**Next Steps:**

1. Finalize the approval process with Verizon.
2. Develop a joint marketing campaign to promote VMware ECS as Verizon’s approved MEC solution.
3. Conduct live trials with select enterprises to demonstrate VMware ECS’s value.
4. Explore flexible pricing models, including OPEX options, to maximize adoption and profitability for both Broadcom and Verizon.