Esther

Solutions Lead | Systems Integrator

As a Solutions Lead for a distribution(SI) "I work closely with my customers consulting on business process and transformational solutions for them. I develop technical solutions and deliver them for my customers. I combine business and technical acumen to develop business solutions based off of "Private Network, MEC and other products" for my customers".

Products

- Works on **Wireless Private Network / MEC solutions** as a ProServices consultant
- **VZ Wireline** - Internet dedicated,SDN Vendors
- VZ Wireless- Private Network/MEC, 5G mobility
- APIs - **Cloud Connector, Device Management and Network Slicing APIs**

Key Pain Points

- Difficulty in Discovery of Verizon MEC,Network Slicing and Wireline APIs
- Need Wireless Transactional Contract to be tied to the customer solution
- Chargeback model so the SI can charge the customer based on API usage.
- Integrate VZ APIs into my solution and test if working
- Solution Deployment is manual including application and APIs

Achievements after needs met

After Esther's needs met:
- Esther is able to deploy the solution for her client and charge them effectively.
- She is able to integrate VZ APIs without any roadblocks.
- Ability to deploy a solution automatically as compared to manual deployment

Motivations & Needs

- Need - API transactional contract that can be charged back to my customer
- Need - Ability to try and buy high value APIs
- Need - Ability to find all the necessary APIs across Vz in one space easily
- Motivation - Solution customers' automation initiatives
- Motivation - Develop innovative & cost effective solutions

Esther Challenges with VZ

- "I don't know where to find the APIs needed to build the solution for my customer."
- "I don't know how to charge my customer for the APIs they will be using in the solution"
- "I am not able to test my solution that contains VZ APIs"
- "I have to manually test my APIs"

Age	40-55
Income	$200,000
Education	Master's
Employees	5,000+
Industry	Distribution (SI)

Dale

Procurement Manager | Global Wholesale Customer

Age	**45-50**
Income	**$150,000**
Education	**MBA**
Employees	**1000+**
Industry	**Telecom**

Products

- Works on providing complete Network solutions for his customers
- **Wireline Products** - PIP, Ethernet, Internet Dedicated, Wave, VoIP
- **Wireless Products** - Business Internet
- APIs needed - For all of the above VZ products

As a Procurement Manager in a Telecom Global Wholesale Customer "It is important that I can get the right network solution for my customer regardless of who is the access provider. Also, my customer is looking for products that are sold on usage like voice and contact center products as well ."

Key Pain Points

- Ability to understand the new APIs available in the CX Portal including **VoIP**
- Understanding the reason why we are charging for usage on VoIP vs. Transport APIs at no charge
- Needs a way to identify VoIP API usage charges associated with his customers
- VoIP usage API becomes very popular and more of his peers want to order it

Achievements after needs met

After Dale's needs are met:

- Dale will be able to understand and have access to new APIs all in one place.
- He will be able to negotiate/understand pricing of API products.
- Provide his customers with complete solution quotes quickly and close deals faster.

Motivations & Needs

- Need - Complete **NaaS solutions** for my customers with "TPV network seen as an asset" in my solution
- Need - Other "assets" if my customers want to plug in TPV Advanced Communications assets
- Motivation - My customers want assembled solution quotes quickly from 6 weeks to a few days
- Motivation - If I can get my customer a solution quote quickly I have more likelihood to close the deal

Dale Challenges with VZ

- "I don't know how my current eBonding process with VZ is impacted or moves to these new VZ APIs"
- "I really need to understand why I am getting charged for an API like for VOIP vs. being charged for a product"
- "No one has explained to me how VOIP usage is captured and how that lands on my bill and how I can charge that back to my customer"
- "What if these new usage-based APIs become popular"

Janet

Age	35 - 44
Income	$175,000
Education	MBA
Business size	15000+
Industry	Retail

Director - Supply Chain Contracts | Large Global Enterprise Customer

Products
- Works on providing complete Network solutions for her internal customers
- **Wireline Products** - PIP, Ethernet, Internet Dedicated, Wave, VoIP, Contact Center
- **Wireless Products** - Business Internet
- APIs needed - For all of the above VZ products

As a Supply Chain contracts Director for a retail Large Global Enterprise Customer "I am always looking for new technology that can improve the speed and reliability of my solutions for my company. I am highly interested in maximizing the value of the contracts my team negotiates with technology suppliers like Verizon"

Key Pain Points
- Ability to understand the new APIs available including product and process APIs
- Amending our VZ right to buy contract so we can put these chargeable APIs in our VZ price book
- Ensuring we get the best deal for these APIs Verizon wants to charge for
- Communicate internally this new way of doing business with Verizon

Achievements after needs met

After Janet's needs are met:
- Janet is able to add new APIs to her current contract without any assistance or involvement of customer service.
- Janet is able to get the best deals on the APIs for her Products.
- Janet is able to run her business/benefit her company more efficiently by understanding the available APIs.

Motivations & Needs
- Need - Complete solutions for my internal customers with "VZ network seen as an asset" in my business solution
- Motivation - My internal customers want assembled solution quotes quickly from 6 weeks to a few days
- Motivation - If I can get my internal customer a solution quote quickly I have more likelihood to derive value from the solution faster for my company

Janet Challenges with VZ
- "I need to understand the new APIs available including product and process APIs"
- "I need to work on amending our VZ right to buy contract so we can put these chargeable APIs in our VZ price book"
- "I need to ensure we get the best deal for these APIs Verizon wants to charge for"
- "I need to communicate internally this new way of doing business with Verizon"

Francisco

Internal Developer | Telecom - Verizon

Age	35 - 44
Income	$150,000
Education	Master's
Employees	5000
Industry	Telecom

Products

- Wants to create a **5G Network slicing API** and publish it on the Vz Hub.
- VZ products:
- **Wireless**- Private Network, MEC,5G mobility
- APIs - Network Slicing,Network and Device

As an internal developer for Vz "I work closely with my customers and Product Team to release Product and Process APIs and build applications that are simple and easy to use. I am responsible for coding and designing software application using APIs for Private Network, MEC and 5G"

Key Pain Points

- Lack of API Design Tools that comply with OpenAPI and Telecom standards.
- No document auto generation tool for APIs.
- No mock test data for developer's to use.
- CI/CD tools are not standardized and difficult to discover and onboard on to.
- No observability of the risk in deployment and the process.
- There is no common Hub or portal to publish APIs.

Achievements after needs met

After Francisco's needs are met:
- Francisco is able to publish APIs in 2-3 weeks.
- He is able to reuse API segments from other teams.
- Francisco deploys APIs safely due to the canary stage thus improving API quality.

Motivations & Needs

- Motivation - The Product Team wants to reduce the API time to market from 13 months to 1 month.
- Motivation- Monetize high value Network and Device APIs.
- Motivation - Help deliver on "VBG Vectors of Growth".
- Need - Tools for documentation, testing deployment and distribution

Francisco's Challenges with Vz

- "I am not able to design APIs well or can find any documentation on the APIs available".
- "I don't have access to any solution or developer community that I can go to for help on APIs".
- "I have no one space where I can go and publish multiple APIs".
- "There are different tools available on portals making it difficult for me to publish my APIs".