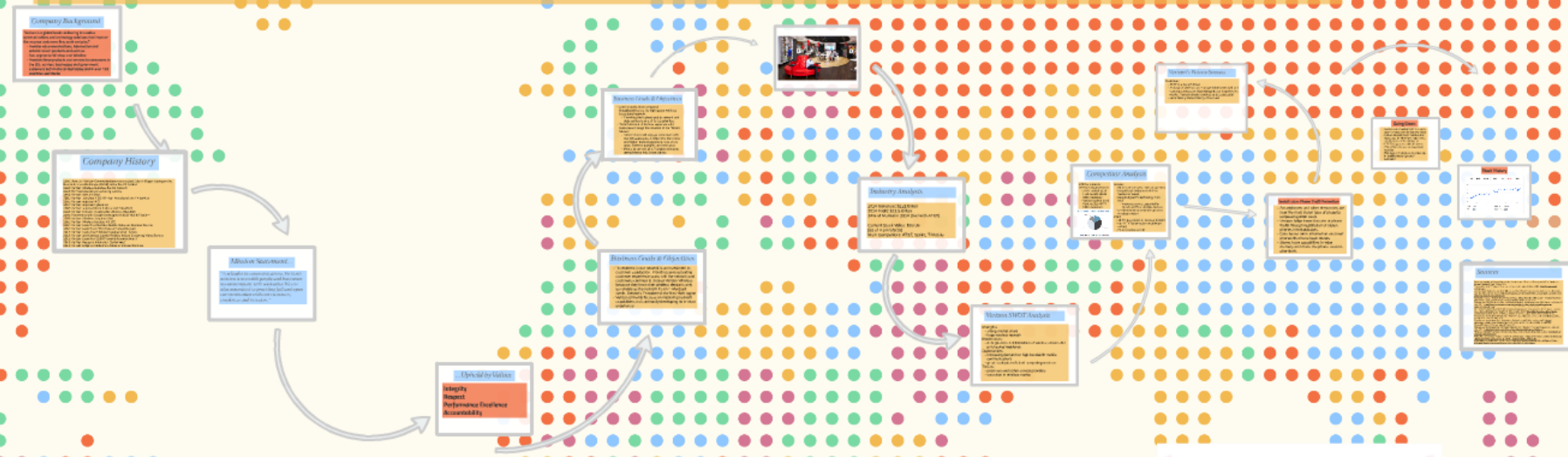


# TRANSFORMING VERIZON: A PLATFORM FOR CHANGE

## Harvard Case Solution & Analysis



TheCaseSolutions.com

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*Video*



You Tube

# *Company Background*

**"Verizon is a global leader delivering innovative communications and technology solutions that improve the way our customers live, work and play."**

- **Provider of communications, information and entertainment products and services**
- **Two segments: Wireless and Wireline**
- **Provides these products and services to consumers in the U.S., carriers, businesses and government customers both in the United States and in over 150 countries worldwide**

# *Company History*

2000: June 30- Verizon Communications was created, July 3- Began trading on the New York Stock Exchange (NYSE) under the VZ symbol

2002: Verizon Wireless launches the 3G network

2003: Removes barriers to switching carriers

2004: Verizon joins the Dow

2005: Verizon launches FiOS All-Fiber Broadband and TV service

2006: Verizon acquires MCI

2007: Verizon acquires Cybertrust

2008: Verizon acquired Rural Cellular and Cybertrust

2008: Verizon Invests in Nationwide Wireless Spectrum

2009: Partnership with Google Leverages Android Mobile Platform

2009: Verizon Wireless Acquires Alltel

2010: Verizon Wireless Deploys 4G LTE

2010: Verizon Launches FlexView Mobile Video-on-Demand Service

2010: Verizon Launches LTE in Rural America Program

2012: Verizon Launches Wireless Broadband for Homes

2012: Verizon and Coinstar Launch Redbox Instant Streaming Video Service

2013: Verizon Launches \$10M Powerful Answers Award

2013: Verizon Reopens Innovation Center West

2014: Verizon Acquires Vodafone's Stake in Verizon Wireless

## *Mission Statement...*

*"As a leader in communications, Verizon's mission is to enable people and businesses to communicate with each other. We are also committed to providing full and open communication with our customers, employees and investors."*

*...Upheld by Values*

**Integrity**

**Respect**

**Performance Excellence**

**Accountability**

