



## Gartner Announces Winners of the 2023 Eye on Innovation Award for Communication Service Providers for the Americas

### Gartner Recognizes Communication Service Provider Organizations for Innovative Use of Digital Technology

December 19, 2023 — Gartner, Inc. has announced the winners of the 2023 Gartner Eye on Innovation Award for Communication Service Providers in the Americas region. The award recognizes innovative use of digital technology-enabled capabilities, products, or services to highlight “best-in-class” communication service providers' industry initiatives launched within the past 12 months.

Gartner hosted an online Webinar on November 27, 2023 to announce the winner and runners-up. “The Guided Selling & Real Time Marketing Customer-Centric & AI-Driven Marketing and Sales in B2B” solution from Verizon Business was selected as the 2023 Gartner Eye on Innovations Award for the Americas winner via voting by a panel of selected senior executives from the industry. The two innovations chosen as runners-up are V.tal, for its “Neutral Network Platform”, and Verizon Business for its “Verizon Mobile for Microsoft Teams.”

Profiles of the judges and additional information, including videos from all the finalists and all the regions, are available on the Gartner website:

<https://www.gartner.com/en/about/awards/communications-eye-on-innovation>.

#### **Winner:**

**Verizon** – “Guided Selling & Real Time Marketing: Customer-Centric & AI-Driven Marketing and Sales in B2B” innovation from Verizon Business addresses the need for simplified, customized B2B selling and marketing of complex offerings. Verizon Business created a solution to transform guided B2B selling and real-time marketing using AI-driven insights. The team created a decisioning engine that supports next best solution offers to customers in real-time, orchestrated customer journeys with omni-channel and multi-touch marketing and sales and delivered ability to customize at scale. The solution has driven revenue and profit growth 2-3X targets, improved operating efficiency through a 10-20% reduction in handling time for calls and enhanced sales metrics.

#### **Additional Award Recipients:**

**V.tal** – V.tal’s “Neutral Network Platform” in Brazil created a new business model in the country aimed at solving the challenge of integration of a wide range of broadband providers in an efficient and scalable manner. The platform innovation included creating a digital architecture to support a neutral wholesale company and providing ease of integration using APIs and a simplified front-end for faster onboarding of companies and better support for pilots. The platform enabled V.tal to integrate over 70 telco operators and internet service providers in the first year, enabling participation in the market by

smaller companies, and speeding time-to-market. The innovation contributed to increased availability of high-speed internet across Brazil and creation of new services.

**Verizon Business** – “Verizon Mobile for Microsoft Teams” innovation focused on delivering a mobile-first Teams calling experience to enhance communications for frontline and mobile workers. By bridging the gaps in performance to improve voice quality, enable external calling for Teams and drive cost efficiencies, Verizon addressed customer experience, cost barriers and ease of use challenges for organizations using Microsoft Teams. The innovation areas include using a mobile phone’s native voice dialer for Teams calls, which handles the calls on Verizon’s VoLTE network for better quality and seamless switching of calls between regular calls and the Teams endpoints with one phone number across both mobile and Teams devices. The results include a better total experience across employees and customers, increased productivity for employees who can keep connected with Teams anywhere, and up to 50% cost savings over legacy solutions.

#### **Other Finalists:**

**Comcast Business** – “Comcast Business’ Design and Configuration Platform (DCP)”

**Comcast Business** – “Comcast Business’ Install Readiness Prediction Platform”

**CoreSite**– “Open Cloud Exchange® (OCX)”

**Spectrum Enterprise** – “Managed Network Edge and Cloud Security with Cisco+ Secure Connect”

Please see the Gartner Eye on Innovation website for additional information, including videos from each of the seven finalists at <https://www.gartner.com/en/about/awards/communications-eye-on-innovation>.