

Gigaton Spotlight: Verifi

How AT&T connectivity expertise enables emissions reduction and business value

About Verifi

Verifi® Concrete is a leading provider of cutting-edge digital solutions for the concrete industry, revolutionizing how concrete is monitored, managed, and optimized. With a strong focus on innovation, automation, and data-driven insights, Verifi® Concrete empowers clients to reduce material waste, improve operational performance, and drive cost efficiencies.

Gigaton Pathway: Industrial Technologies

- Verifi is the only provider of In-transit Concrete Management System that tracks the quality of ready-mix concrete through real-time slump readings, automatically adding water and admixtures to maintain ideal concrete performance conditions throughout delivery.
- This solution increases consistency in concrete performance across deliveries, ensuring concrete is ready to pour upon arrival, while leading to increased profitability and reduced operational costs.
- Verifi operates across four continents, bringing global scale and expertise to local challenges.



Verifi is contributing to AT&T's Gigaton Goal

- By improving consistency, Verifi's technology reduces vehicle idling, revolutions of the concrete mixer drum and optimizes material usage, all of which results in avoided carbon emissions.
- Companies that have implemented the Verifi solution have an annual savings of 3.61 kg of greenhouse gas emissions per cubic yard of concrete.

Connectivity helps enable Verifi's success

- Enabled by AT&T's connectivity, Verifi utilizes internet-connected sensors to monitor concrete properties and maintain ideal consistency and performance while in transit. AT&T experts played a role in ensuring sensors continually transmit data to support concrete quality.
- Data is sent to the customer via the Verifi-HUB, where concrete producers can ensure the consistent quality and increase visibility of their deliveries.
- With data aggregated and stored in the cloud across all deliveries and trucks, producers can gain actionable insights to optimize and improve operations and material management.
- AT&T's work with Verifi underscores the opportunity for aligning business objectives with sustainability considerations, with the collaboration driving revenue while addressing environmental challenges.