# Lumen® Edge Computing Solutions: Media and Entertainment



## It's your turn: innovate at the edge

You are an innovator. You are always on the hunt for new and better ways to meet the needs of today's increasingly savvy consumer. But you are also trying to help others harness the power of technology. Whether for media, gaming or other interaction-intensive applications, Lumen can help.

Extend the power of your core cloud to the edge and transform your business with Lumen Edge Computing Solutions. Move your data and applications closer to your end users than ever before, and deliver fast, highly personalized experiences, globally.

**Enhance the speed of your digital business, today**

Moving workloads to where digital interactions occur can help improve user experiences, increase application performance, lower costs and minimize risk. Edge computing enables media and entertainment companies to realize such benefits, however it requires overcoming the challenges of latency and modified workflows which require remote applications and cloud deployment.

Flexible edge compute solutions from Lumen delivered over a global fiber network at very low latency in high-performance, secure edge compute facilities answer the need. Today's top media and entertainment companies are leveraging edge computing technology to build custom apps, streamline their workflows and address complex business issues at the edge — all while staying ahead of the competition. Now, it's your turn.

- Expected edge computing outcomes:
  - Improve customer experience
  - Improve security/compliance
  - Reduce costs and complexity
  - Increase productivity with automated processes

- Realized edge computing outcomes:
  - Lower costs
  - Increased agility and reduced risk from unforeseen events

IDC, Edge Services Thought Leadership Survey, September 2020

**Designed for digital interactions**

Give your latency-sensitive, data-intensive applications the performance and speed they need by deploying workloads closer to where they're processed via a grid of 100+ edge market nodes designed for 5ms or better latency.

Lumen cloud Edge Computing nodes are designed to meet 98% of the U.S. enterprise demand within 5ms of latency, enabling you to run next-gen applications smoothly and efficiently.

Our platform offers flexible application delivery options over the largest ultra-low-loss fiber network in North America with 3.5 million miles of high-capacity, low-loss fiber.

## LUMEN®
### TECHNOLOGIES

# Lumen Edge Computing Solutions

| | Business need | Examples | Lumen Edge Solution |
|---|---|---|---|
| **Storage** | • Store valuable data and be able to act on that data in real time | • Large data sets<br>• Video capture | • Designed for the edge with Network Storage and Layer-2 Ethernet connectivity enhanced by Data Access Accelerator and Layer-3 IP-VPN |
| **Security** | • Securing applications running at the edge and protecting their data | • Mobile applications<br>• Distributed web applications<br>• Media distribution and optimization<br>• Secure internet ingestion | • Web Application Firewalls (WAF)<br>• Bot Managers<br>• API Protection<br>• Distributed Denial of Service Mitigation (DDoS) |
| **Application delivery** | • Efficiently running high-bandwidth applications and workloads at global scale | • Software updates<br>• Video streaming and analytics<br>• AR/VR<br>• Online gaming | • Comprised of CDN, CDN Edge Compute, Edge Hosting Environment, Private Cloud, and Dynamic Connections coupled with our strength in Managed Services |

## Why Lumen

What sets Lumen apart from other providers is the combination of our network strength, data center footprint and extensive managed services experience in operating and integrating client requirements. This is especially important in a hybrid world leading toward edge computing that bridges clouds, IT infrastructure and the edge for workloads and applications to perform at required levels of latency, capacity, and protection.

Lumen can deliver compute on customer premises with near-zero latency, or within our deep metro facilities designed for 5ms of latency or better, to provide you with the infrastructure to put applications in the right place for the right SLAs. We help turbo-charge your data engine to acquire data from more sources, analyze patterns in real-time and act upon business logic closer to the digital interaction.

Our solutions enable innovations not possible before to support applications using Artificial Intelligence (AI) and Machine Learning (ML) for robotics, real-time analytics and control systems – just to name a few.

Digital businesses excel at being connected – to their customers, suppliers, partners and stakeholders at all times, anywhere in the world. This connectivity can help your digital business evolve toward data-driven operations, empowering the organization to deliver innovative products and services that drive greater revenue. Learn how, today.

Visit Lumen today for more information, or contact a Lumen Expert for a consultation to get started at the edge.

**LUMEN®**
TECHNOLOGIES