

Retail rewired

CITY Furniture powers 5x growth with fiber-backed Lumen NaaS, AI-ready mobile tools, and cloud-driven agility

CITY Furniture

cityfurniture.com

- Florida-based home furnishings retailer with 38 locations and a growing e-commerce presence
- Known for innovation, customer-first service, and a mission to help people love where they live
- Embracing a tech-forward mindset to deliver seamless, tech-enabled customer experiences

Challenges

- Supporting 24/7 operations with scalable bandwidth and compute power
- Difficulty managing real-time data across 38+ locations and large distribution centers
- Need for resilient infrastructure in hurricane-prone Florida

Solutions

- [Lumen® Network-as-a-Service \(NaaS\)](#) with Equinix integration for scalable, cloud-integrated connectivity
- Fiber optic connectivity across showrooms, data centers, and a multi-cloud hub for real-time operations
- Multi-cloud access with AWS, IBM, Microsoft, and Google Cloud through a software-defined network hub

Results

- Fully cloud-integrated operations with zero on-prem servers in Florida
- Bandwidth scaled seamlessly for seasonal and event-driven traffic
- Real-time data access for mobile-enabled sales associates
- Cloud infrastructure supported continuity during weather events



CITY
FURNITURE

800+

Cloud-connected iPads enable real-time showroom transactions

30%

Of customer calls deflected by AI

5x

Growth capacity supported by scalable infrastructure

LUMEN®

Challenge

A retailer's digital awakening

CITY Furniture was ready to flip the script on traditional retail. With plans to double in size every four years and expand beyond Florida, the team knew they needed more than just stylish showrooms—they needed a tech stack that could keep up with their pace.

"We're a 50-plus-year-old company," said CIO Chad Simpson. "Most of our applications were designed to run on-site. When we moved everything to the cloud in 2018, we realized we had to rearchitect and redesign most of our systems to operate efficiently with low latency."

Managing real-time data across 38 locations and over a million square feet of distribution space was no small feat. And in Florida's unpredictable weather, CITY Furniture needed a network that could scale with its ambitions—and withstand the storms.

Solution

Fiber, cloud, and NaaS: The new retail backbone

To modernize its operations, CITY Furniture partnered with Lumen to deploy Network-as-a-Service (NaaS). This flexible, cloud-integrated solution gave them the speed, scalability, and simplicity they needed to modernize operations.

"Our new network hub connects our clouds," Simpson explained. "Lumen NaaS makes it fast to provision and cost-effective to scale based on bandwidth demand."

With Lumen's support, CITY Furniture migrated all servers to the cloud—freeing up space, boosting resilience, and giving their team peace of mind. "Now, when there's a natural disaster, our people can take care of their families instead of worrying about equipment," Simpson added.

Fiber optic networks now connect showrooms, data centers, and cloud hubs, creating a seamless digital backbone that powers real-time operations and customer engagement.

Lumen Solution Set

- [Lumen® Network-as-a-Service](#)

“Lumen Network-as-a-Service perfectly aligns with our future state architecture, supporting our growth strategy by reducing traditional provisioning timelines and offering substantial cost savings for greater flexibility and scalability.”

— Chad Simpson
CIO, CITY Furniture

Results and Future Plans

Cloud-powered. Customer-ready.

CITY Furniture has become a tech-forward retailer with Lumen's infrastructure. During peak events like Black Friday, they can quickly scale bandwidth to handle five to ten times normal traffic.

Sales associates use iPads to turn every corner of the showroom into a checkout counter. "We can sit with customers right at the sofa or table they're buying, tablet in hand," said Justin Roisman, VP of Marketing.

AI is also lending a hand, deflecting up to 30% of customer care calls and giving agents more time to focus on personalized service. With Lumen in their corner, CITY Furniture is expanding beyond Florida, confident in delivering connected, high-quality experiences wherever customers shop.

"Technology enables every part of our mission—helping customers love where they live through seamless experiences," Roisman said. "And Lumen helps us make that mission a reality."