

The Foundation for Intelligent Retail at Scale

Retail is a data-driven business and requires real-time capabilities across stores, distribution centers, and digital channels, where delays can directly impact customer experience, revenue and margins. When network infrastructure and performance falls behind, the impact is immediate: lost sales, fraudulent activity, inventory inaccuracies, and delayed fulfillment. Lumen provides the secure, scalable network foundation retailers need to power near real-time decisions, scale AI-driven operations, and deliver consistent experiences and outcomes at every touchpoint.

Business Outcomes

Operationalize AI at Scale

Deploy AI where it directly improves inventory accuracy, labor productivity, and demand forecasting. Expand proven use cases quickly across stores and supply chains without data delays or infrastructure limits.

Execute with Operational Agility

Adjust pricing, promotions, and fulfillment in near real-time as customer behavior and competitive conditions change. Designed to eliminate latency that causes missed sales, markdowns, and inconsistent experiences.

Adapt the Supply Chain Continuously

Gain near real-time visibility across inventory, logistics, and partners to detect issues early. Designed to improve fulfillment accuracy and availability while minimizing excess stock and operational waste.



"73% of U.S shoppers expect real-time digitally updated inventory when making a retail purchase." *

Top Use Cases

- **Customer Insight & Personalization:** Enable and secure near real-time movement of customer and inventory data across stores, clouds, and platforms to support personalized experiences, higher average order value, and loyalty. This helps retailers increase customer lifetime value and improve NPS (net promoter score)
- **Empower Associates:** Enable Frontline Associates with fast, reliable access to POS, inventory, and workforce tools, especially during peak traffic and seasonal surges. High-performance connectivity and network infrastructure enable confident store-level execution, faster checkout, order fulfillment and consistent service when demand is highest or systems are under stress.
- **Agile Supply Chain:** Lumen's private, resilient network connects inventory, fulfillment, and logistics systems in near real-time. This enables accurate data and insights, higher and optimized inventory turnover, fewer stockouts, and better margin protection in volatile supply-chain conditions.
- **Intelligent Retail Operations:** Enable near real-time retail operations by delivering the connectivity, visibility, and control across the entire store footprint, from front to back. By keeping data and platforms aligned and AI enabled, retailers can optimize execution and adapt as conditions change.

Features & Specs

Infrastructure products that drive retail outcomes

Retail infrastructure exists to improve execution, protect margins, and help teams respond and adapt faster with accuracy. Lumen infrastructure connects stores, supply chains, and cloud platforms with the performance, security and resilience retailers need to operate in near real-time.

Wavelengths

- Move pricing, inventory, and fulfillment data across and between stores, distribution centers, and clouds.
- While north-south traffic between stores, clouds, and digital channels remains foundational for customer-facing retail execution, the largest capacity demands are increasingly driven by east-west connectivity across regions, data centers, and compute clusters, both supported by Lumen at scale.
- Scale quickly and predictably with RapidRoutesSM, using predefined capacity on high-demand routes to accelerate deployment during peak retail demand.

Dark Fiber

- Leverage dedicated long-term capacity to enable scale, security, and control to support data growth, high volume AI workloads and regional expansion.

Edge Compute & Edge Bare Metal

- Serve stores and warehouses with low latency designed to support compliance near real-time analytics and AI inference.

Network Colocation

- Host and interconnect retail platforms securely while improving uptime and simplifying hybrid architectures.

Enterprise Broadband

- Deliver reliable wired and wireless connectivity for stores and operational sites, to enable POS systems, workforce tools, and in-store applications stay available even during outages or rapid expansion.



The Lumen network offers up to **400 Gbps** transport, backed by **350+ Tbps** global IP capacity and **~340,000 fiber route miles**, providing the scale and performance required for AI-ready, cloud-intensive workloads.

Take the next step

Ready to improve execution and protect margins across stores and supply chains? Connect with a Lumen representative to learn how our infrastructure services enable near real-time operations, resilient performance, and faster response to change.

Why Lumen?

Lumen empowers your retail business with scalable, high-performance infrastructure that drives smarter, near real-time decisions across your retail operations. Deliver agility, efficiency and exceptional customer experiences with the support of our secure global network and expert team.

866-352-0291 | lumen.com | info@lumen.com