Winning at the Edge: OWS's Secret to Delivering When Every Millisecond Counts

OWS

Industry: Technology / Edge Computing

The Customer

When milliseconds matter, OWS is there—helping customers stay ahead in gaming, streaming, healthcare, and manufacturing. Founded in 2021, OWS is a pioneer in decentralised infrastructure, challenging the centralised cloud model. With over 40 global points of presence, OWS focuses on regions where speed and reliability are gamechangers – specialising in delivering ultra-low latency computing where it matters most: at the edge of the network.

Challenges

- Modern Edge solutions goes beyond compute power
- Worldwide customers demand a stable global low-latency network where millisecond matters
- Network foundation requiring reliability and scalability

Solutions

- Lumen connectivity helped OWS deliver low latency and stable network globally
- Strategic guidance to right size existing networks
- Shared insights to support planning and prioritisation for expansion

Results

- Confidence in identifying opportunities in underserved international markets
- Differentiation based on stable, low-latency network to innovate AI/Edge solutions
- Roadmapping new capabilities with positive bottom-line impact

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FOCUS ON EDGE COMPUTING

> **"We don't just compete on compute power or the specs of our CPUs and GPUs, Our competitive edge is a stable network and ultra-low latency. In gaming, milliseconds mean victory. For streaming and live content, low latency is everything for user experience."**
>
> **— John Fu**
> Founder & CEO, OWS

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The Challenge

Making AI and Workloads Available Where It Counts

Let's face it: traditional cloud models just don't cut it for today's edge computing needs. Companies are expected to move workloads between locations, and the centralised model is struggling to satisfy the demands of the modern edge use cases where data localisation requirements, compliance, and performance are highly valued. Enterprises need their data close—and sometimes, even a few milliseconds of delay can make the difference in making a good decision, or between winning or losing. For hospitals processing patient data or manufacturers finetuning robotic production lines, keeping sensitive data close to the source isn't optional—it's mandatory. OWS saw this gap and decided to do things differently.

By deploying high-spec GPU services and AI models directly in customer data centres, this visionary approach allowed businesses to unlock AI innovation, while eliminating costly data movement, and ensuring data sovereignty for sensitive workloads.

The Solution

Speed, Scale, and Strategic Insight

OWS's solution? Bring powerful AI models and GPU services right into the customer's own data centre and providing customised services for customers.

For example, in healthcare, hospitals generate a large amount of data every day. Whether its examination reports or blood test data, OWS can deploy a large model at the edge to help aggregate, analyse, and process this data for them. This helps with the hospital diagnostics and other downline medical processes. By transferring some of their GPU from data centres to the hospital's data centre, OWS brings compute power closer to the user and analyses massive amounts of medical data locally, helping with diagnostics and patient care—without sending sensitive information across the globe.

For manufacturing or factories with robots and production lines, OWS helps these companies make decisions and perform repetitive tasks. While AI can help finetune processes and maximise efficiency, it still requires GPU power. While deploying GPU services in data centre is technically feasible, users don't want their data to leave their local network. Hence, OWS focuses on providing edge computing by deploying GPU in the user's data centre, and not traditional data centres – keeping their data secure and localised, and their processes efficient.

However, OWS's visionary edge solution cannot function without a network foundation built for speed, scale, and reliability. That's where Lumen comes in.

"Winning at the edge required a new kind of capability: one based on a stable, low-latency network working seamlessly to empower us to bring AI to the edge, enabling our customers to innovate when the opportunity arises. As a partner, Lumen has an extensive global backbone network that could deliver speed, scale, and reliability to connect our decentralised computing powers to users anywhere," John Fu shares.

Looking Ahead

AI, AR, and the Future of Real-Time Edge

The future is bright—and fast. OWS sees huge growth ahead in AI, AR (Augmented Reality), and VR (Virtual Reality), all reliant on robust edge infrastructure and high-performance GPU access. As they look ahead, the vision is to connect the virtual and physical worlds seamlessly.

"Imagine earning money in a game and spending it in the real world," the OWS team muses. "This is the direction we're heading—connecting virtual and real life through GPUs and edge computing, with Lumen's ultra-low latency network making it all possible."

The Benefit

Global partnership, sharing insights

Lumen's network lets OWS connect their edge computing power to users' data—no matter where they are. Whether it's a hospital in Singapore, a live stream event in New York, or a factory in São Paulo, OWS can deliver innovation locally, securely, and at lightning speed.

Beyond connectivity, Lumen provided OWS with strategic guidance, sharing critical data on user behaviour and traffic patterns across key underserved regions, particularly in South America and the Middle East. This strategic counsel enabled OWS to optimise service delivery, prioritise expansion, and bring the right decentralised AI solutions to emerging markets at precisely the right time. "Lumen's advice helps us prioritise and plan better. Their insights are invaluable, and we're grateful for the partnership," said John Fu.

"The future of AI depends on seamless, global connectivity. Our role is to enable partners like OWS to scale, adapt, and deliver transformative solutions—helping businesses turn complexity into opportunity, wherever they operate," said Jordan Cheung, Sales Director, North Asia & Wholesale, Lumen Technologies.

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