

Application Delivery for Software Companies

Simplify multi-cloud. Improve performance. Scale with confidence.

ISVs and SaaS providers deliver digital experiences to customers across regions, clouds, and markets, but as growth accelerates, multi-cloud complexity and increasing workloads make application performance harder to control, introducing latency, bottlenecks and reliability risk that can directly impact customer experience and revenue.

For software companies, application performance is the business model where every slowdown, outage, or regional inconsistency impacts renewals, SLAs and usage-based revenue. This is where application performance shifts from a technical concern to a business-critical challenge and where the right connectivity foundation can become a competitive differentiator. Lumen helps turn this challenge into an advantage by delivering a scalable, SLA-backed connectivity platform designed to simplify multi-cloud delivery, protect performance at scale, and help software companies grow faster with confidence.

Challenges

As applications scale across regions and clouds, performance becomes harder to predict and control with increases in latency and bottlenecks common. Even minor slowdowns can erode customer experience, threaten renewals and revenue, and intensify SLA pressure in an always-on, globally distributed environment.

Inconsistent application performance

Rising customer expectations and rapid multi-cloud expansion are driving traffic and SLA demands beyond what legacy connectivity models can support, making consistent performance harder to sustain at scale.

Latency impacts revenue and retention

Even small increases in latency can impact customer churn, weaken renewals and reduce usage-based revenue. When applications are monetized through subscriptions, performance directly translates into financial outcomes.

Increasing workloads strain existing network

Growth in users, API calls and real-time workloads places stress on existing architectures, making it hard to maintain performance during traffic spikes or rapid growth.

Reliability, uptime and SLA pressure

Downtime and reliability issues can create SLA penalties and brand risk for software providers. As competition intensifies and customer expectations rise, tolerance for outages or degraded performance shrinks.

Network quality drives customer experience

Issues like slow page loads and failed transactions are tightly coupled to network latency, routing inconsistency and poor resiliency and negatively affect retention, customer satisfaction and brand perception.



70-85% of recurring software revenue depends on renewals, making application performance mission-critical—because every slowdown, outage or degraded experience puts retention and expansion revenue at risk.¹

¹Sedai, Why B2B Application Performance & Latency Matter, May 2024, <https://sedai.io/blog/b2b-performance-latency-matter-for-saas-applications>

Solution

Lumen provides dynamic connectivity designed to keep application performance high with bandwidth that scales in minutes, helping to protect against slowdowns and outages.

Ethernet On-Demand

Private, predictable transport that can be provisioned in minutes on the Lumen Connectivity Fabric. Ideal for fast layer-2 direct access to SaaS applications without routing overhead and long lead times.

IP VPN On-Demand

Private, secure connectivity over an SLA-backed MPLS network helps enable consistent app performance across distributed sites and cloud environments. Ideal for expanding layer-3 capacity during peak periods quickly, without long lead times.

Multi-Cloud Gateway

Enables direct, private routing between clouds and sites to eliminate inefficient hair-pinning and giving teams centralized control over traffic paths. Ideal for simplifying connectivity across multiple clouds, data centers and enterprise sites.

Ethernet

Delivers private, high-performance connectivity with low latency and predictable SLAs. With flexible bandwidth scaling and deterministic routing, Lumen® Ethernet supports traffic growth and near real-time workloads without the performance variability of internet-based connections. Ideal for mission-critical applications, cloud growth and data-intensive workloads.



Results

Lumen helps ISVs and SaaS providers overcome application performance challenges to operate more efficiently and innovate faster.

Consistent, global application performance

Predictable, low-latency performance across regions, clouds and users that's designed to reduce network variability and eliminate inefficient routing paths for more reliable user experiences.

Improved customer experience and retention

Lumen Connectivity helps enable application responsiveness and uptime to create faster transactions, fewer slowdowns and smoother real-time interactions that reduce churn risk and protect recurring revenue.

Scale without performance degradation

Scale users, API traffic, and real-time workloads in minutes without re-architecting, overprovisioning or sacrificing performance, enabling faster launches, expansion, and innovation.

Lower operational complexity and cost

Simplifying connectivity across clouds, data centers and edge locations helps reduce operational overhead and the need for always-on redundant capacity. Lumen's flexible, consumption-based connectivity helps optimize spend and maintain performance as application demands change.

Greater reliability, resilience and SLA confidence

Lumen provides a resilient connectivity foundation with robust SLAs, proactive monitoring, and built-in security, helping minimize downtime and performance disruptions. This reduces ISV and SaaS provider SLA risk and strengthens brand trust with customers.

Why Lumen?

Lumen is a trusted connectivity partner, operating one of the world's largest and most secure networks with 24/7 monitoring and threat mitigation powered by Black Lotus Labs®. With direct on-ramps to 2,200+ third-party data centers and 125+ cloud providers, Lumen simplifies multi-cloud connectivity and delivers application performance customers can rely on. Built for demanding environments, Lumen provides scalable connectivity with near real-time visibility and consistent, reliable performance

[Connect with a Lumen representative](#) to explore flexible solutions for your evolving needs.

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

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