Lumen® Edge Application Delivery for Retail

Enhance the customer shopping experience and operational efficiency through edge computing

As arguably the most competitive industry in the digital landscape, ecommerce providers have spent decades investing in their online storefronts to keep pace with their competitors when it comes to performance, reliability, and security.

Yet while online shopping continues to grow in volume, in-store shopping is becoming popular with younger generations who seek a more personal buying experience. To meet this hybrid demand, retailers can use edge computing solutions for a variety of their online, offline and back-office environments, with the goal of creating a truly immersive and personalized omnichannel experience that bridges digital and in-person sales.

Keys to success

Immersive omnichannel experiences

Creating a differentiated buying journey is key to standing out in a crowded market. Services such as checkout-less stores, self-serve kiosks, and augmented reality (AR) fitting rooms can provide a more seamless experience when deployed at the edge.
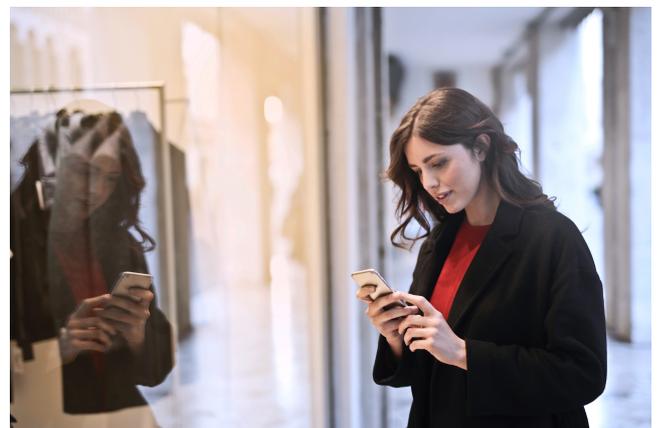
Efficient back-office operations

Applications dedicated to tasks like inventory management, pricing, and scanning can leverage edge and IoT technology to adapt quickly to changing consumer patterns. By collecting and processing data at the edge, you can lower transit and egress charges while also boosting operational efficiency.

Application Security

Customers must be able to trust that their financial information is protected. Modern edge security solutions for web application firewall (WAF), bot management and DDoS mitigation are designed to keep your applications safe and assure customers that their data is in good hands.

> **With [Lumen], we can provide fast, un-interrupted downloads anywhere, and we can also deliver high website speeds and optimize website performance."[1]***

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Portfolio Capabilities

Dynamic Content Solutions

Create a personalized omnichannel experience based on device, location or shopping history. Keep content fresh and ads relevant through dynamic caching, acceleration, and image optimization.

Content Delivery

Get fast, efficient, and hyperscale-able website/application capacity via the Lumen® CDN, Varnish Cache and Nginx. Our Adaptive Edge Engine helps ensure that capacity is available where you need it, when you need it.

DevOps Focus

Make monitoring and tooling easy with Git-backed workflows and integration into your development cycles. Lumen's focus on helping developers succeed allows you to adapt to changes rapidly.

Web Application Firewall (WAF)

Protect your customers' privacy while automatically adapting to your threat environment with our intelligent WAF, bot management and API security. The Lumen application security ecosystem offers access to industry leading solutions (ThreatX, Wallarm, PerimeterX) adapted to your security needs.

DDoS Protection

Automatically detect and thwart attacks with layer 3, 4 and 7 DDoS protection designed to prevent bad actors from committing successful cyber attacks against your digital properties.

HTTPS/TLS

Secure your website or application with unlimited SSL certificate hosting and management.

Getting Started

This modular approach, combined with a managed service offering that matches an organization's operational profile with the appropriate level of support, helps ensure that our retail customers have the choice, control and support they need to success-fully implement their edge strategy.

To learn more about Lumen edge delivery, write to edgeapplications@lumen.com.

Why Lumen?

Lumen is committed to providing retail companies with scalable, secure and easy to implement technologies to meet the demands of increasingly digital consumers. Trusted by many of the country's largest ecommerce and brick-and-mortar retail providers, Lumen has over 30 years of experience helping the retail industry provide customers with the omnichannel services they need.

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