Lumen® Edge Computing Solutions: Retail

Create a personalized customer experience and enhance operational efficiency— digitally transforming your retail organization for a competitive edge.

Make informed data-driven decisions at the edge

You excel at being connected – to your customers, employees, suppliers and partners. This connectivity helps you become increasingly data driven. And data helps you deliver more goods and services – driving more revenue and enhancing customer satisfaction. But, to become really data driven most businesses need a new architecture to help acquire, analyze, and act on the data where it is being created. Lumen Edge Computing Solutions allows retailers to quickly obtain real-time customer data and market insights and act on that data to transform operations, products and customer experiences.

Deploy data and compute closer to the action

Moving workloads to where digital interactions occur can help:

- Improve customer experience
- Increase application performance
- Lower costs
- Improve store operations
- Minimize loss and fraud

Edge computing enables retailers to realize such benefits, however it requires overcoming the challenges in deploying data and compute closer to the action of where data is generated. How do you efficiently store data, secure the environment and deliver applications that meet your IT and operations requirements? Flexible edge compute solutions from Lumen delivered over a global fiber network at very low latency in high-performance, secure edge compute facilities answers the need. You can overcome latency, enhance economics and minimize risk with Lumen Edge Computing Solutions. Now, you can deploy data and compute closer to the action to enable a competitive advantage – at the edge.

Designed for digital interactions

Specifically designed for edge compute use cases, Lumen solves for customers' needs and challenges of moving workloads closer to digital interactions with flexibility and adaptability that enables a powerful experience where needed most, enhances performance and outcomes, and helps retailers digitally transform to an evolved omnichannel approach. Lumen offers the infrastructure choices and services that enable and support the agility offered by application developers to the business, while allowing initiatives such as compliance, security, and economic efficiencies to be addressed.

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Lumen Edge Computing Solutions

	Business Need	Examples	Lumen Edge Solution
Storage	• Store valuable data and be able to act on that data in real time	• Sensor readings • Video capture	• Designed for the edge with Network Storage and Layer-2 Ethernet connectivity enhanced by Data Access Accelerator and Layer-3 IP-VPN
Security	• Securing applications running at the edge and protecting their data	• Mobile applications • Distributed web applications	• Web Application Firewalls (WAF) • Bot Managers • API Protection • Distributed Denial of Service Mitigation (DDoS)
Application Delivery	• Efficiently running high-bandwidth applications and workloads at global scale	• IoT software updates • Video streaming and analytics • Location-based analytics	• Comprised of CDN, CDN Edge Compute, Edge Hosting Environment, Private Cloud, and Dynamic Connections coupled with our strength in Managed Services
Intelligent Solutions	• Processing data efficiently for asset-intensive or interaction-intensive technologies so you can acquire data from more sources, analyze patterns in real-time, and act on business logic close to interactions among devices and machines	• Inventory management • Connected factories and robotics	• Comprised of an Edge Hosting Environment and a global Network. All strengthened by expertise and experience in Managed Services from the planning stage to the implementation and operations of the workload environment

Why Lumen

Lumen is a pioneer in the edge computing market, helping retailers place workloads in the right location to manage their data, devices, processing, security, and overall their digital business. We do this through the delivery of exceptional assets of global network, data center footprint, security, and hybrid cloud services coupled with the Lumen strengths of industry partners around datacenter and cloud.

Our ability to deliver edge computing solutions on customer premises with near-zero latency or within our deep metro facilities designed for 5ms of latency or better provides you with the infrastructure to put applications in the right place for the right SLAs.

Lumen helps turbo-charge your data engine to acquire data from more sources, analyze patterns in real-time, and act upon business logic closer to the digital interaction. Our solutions enable innovations not possible before to support applications using Artificial Intelligence (AI) and Machine Learning (ML) for virtual shopping, real-time analytics, and control systems to name a few.

What sets us apart from other providers is the combination of Lumen network strength, data center footprint, and extensive managed services experience. Lumen integrates your requirements into an environment that bridges cloud, IT infrastructure and the edge for workloads and applications. Lumen brings all of this together to perform seamlessly at required levels of latency, capacity, and protection.

Enhance the speed of your digital business, today.

Visit Lumen today for more information, or contact a Lumen Expert for a consultation to get started at the edge.

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