Lumen® Edge Application Delivery for travel & hospitality

Using edge computing to provide amazing customer experiences that engender brand loyalty

After getting hit hard with lost revenue during the COVD-19 pandemic, travel and hospitality providers must find new ways to inspire brand loyalty through great customer experiences while also maximining the ROI of their digital delivery expenditures.

To do this, many hotels, airlines, restaurants, and other hospitality providers have started embracing edge computing solutions for application delivery, moving actual application workloads such as hosting, security, content acceleration, and others from the cloud to edge locations. In doing so, they can minimize latency and accelerate the performance of their applications, and their IT teams can benefit from a flexible, cost-efficient and DevOps-friendly environment.

Keys to success

Personalized customer experiences

Creating personal touches within the digital and in-person interactions is vital to creating a differentiated customer experience. Services such as facial recognition technology, smart devices, and predictive services based on past experiences can help keep travelers coming back for future visits.

Cost-effective digital operations

Collecting, storing and processing the necessary data to create the personalized experiences travelers crave can lead to large OpEx expenditures. By moving application workloads from cloud datacenters to the edge, vendors can save on data transit and egress charges while also enjoying the flexibility to add new services as needed.

Application Security

Travelers must be able to trust that their private ID and financial data is well-protected. Modern edge security solutions for web application firewall (WAF), API protection, bot management and DDoS mitigation are designed to keep your applications safe and assure customers that they can trust you with their sensitive data.

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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 travel and hospitality customers have the choice, control and support they need to successfully implement their edge strategy.

To learn more about Lumen Edge Application Delivery, write to edgeapplications@lumen.com.

Why Lumen?

Lumen is committed to offering travel and hospitality providers with scalable, secure and easy to implement technologies to meet the demands of increasingly digital consumers. Trusted by many of the country's largest leisure providers, Lumen has over 30 years of experience helping the travel industry provide customers with the content and edge delivery services they need.

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