

Boost customer loyalty with secure shopping experiences

As retailers invest more and more into omnichannel experiences, security risks multiply. And with customers expecting transparency and accountability from brands, securing transactions and customer privacy is the path to fostering customer loyalty.

Lumen makes securing omnichannel retail experiences easy with solutions that integrate with your business, placing security at the center of the customer experience. Protect, scale and manage a growing number of applications and ecommerce platforms without increasing headcount with Lumen.

Security risks for retailers

- Overtaxed IT staff may overlook vulnerabilities in hybrid ecosystems, including e-commerce platforms, applications, POS and legacy systems.
- Downtime to websites, applications and systems could damage shopping experiences for customers and severely impact revenue.
- Non-compliance with regulations like PCI DSS for securing payments and privacy laws like GDPR can result in fines, loss of customer trust and reputation damage.
- Lack of employee awareness and training can inadvertently cause security breaches, leading to data loss or system compromise.
- Seasonal shopping fluctuations can attract cyberattacks, resulting in downtime, data theft reputational damage.
- Supply chain vulnerabilities can be exploited by bad actors, who may target a supplier or vendor and cause a cascading effect on the ecosystem.



Lumen protected the brand and sensitive information of a major clothing retailer by securing external facing applications and API integration with our next-generation application edge compute firewalls.

We'll focus on security so you can focus on innovation

Deliver on the seamless, personalized shopping experiences your business needs to attract and retain customers by providing secure functionality across all touchpoints. Lumen offers comprehensive security solutions and expert guidance to help you navigate potential risks.

Partner with Lumen to:



Keep your sites and apps up and running to maintain business continuity even in the face of cyberattacks with solutions backed by advanced threat intelligence and actionable insights.



Stay compliant with strict privacy and data-protection regulations as our experts help you avoid regulatory risks across digital, physical and mobile environments.



Protect brand trust, customer experience and payments by securing access to confidential data and protecting your applications with our highly adaptable solutions.



Stay ahead of security threats and mitigate attacks by leveraging Black Lotus Labs threat intelligence to stop threats before they reach your network with our unmatched threat visibility.



Enhance productivity and build a culture of security by protecting collaboration tools and training your team to identify and respond to potential threats.

Why Lumen?

Lumen is your single provider to enable digital transformation. With a comprehensive portfolio and experienced talent, we can help safeguard your customer experience, protect your confidential data, and manage threats. Backed by the extensive and deeply peered Lumen global network, Black Lotus Labs' threat intelligence, and our skilled and experienced team of security experts, Lumen is a trusted partner to help improve your security posture.

Contact us and protect your business today. [Learn more](#)

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