**Edge-enabled real-time promotions**

**Retail location**

1. Customer device connects with store Bluetooth beacon
   - Bluetooth
   - Wi-Fi or 5G

2. On-premises edge digests sensor and customer data and applies analytics to generate custom content
   - Lumen Edge Gateway

3. Custom content is transmitted back to the customer
   - Lumen SD-WAN
   - Lumen firewall
   - Lumen IP VPN

**Edge cloud location**

To accommodate latency requirements, data can be sent from multiple retail locations to an edge cloud location instead of an on-premises cloud and return results to stores to increase basket size at each retail location

- Lumen Edge Bare Metal
- Lumen Edge VM
- Lumen Edge Private Cloud
- Lumen firewall
- Lumen Dynamic Connections IP VPN

**Public cloud**

Data is sent to the public cloud for long-term storage and continuous improvement of learning algorithms

- Cloud storage

**Lumen Fibre Connectivity solutions**

- Lumen ITS, professional security services

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1 For high compute use cases, use Lumen Edge Gateway with Lumen Edge Private Cloud

**EXPLORE EDGE SOLUTIONS**

www.lumen.com/edge
Lumen Edge Solutions

Services

Lumen IT Services
Accelerate your innovations with next-generation IT solutions and trusted expertise.

Lumen Professional Security Services
Minimise threat management overload and shrink attack surfaces while maximising defense alertness.
www.lumen.com/en-uk/security/professional-security-services.html

PaaS

Lumen Edge Orchestrator
Organise and monitor your infrastructure, workloads and services across multi-edge environments.

IaaS

Lumen Edge Gateway
Take advantage of an on-premises edge computing solution for WAN, security and IT workloads.

Lumen Edge Bare Metal
Optimise app performance with dedicated bare metal servers on edge nodes designed to deliver ≤5ms of latency.

Lumen Edge VM
Provision virtual machines and functions with next-gen agility at the edge.

Lumen Edge Private Cloud
Harness fully managed pre-built infrastructure for high-performance computing on our global fibre network.

Edge end points

Lumen Edge Gateway
Take advantage of an on-premises edge computing solution for WAN, security and IT workloads.

Connectivity

Lumen SD-WAN
Secure and coordinate workloads on a single, automated platform with centralised visibility and control.

Lumen Dynamic Connections
Stay ahead of evolving business demands with real-time network provisioning for next-gen IT agility.

Security

Lumen IP VPN
Connect your locations globally to a flexible network with the capacity and self-service features to respond fast.

Lumen Managed Firewall Service
Secure and defend your infrastructure by protecting the network perimeter from external threats.

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