

The future of work is now

Empowering business collaboration as
today's “anywhere” workplace

Harnessing the full potential of emerging technologies requires a revolutionary type of application architecture capable of moving data and workloads closer to digital interactions and enabling faster data processing and more efficient real-time applications.

Lumen is paving the way to these innovations through the four key pillars of the Lumen platform. One of these key pillars is collaboration, which includes Lumen Solutions for Webex suite of products including Webex meetings and messaging as well as Webex Calling, which offers an affordable enterprise-grade set of cloud calling features with the flexibility to add a dedicated instance allowing for advanced customization. These solutions empower teams to build relationships, break down silos and innovate virtually anywhere, anytime and on any device through its open collaboration platform.

Never before have collaboration offerings been more vital to the success of businesses, which have rapidly adjusted to a work landscape that is changing faster and more dramatically than ever.

Consider the following

- 26.7% of Americans will be working remotely in 2021.¹
- By 2025, the number of Americans working remotely will reach more than 36 million.¹
- Less than one in five executives want to return to the office as it was pre-pandemic.⁴

The migration to offer hybrid work environments has companies seeking collaboration solutions capable of replicating the in-person experience between mobile and virtual employees, as well as ecosystems of external experts, partners, customers and suppliers that are dispersed all over the world.

For years, Lumen recognized the way we work is changing and focused on creating solutions that provide our customers flexibility without compromising on time or results. Today Lumen Solutions for Webex meets these needs through a simple, secure and proven set of collaboration capabilities that allow employees and partners to easily and efficiently collaborate and innovate from anywhere while freeing IT resources to focus on other strategic projects.

Supporting it all is Lumen's underlying global network, which delivers an enterprise-grade experience that includes approximately 450,000 route fiber miles.

The remote workforce migration

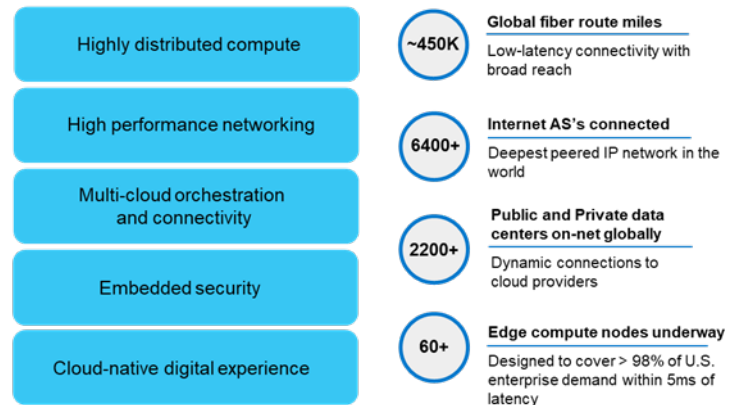
Lumen allows business to shift to a hybrid workforce model and reap the benefits.

This shift away from a sole centralized office has grown steadily in recent years and reached unprecedented levels during the pandemic. In 2020 Enterprises of all sizes and from all industries and geographies that were previously supporting just a small percentage of remote workers were forced to deploy and support entire remote workforces overnight to continue delivering on their key business goals. Continued global events and a change in perspective has driven the desire for a hybrid work environment. Staying relevant to current and new customers means adapting to changing demands, and one way Lumen achieves that is by growing its product lines to address broader enterprise demands in networking, security, collaboration and cloud.

Lumen is well-positioned for the platform

95% of people say their productivity has been higher or the same working from home.

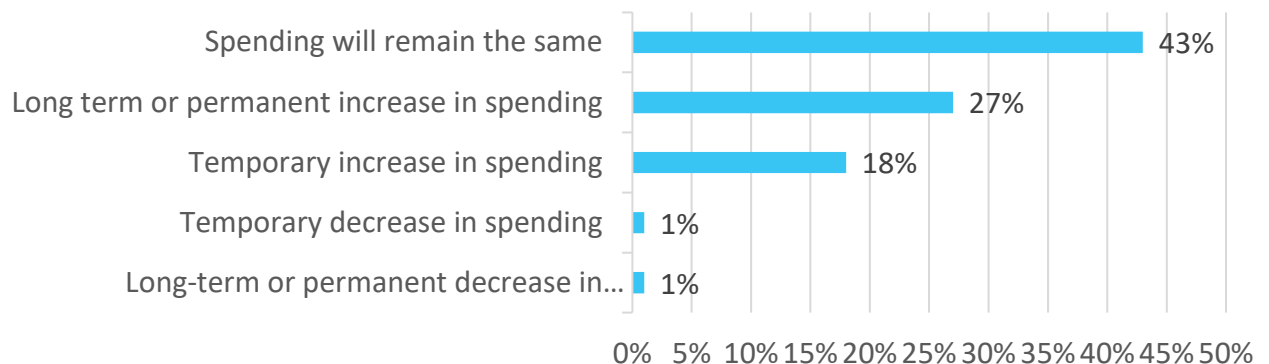
Next-gen applications require →



Over this time, Lumen remained focused on delivering businesses the proven features and benefits that let their teams do exceptional work—regardless of location, language, technology or work style.

Our understanding of the importance of collaboration tools, allowed us to anticipate businesses' potential capacity challenges and focus on ensuring the Lumen platform featured tremendous redundancy and capabilities to enable seamless collaboration between mobile and virtual employees, customers and suppliers.

Expected Enterprise Spending on WFH Strategies ²



Q. How would you characterize your company's planned spending on supporting remote/WFH staff as a result of COVID-19?

Q. Do you expect the changes to be long-term or permanent?

Base: All respondents (n=453)

Source: 451 Research, part of S&P Global Market Intelligence, Voice of the Enterprise: Digital Pulse, Budgets & Outlook 2021

The Lumen recipe for remote success

According to a FlexJobs survey, 95% of respondents say their productivity has been higher or the same working from home, and 51% report being more productive when working remotely.³ This success, however, is not guaranteed. Companies need the right solution.

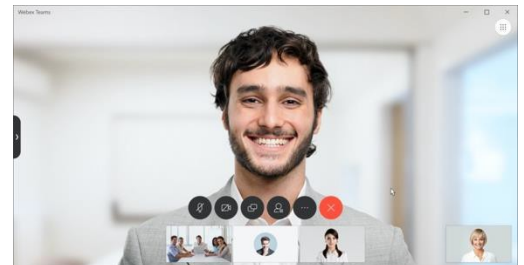
The Lumen platform empowers teams to build relationships, break down silos and innovate virtually anywhere, anytime with an open collaboration platform from Lumen Solutions for Webex. This solution offers Webex Meetings, Webex Messaging, and Webex Calling, all in a single continuous workstream.

Collectively, this powerful combination delivers a series of benefits.

- **Cost-efficiency:** With budgets tighter than ever, Lumen allows businesses to leverage their existing investments and network platforms. Through its predictable billing model, pricing is based on users and consumption, so businesses only pay more as the number of users grows.
- **Scalability:** Lumen is a lifelong partner with a suite of products that can adapt to customers' collaborations needs as they evolve over time.
- **Flexibility:** Understanding that complexity hinders adoption, Lumen makes it easy to deploy innovations quickly with self-enabled integrations.
- **Reliability:** When shifting to a hybrid workforce model, employee productivity cannot be hampered by the performance of the collaboration solution. Lumen's solutions are supported by its proven, secure end-to-end communication network.
- **Support:** Customers benefit from the extensive industry and customer service experience of Lumen's UC&C consultants.
- **Simplicity:** Customers require simplicity and Lumen delivers by streamlining operations with single-vendor management and comprehensive services.

The collaboration solution for today's remote workforces

Lumen Solutions for Webex Calling is a feature rich, enterprise-grade cloud calling solution enabling businesses to replace their PBX network with a globally trusted cloud calling solution. This highly customizable platform allows you to preserve your current calling environment and add new features as you migrate at your pace to the cloud. It easily extends to a complete collaboration experience that includes market-leading calling, meetings, messaging, contact center and integrated devices for all situations.



Lumen Solutions for Webex Calling allows customers to:

- Manage one vendor for its network, applications and support. Simplifying to a single vendor can help streamline processes and keep users more productive.
- Move effortlessly from calling, to messaging, to meetings within our flexible environment for a consistent and continuous collaboration experience.
- Leverage the convenience of an audio and video platform that seamlessly integrates and helps provide businesses a simple, cost-effective solution that is easy to scale as they grow and change.
- Add a dedicated instance to integrate a variety of third-party applications, allowing for complete customization of the standard Webex Calling features.
- Boost efficiency with a simple, predictable subscription model and only pay for what you need
- Gain peace of mind of with a reliable, redundant environment. If emergencies arise, Lumen Solutions for Webex Calling can provide reliable service and the flexibility to scale and add users when needed.

Customer success: Worldwide beverage company moves to Lumen Solutions for Webex Calling

Customer situation

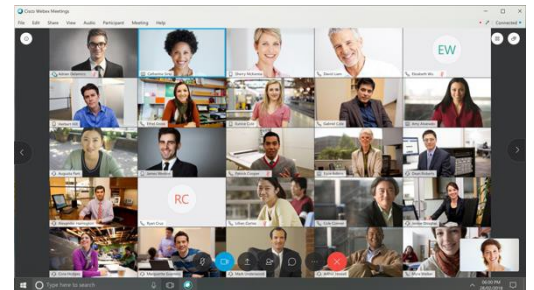
- A worldwide beverage company dealing with a variety of communications platforms, created challenges in communicating with their 10,000 end users and locations across the U.S.
- They had multiple PBX systems and circuits from different vendors to achieve coverage, making it hard to manage an overall platform across branch, plant and corporate locations.
- They wanted to consolidate to a single platform with a cloud offering that integrated their existing networks and platforms to drive cost savings and operational efficiency.

Lumen situation

- We provided a consultation to the customer on UC&C products at Lumen that drove both cost savings and a cloud strategy.
- The solution chosen was Lumen Solutions for Webex Calling to go along with their existing Lumen Solutions for Webex, which provided significant cost savings.
- They were able to leverage existing Voice Complete® and Lumen SIP Trunking.
- Implementation of a proof of concept for two locations was successful in driving the ability to scale quickly.
- Provided detailed training for administrators and end users to help increase adoption and delivered a single platform to manage.
- The customer is currently scaling their efforts to add more locations weekly. With a total of 200 locations to date.

Lumen Solutions for Webex Meetings brings teams together to create, communicate and collaborate in one continuous workstream before, during and after the meeting so employees can be even more effective across any mobile or video device.

Lumen Solutions for Webex Meetings include these key features:



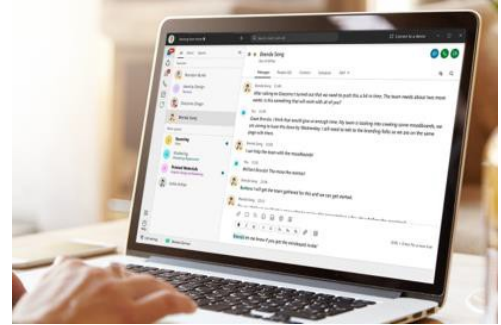
- High-quality video meetings with screen sharing and annotation from any device.
- Intelligent features that help people work smarter, including noise removal and speech enhancement, Webex Assistant for transcriptions and automatic note-taking, real-time translations from English to 100+ languages, and People Insights for more context on your participants.
- Advanced features such as breakout sessions, hard mute and hand raising help you deliver rich virtual training and teaching environments.
- Virtual backgrounds, gestures and reactions which allow participants to better express themselves in meetings in non-verbal ways.

Lumen Solutions for Webex Messaging

allows participants to create messaging spaces to collaborate and keep work moving anytime. Lumen Solutions for Webex Messaging brings everyone together easily and quickly in Webex where they can see and share all the information they need to work together productively.

Lumen Solutions for Webex Messaging delivers many key features including:

- Users can send messages, share files and create or edit whiteboards securely, with one person or a group of people, both inside and outside your company without the need to do any federation or integration.
- There is no account switching or loss of context. Everything is always right in one place.



Collaboration that's built for success

Lumen collaboration solutions are supported by approximately 450,000 route fiber miles and serve customers in more than 60 countries. It is on top of this infrastructure that Lumen provides a full suite of Unified Communications and Collaboration (UC&C) applications.

According to research from Metrigy⁵, interest in the single provider model utilized by Lumen is growing—24.4% of companies have already integrated all UC applications under a single provider, and another 28.5% are planning to do so by the end of 2020.

There are several drivers behind the growing demand for a single provider solution.

- Businesses expect the technologies they invest in to be intuitive to use. By pairing this usability with a single provider mode, they no longer must train employees on different interfaces, logic and functionality.
- According to the research, UC&C operational costs, including the IT staff costs, subscription, training, managed services and maintenance, drop by an average of 44% when organizations move from using multiple providers to using a single provider.⁵
- According to the Metrigy 2020-21 Cost-Benefit Analysis research study, companies that use multiple providers spend an average of \$260 monthly per license on these UC&C operational costs. By moving to a single vendor, the monthly per-user cost decreases to \$145.⁵



The way we work will never be the same again.

Today Lumen customers are experiencing the benefits of a single provider offering. Research shows that companies that consolidated UC&C apps with Lumen experienced an average of:



The way businesses collaborate and work today bears a stark resemblance to what it was just a year ago and this shift continues to accelerate.

To realize the many benefits of this model, businesses require integrated UC applications delivered by a single provider. Through these all-in-one offerings, companies can increase application utilization, which leads to measurable benefits such as revenue gains, cost savings and productivity improvements. In addition, these solutions must include an underlying foundation that is committed to redundancy and includes features capable of supporting businesses around the clock.

A look ahead

As we look forward, it's clear that the way we work will never be the same again. As more people continue to work remotely and hybrid work environments become the norm, unified communication solutions like Lumen Solutions for Webex and Lumen Solution for Webex Calling will be critical to their ongoing success..

The pandemic created a unique set of circumstances which has caused society and work cultures to evolve. We are all on a new journey that is embracing modern collaboration and a work from anywhere attitude. As life events and technological innovation continue to push us along this journey towards modern collaboration, we are keeping our eyes on the next wave of changes that will likely occur.

- **Greater focus on hybrid work models:** While many employees will remain remote, others will look for a balance between the home office and company locations. As a result, businesses will need solutions that cater to the different work styles of all employees while ensuring they remain connected and collaborative throughout.
- **Employee learning and development:** With a globally dispersed workforce, businesses will need to continue developing learning programs and expanding their reach so employees can tap into from anywhere, at any time.
- **The global workforce reality:** Global workforces are no longer associated only with large businesses with expansive global footprints. Companies of all sizes now can hire the best of the best, regardless of their geographic location. The key will be a collaboration solution that gives teams the capabilities to succeed.

Lumen and Cisco: the winning formula

As the way businesses and their employees work evolves further, Lumen and Cisco will continue to guide and support customers along this journey. The two companies are reliable partners with expertise and next-generation networking solutions, which combine local presence and an expansive global network to keep companies connected—wherever business happens.

Underlying these capabilities is a global network and enterprise-grade experience that delivers 24/7 availability and performance while helping businesses leverage their existing investments and access future applications with minimal technology investment.

1. Upwork, Future of Workforce Pulse Report, 2020
2. 451 Research, Voice of the Enterprise: Digital Pulse, Budgets & Outlook
3. FlexJobs, Productivity, Work-Life Balance Improves During Pandemic, 2020
4. PwC, US Remote Work Survey, 2021
5. Metrigy, Employee, Customer Experience Transformations Deliver Measurable Value, 2020

Why Lumen?

Lumen combines a significant local presence with an expansive global network to keep you connected — wherever business happens. We have the expertise and next-generation networking solutions to put it all to work for your organization.

- Innovative applications, supported by an underlying global network, that provide an enterprise-grade experience
- Dedicated end-to-end support and service level agreements backed by Lumen
- Solutions that allow you to leverage your existing investments and access future applications without technology refresh investment
- Lumen® Enablement Services for UC&C to help you adopt and enable Lumen Solutions for Webex Calling



Gold Integrator
Gold Provider

Customer Experience Specialized
Master Collaboration Specialized