

WHITE
PAPER

The Future of Work is Now

Empowering Business Collaboration as
Usual in 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 new innovations through the four key pillars of the Lumen platform. One of these key pillars is collaboration, which includes Cisco Webex delivered by Lumen. Cisco Webex delivered by Lumen empowers 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 are rapidly adjusting 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

This migration to remote offices 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.

Long before the events of the past year, Lumen recognized the way we work is changing and focused on creating solutions that provide their customers flexibility without compromising on time or results. Today Cisco Webex delivered by Lumen 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.

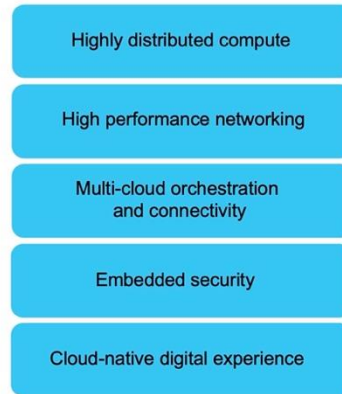
The Remote Workforce Migration

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

This shift away from a centralized office has grown steadily in recent years and reached unprecedented levels over the last 12 months. 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.

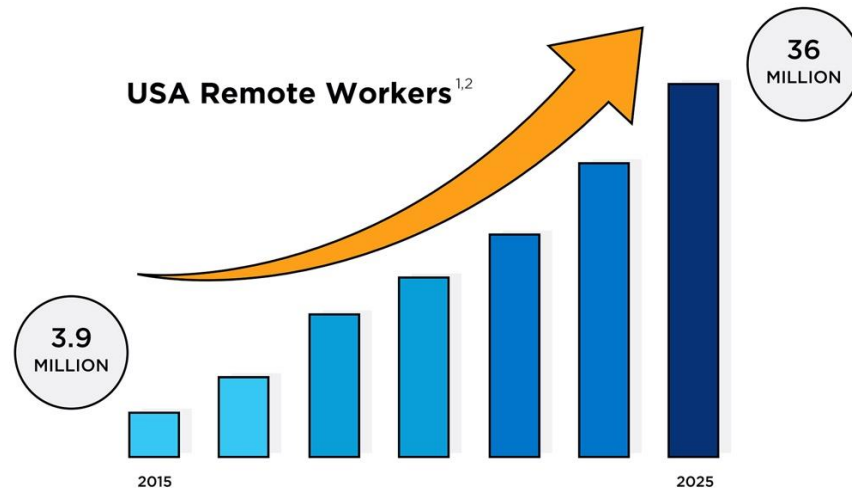
Lumen is well-positioned for the platform

Next-gen applications require →



- ~450K** **Global fiber route miles**
Low-latency connectivity with broad reach
- 6400+** **Internet AS's connected**
Deepest peered IP network in the world
- 2200+** **Public and Private data centers on-net globally**
Dynamic connections to cloud providers
- 100+** **Edge compute nodes underway**
Designed to cover > 98% of U.S. enterprise demand within 5ms of latency

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.



Lumen’s understanding of the importance of collaboration tools, allowed them to anticipate capacity challenges that businesses could face. The company then remained focused on ensuring their platform featured tremendous redundancy and capabilities that would enable their customers to offer seamless collaboration between mobile and virtual employees, customers, and suppliers.

Lumen’s Recipe for Remote Success

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

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.

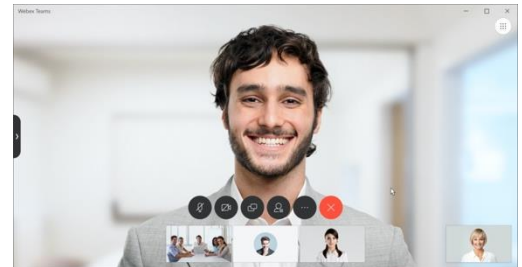
The Lumen “Platform for Amazing Things” empowers teams to build relationships, break down silos, and innovate virtually anywhere, anytime with an open collaboration platform from Cisco Webex delivered by Lumen. This solution offers Webex Meetings, Webex Messaging, Webex Calling, and Cisco Hosted Collaboration Solution (HCS) delivered by Lumen, 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 remote 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

Cisco Webex Calling delivered by Lumen is a proven cloud calling solution that delivers enterprise-grade calling, enabling businesses to replace their PBX network with a globally trusted cloud calling solution. It easily extends to a complete collaboration experience that includes market-leading calling, meetings, messaging, contact center, and integrated devices for all situations.



Cisco Webex Calling delivered by Lumen allows customers to do the following:

- Manage only 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 the business grows and changes.
- Gain the peace of mind of having a reliable, redundant environment. If emergencies arise, Cisco Webex Calling delivered by Lumen can provide reliable service needed, and the flexibility to scale and add more users when the need arises.

Customer Success: Worldwide Beverage Company Moves to Cisco Webex Calling

Customer Situation

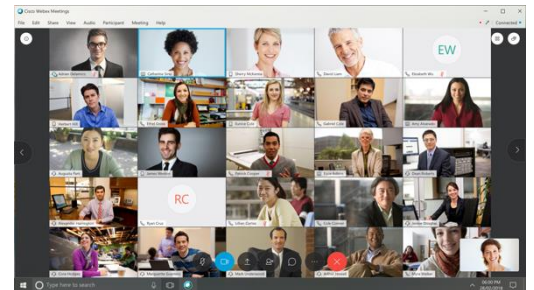
- A worldwide beverage company dealing with a variety of communications platforms, created challenges in communicating with their 10,000 end users and locations across the US.
- They had multiple PBX's and circuits purchased through several vendors to achieve coverage making it hard to manage an overall platform across branch, plant and corporate locations.
- They were looking 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 Cisco Webex Calling to go along with their existing Cisco Webex delivered by Lumen which provided significant cost savings.
- They were able to leverage existing Voice Complete® and IQ SIP connectivity.
- Implementation of a proof of concept for 2 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.

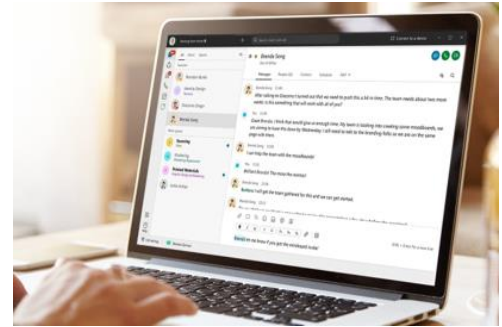
Cisco Webex Meetings brings teams together to create, communicate, and collaborate in one continuous workstream before, during, and after the meeting so employees can be even more effective, across any mobile or video device.

Cisco 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.

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



Cisco 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.

Cisco Hosted Collaboration Solution (HCS) delivered by Lumen allows organizations to quickly expand services to match business needs and help free up IT resources for strategic projects and enhance employee productivity and collaboration while replacing aging communication systems without capital outlay.



Cisco Hosted Collaboration Solution helps:

- Maximize business agility by delivering collaboration services in-sync with your changing business needs. Easily scale users and applications up-or-down as your needs fluctuate.
- Boost efficiency with a simple, predictable subscription model and only pay for what you need.
- Simplify management and take control of your network. Streamline collaboration to help ensure performance and dependability.
- Maintain integrity and privacy to safeguard your business, employees, partners, and customers with a secure network architecture.

Customer Success: Large State Health & Human Services Agency Migrates to a Managed Cisco HCS Solution

Customer Situation

- A large state Health and Human Services agency with 500+ locations and 20,000+ seats.
- Needed advanced voice capabilities and a technology roadmap for aging infrastructure.

- Looking to replace the incumbent provider who offered limited managed services, and an unpredictable pricing structure.
- Lacked adequate resources internally to deploy and maintain a solution to fit their needs.
- Wanted a Walk-In-and-Take-Over (WITO) solution that offered more support flexibility and control.

Lumen Situation

- We provided complete management of the customer's entire voice infrastructure including routers, firewalls and maintenance of existing PBX's.
- Migrated multiple, disparate end of life, voice platforms onto the Lumen managed HCS platform delivering the advanced capabilities the customer required.
- Delivered a support model with SLAs that addressed all areas of operation. (e.g. admin office, state hospitals, etc.)
- We provided a tailored Lumen solution to fit the customer's budget and structure with no up front capital required.

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 Nemertes⁵, 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 and 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 Nemertes 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

Today Lumen customers are experiencing the benefits of a single provider offering. Research shows that companies which consolidated UC&C apps with Lumen experienced an average of:⁵



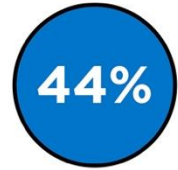
savings in operational costs



increase in user utilization to help deliver ROI



improvement in employee productivity



improvement in employee user experience ratings

The way businesses collaborate and work today bares 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's committed to redundancy and features capable of supporting businesses around the clock.

A Look Ahead

The way we work will never be the same again.

As we look forward, it's clear that the way we work will never be the same again. More and more people will continue to work remotely, and Cisco Webex delivered by Lumen will be critical to their ongoing success.

While the past year sparked dramatic shifts in how we work, this is not the end but rather the beginning of this journey. As Lumen saw the migration from the office to the home long before the events in the past year, we are keeping our eyes to the next wave of changes that will likely occur.

These include:

- **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 and expanding programs that employees can tap into from anywhere, at any time.
- **The Global Workforce Reality:** Global workforces are no longer associated solely to large businesses with large global footprints. With much of the remote workforce remaining just that, remote, companies of all sizes now have the opportunity to hire the best of the best, regardless of their geographic location. The key will be having 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
<https://www.upwork.com/press/releases/economist-report-future-workforce>
2. FlexJobs & global Workplace Analytics Report, 2019
<https://www.flexjobs.com/blog/post/flexjobs-gwa-report-remote-growth/#:~:text=Over%20the%20last%20five%20years,from%203.9%20million%20in%202015>
3. FlexJobs, Productivity, Work-Life Balance Improves During Pandemic, 2020
<https://www.flexjobs.com/blog/post/survey-productivity-balance-improve-during-pandemic-remote-work>
4. PwC, US Remote Work Survey, 2021
<https://www.pwc.com/us/en/library/covid-19/us-remote-work-survey.html>
5. Nemertes, Employee, Customer Experience Transformations Deliver Measurable Value, 2020



Gold Integrator
Gold Provider
Customer Experience Specialized
Master Collaboration Specialized

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.