Flexible retail solutions

Optimize retail operations and enhance customer experiences

The Lumen Platform allows you to build a custom retail solution for next-gen applications and data, starting with our foundational base components that provide consistent connectivity, reliable access and the flexibility to scale and grow. We provide a step-by-step roadmap with recommendations to help you further develop and customize your capabilities so you can create an all-in-one technology solution that meets the needs of your retail business – now and in the future.

Build a retail solution that fits

Choose Lumen-provided products/services or bring your existing workloads to the platform. (See more details on page 2.)

1 **Lumen Platform: Foundational base**

Consider base components for next-gen applications and data

2 **Recommendations for retail**

Many customers enhance their capabilities with more features

3 **Additional options**

Further develop your retail capabilities, secure data and enhance customer and employee experience

With the Lumen Platform, you can:

- Choose Lumen for all or parts of your retail technology solution
- Enable omnichannel experiences in-store and online for virtual network, security and IT functions
- Manage services your way: Customer-managed, co-managed, or fully managed options

LUMEN® TECHNOLOGIES

View the options below to get started.

1. Start here

Lumen Platform: Foundational base

Consider these base components for next-gen applications and data

LTE (EWaaS)
Wireless solution that provides flexibility, continued service and access; expedited standup of services; and reliable backup

NaaS
Provides consistent, stable internet connectivity for your solution

- On-net DIA
- MPLS/IP VPN
- Broadband

SDWAN and/or virtual router
Connect networks of multiple locations to centralize operations; prioritize data from critical applications like POS or ecommerce traffic to avoid slowdowns; use any existing internet connection for quick deployment, always-on access and reliability

UCC & voice
Support voice connectivity across a variety of technologies for customer locations; Lumen partners with many leaders in this space

Edge compute device
Lumen® Edge Gateway (LEG) provides a compute platform in a vendor-agnostic, right-size solution ready to grow with business

- Various sizes based on needs

2. Select popular add-ons

Recommendations for retail

Many customers enhance their capabilities with these features

NID/modem
Connect premises wiring to Lumen distribution network to provide stable access to applications and protect against outages

WiFi/bluetooth
Enable next-gen features for proximity-based customer engagement and convenience, – provide in-store WiFi access; personalize promotions; aid social media visibility

Specialty lines
Fully managed POTS replacement for critical systems such as alarms, POS devices, elevators, security gates, etc.

IoT
Use a variety of internet-connected devices to help support an omnichannel strategy; expand buying options and leverage data from shoppers, supply chain, inventory and more

3. Optimize and customize

Additional options

Further develop your retail capabilities, secure data and enhance customer and employee experience. Choose Lumen-provided products/services or bring your existing workloads to the platform

Security
Increase physical protection and data security across locations and online while minimizing risk and fraud

- Security/SOC
- Fraud protection
- Cameras
- Alarms

Point of sale enablement
Enhance customer experience and buying options, consider safety and convenience features to impact basket size

- Self-checkout
- Online ordering
- Digital couponing /real-time promotions

Compute
Optimize your platform to create an all-in-one retail solution that simplifies customer experience and operations for employees

- Visibility tools
- Print server
- Storage
- Managed services
- Domain controller
- Legacy applications
- Monitor/alert logging
- VDI

Installation services
Service and equipment installation to meet the requirements for your project. Site readiness guidelines provided.

- Site survey
- Dmarc extension(s)
- Service delivery/ program mgmt

Get started today

View our flexible retail solutions to understand each option

Visit our website for more information

Contact us

877-453-8353 | lumen.com/retail

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