

# Flexible retail solutions

Build a custom retail solution to optimize operations and enhance customer experiences. **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

Cameras

Fraud protection

Alarms

#### Point of sale enablement

Enhance customer experience and buying options, consider safety and convenience features to impact basket size

Self-checkout

Digital couponing /real-time promotions

Online ordering

#### Compute

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

Visibility tools

Managed services

Monitor/alert logging

Print server

Domain controller

VDI

Storage

Legacy applications

#### 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

**Ready to get started with your retail solution?**

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