

Infographic, sponsored by Lumen and Intel MAY 2023

REGION FOCUS: WORLDWIDE

Modernizing Retail Processes with Edge Computing

The retail industry is enhancing customer interactions and streamlining operations by modernizing infrastructure and applications with the help of edge computing.



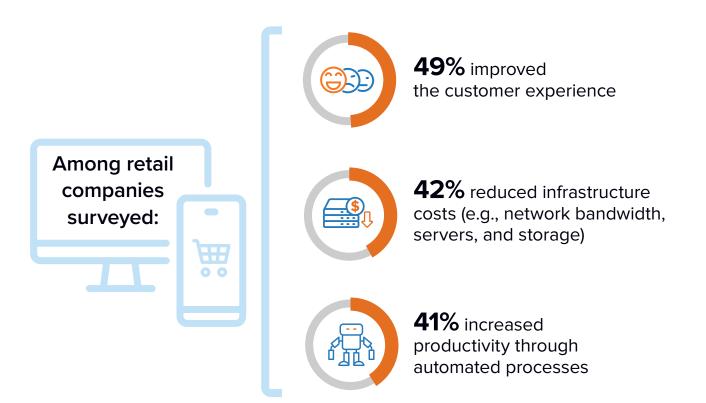
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Driving Value to the Business

Investments in edge computing have a positive impact on the business.

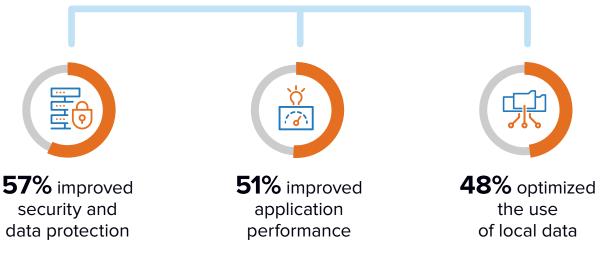


Benefits of Edge Technology

Infrastructure modernization is extending outside of the datacenter to edge locations.



For retail companies that have adopted edge computing



n = 107; Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Success Through Use Cases

Retail companies have benefited from an initial set of edge use cases.



Elevated in-store customer experiences with connected technologies



Inventory management and fraud prevention





Personalized promotions based on store location and prior buying habits

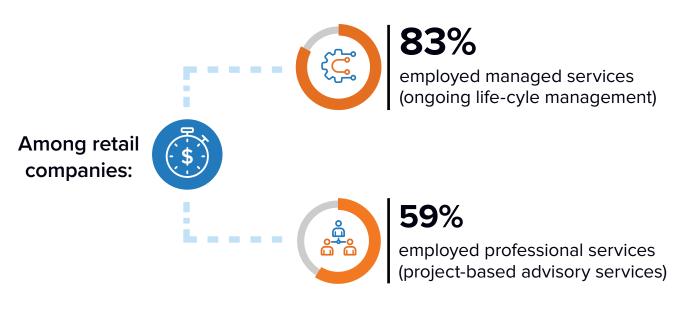


Contactless checkout with automation and computer vision

n = 107; IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Leveraging a Trusted Partner in Retail

Short term or long term, the help of a partner can reduce time, cost, and risk.



n = 66; Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Essential Guidance to Retailers

Follow these best practices to maximize return on investment in modernization projects.







Select use cases that drive meaningful business and technical benefits.

Partner with a service provider that understands unique industry needs.

Choose project-based and managed services to de-risk the deployment journey spanning design, implementation, deployment, and support.

Source: IDC's Lumen Edge Solutions Thought Leadership Survey, November 2022

Message from the Sponsors

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To learn more about Lumen and its Edge Computing Solutions enabled by Intel, please visit:

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