

LUMEN[®]

Retail- ready AI networking

Learn how retail leaders enable online, mobile and in-store shopping experiences for customers.



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Digital transformation in today's landscape

DX (digital transformation) has become a mission-critical requirement for organizations to thrive in today's economy. With recent technological advancements such as AI (artificial intelligence), retailers are realizing the opportunity to accelerate their digital transformation.

In this eBook, read how today's retailers are delivering essential business outcomes with winning digital transformation strategies.

Over **75% of enterprise decision makers** identified DX as part of their technology goals, which they aim to achieve in the next two years.¹



Key benefits of DX

Cost Efficiency

DX enables organizations to streamline processes, automate tasks and reduce operational costs. By leveraging technology, companies can optimize resource allocation and minimize waste.

Enhanced Customer Experience

Innovations such as AI and digital tools allow businesses to create personalized, seamless interactions with customers leading to higher satisfaction and loyalty.

Agility and Innovation

DX allows businesses to quickly adapt to market changes, experiment with new ideas and stay ahead of competitors. This agility embeds innovation into the company culture.

Data-Driven Decision Making

Make informed decisions with access to vast amounts of data in real time. By analyzing this data, organizations gain insights into customer behavior, market trends and operational efficiency.

Employee Empowerment

Enhance collaboration, knowledge sharing and productivity with digital tools. Motivate workforces with access to information, training and remote-work capabilities.

Did you know?

72% of enterprises are planning or will be using AI as part of their tech stack in the next 2 years.²

Top business trends in retail

Contextual Customer Experience

Leverage digital tools such as AI and chatbots to boost meaningful and timely interactions with customers that create loyalty, trust and lasting value.



Sustainability

As stakeholders demand more sustainable operations, retailers are increasingly incorporating social responsibility into their strategies.



eCommerce

The retail market remains challenging with the growth of direct-to-consumer channels and the shift in consumer shopping behavior to digital.



Store Operation

Retailers are redesigning physical stores to streamline the customer experience. Furthermore, reworking in-store operations can help with local delivery and fulfilment.



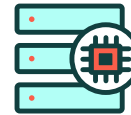
Smart Supply Chain

Faster, more flexible supply chains and logistics can better meet customer needs and protect against external threats.



Automation

Retailers are increasing automation in stores and behind the scenes in distribution centers to eliminate problems and offer smooth omnichannel customer experiences.



Did you know?

54% of retailers identified the lack of skilled personnel as a key challenge in implementing Digital Transformation.¹



Decision Maker #1

Laura

Chief Digital Officer of a national clothing store

Top priorities

- Establishing a robust digital ecosystem to create a seamless omnichannel experience
- Driving digital adoption
- Enabling their workforce with digital solutions

Enable new shopping experiences

Retail Intelligence

Empowers retailers to make informed decisions, enhance revenue and optimize operations by leveraging data-driven insights



- Store traffic patterns
- Customer Data Platforms (CDP)
- Personalized digital experiences and offers

Omnichannel Shopping Experience

Seamless customer experience across all touchpoints between digital channels and brick-and-mortar stores



- In-store navigation
- Virtual assistants/chatbots
- AR/VR immersive experiences
- Streamlined ordering and fulfillment options

Did you know?

40% of retailers are looking to maximize technology investments to meet scalability, seasonal and innovation demands.³

Safeguarding your customers, employees and business alike

In-Store Security

Creating a safe and secure experience for both shoppers and employees within the store premises



- Securing Point-of-Sale (POS) systems
- Loss prevention with radio-frequency identification (RFID) and electronic article surveillance (EAS)
- Advanced surveillance systems

Cybersecurity

Ensuring trust, maintaining customer confidence and securing retailers and customers alike from digital threats



- Data compliance
- Automated threat detection for eCommerce
- Authentication and fraud prevention
- Managing supply chain risks



Decision Maker #2

Sam

Chief Information and Security Officer
of a global grocery chain

Top priorities

- Experiencing zero security breach incidents
- Creating and cultivating a culture of security
- Staying in the forefront of the latest security technology

Did you know?

30% of retail organizations still lack the capabilities to respond to cybersecurity events in real time.³

Focus on next-gen experiences and driving efficiency

Front of House Operations

Enhancing key activities in customer-facing areas to improve the shopping experience and associate/customer interactions to drive efficiencies and cost savings



- Checkout solutions
 - Buy Online, Pick-Up In Store (BOPIS)
 - Self-checkout
 - Autonomous
 - Assisted
- Cloud-based POS and inventory system

Back of House Operations



- Improving key operations behind the scenes to:
 - Boost scalability
 - Reduce costs
 - Optimize efficiency
- Inventory warehouse applications
- Activity-based labor scheduling
- Remote multi-location network management

Decision Maker #3

Alex

Chief Financial Officer of a big box retail store

Top priorities

- Setting strategic and long-term growth initiatives
- Reducing cost
- Planning activities such as budgeting, forecasting and negotiations

Did you know?

More than 40% of retail businesses said they plan to invest in automated checkout within the next year.³

Why Lumen?

With our digital network infrastructure expertise and built-in security features, we help customers optimize their IT investments to maximize application performance and security. We design, deploy and optimize our solutions based on unique challenges and opportunities in retail and other industries.

+40%

app performance

reported by Lumen
Networking Solutions
customers.⁴

31%

fewer attacks

reported by Lumen®
DDoS Mitigation
Service customers.⁵

297%

projected ROI

over 3 years for
customers with
Lumen® DDoS
Mitigation Service.⁵

+49%

more efficient

security operations
reported by Lumen®
SD-WAN customers.⁶

Ready to unleash your digital potential?

Contact a Lumen specialist



Schedule a meeting

Follow the links below to unlock more details about Lumen products and services ready to help you with your digital transformation—so you can realize the ultimate potential for business growth and innovation.

Lumen® Security Solutions

Lumen® Internet On-Demand

Lumen® Edge Cloud

Lumen® Collaboration Solutions

Lumen® Managed &
Professional Services

¹IDC, *US Lumen Network Cloud Survey*, April 2024.

²IDC, *The State of Digital and Network Transformation in US Enterprise*, January 2024.

³Foundry, *Navigating Change: IT Transformation Trends in Financial Services and Retail*, March 2024.

⁴IDC, *Business Value of Lumen IP Solutions*, January 2024.

⁵Forrester Research, *The Total Economic Impact™ of Lumen DDoS Mitigation Solutions*, May 2023.

⁶IDC, *The Business Value of Lumen SD-WAN*, February 2024.

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