

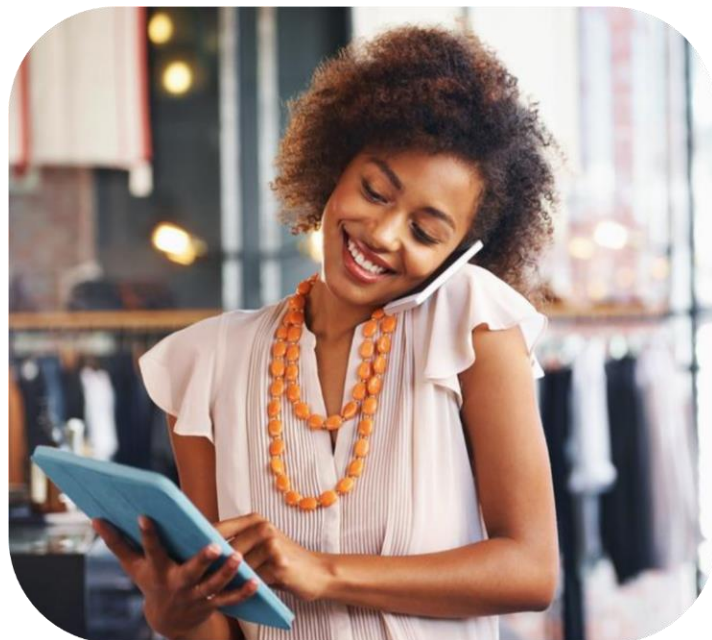
Maximize key cost levers in today's retail landscape

Invest in differentiated omnichannel experiences and help transform your cost base

The emergence of omnichannel commerce, massive advancements in technology and increased demands for business agility are just a few of the trends reshaping the world of retail today. Increased uncertainty and cost pressures for retailers combined with heightened customer expectations yield significant opportunities to enact a comprehensive, data-driven approach for cost optimization across the retail value chain.

In an industry already known for thin margins and ample regulation, traditional approaches to such challenges will no longer work. Now is the time to transform your retail operations with Lumen and develop an optimal strategy for a sustained competitive advantage.

- **Optimize IT investments through integrated solutions** that help reduce costs and improve operational efficiency
- **Create fast, seamless omnichannel experiences** across all touchpoints to provide your customers with a wide range of convenient shopping options
- **Maximize return on investment (ROI)** by building the foundation for AI-integrated omnichannel experiences
- **Leverage Lumen's support** across the entire retail technology lifecycle to help maximize operational efficiency.
- **Drive profitable growth** through intuitive, seamless digital customer experiences aimed at delighting on-the-go, digitally-savvy customers.



Drive productivity, efficiency and help maximize ROI

You have a vision to grow revenue with integrated solutions that enable intuitive experiences within your industry while controlling costs. With integrated solutions designed to boost productivity, streamline workflows and maximize ROI, Lumen helps leading retailers optimize IT investments.

Partner with Lumen to:



Minimize the cost of integration by seamlessly implementing new technology with legacy systems.



Enable cost optimization by supporting the integration of IT technology with managed services.



Understand the hidden costs that can jeopardize an organization's profitability due to external factors and implementation risks.



Bridge budget constraints by offering solutions with adaptable pricing models tailored to your industry's needs.



Maximize your profits by choosing technology solutions that help minimize costs through operational efficiencies.

Why Lumen?

Lumen is your single provider to enable digital transformation, igniting business growth by connecting people, data and apps – quickly, securely and effortlessly. Limit spend with a single provider and benefit from network connectivity delivered by our expansive owned and operated Tier 1 global network. Our network, platforms and applications are built, supported and managed together to help increasing efficiency by providing peace of mind and limiting overall system management costs.