

# Play to win in the era of digital transformation

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While I call Nashville home, I have had the privilege of partnering with businesses both locally throughout the Sunbelt region and across the globe. As a General Manager for Lumen Technologies, it is my primary responsibility to drive transformation. Whether across my organization or



serving as a thought leader with our customers, I am passionate about anticipating shifts in the market and identifying strategies that place our clients in the best position to succeed.

Our customers increasingly want help thinking about how to best transform and accelerate their business objectives – not just today, but in a year or two or even five. We understand that applications are driving your business and in order to compete globally, your organization's digital transformation path is key to your success.

Now more than ever, our customers are curious about how emerging technologies translate into benefits for their business. Understanding those benefits enables them to make decisions about where to invest. Customers look to Lumen to create agile environments that allow them to rapidly test these technologies so they can better understand the immediate impact to their business in a low-risk manner.

I see our role as one where we help demystify technology.

In the midst of the [Fourth Industrial Revolution](#), Lumen's platform approach is one in which we help remove barriers to adopt emergent technology, giving our customers the ability to be disruptive in the marketplace yet also learn how to mitigate disruption. The value really comes into play when we leverage our platform – adaptive networking, edge cloud, connected security and collaboration services – to create synergies well suited to solving the customer's needs.

The first part of the equation is helping customers understand where the data resides, then how to acquire that data in a timely manner. The next part is to look at what the value of that data is and how important it is or is not. Being able to filter through that noise and help customers analyze and make the right decisions for their organization is key. My team is well versed in helping customers navigate that journey to ensure the right outcome for their organization.

### **Move strategically for competitive advantage**

I played hockey as a kid and I still play here in Nashville. Just like hockey, business today requires agility and the ability to anticipate what comes next in a constantly evolving, fast moving environment. If you have ever played the sport, you know that you don't chase the puck – you skate to where you think it is going.

It is a lesson that I apply to business and share with my customers. You can't chase competitors. You need to anticipate how the game will develop and put yourself in a position to win. That is why I am proud to work for Lumen, a company that has heavily invested in the resources and technology needed to bring the power of data and edge computing exactly where your organization needs it to be. Every industry is experiencing change, particularly in the midst of a global pandemic. Now is the time to reimagine your business and move forward – fast.

One of my favorite stories is from last summer when my team learned about an extremely urgent connectivity challenge for one of our managed services customers specializing in the education industry. Amidst the COVID pandemic, their organization needed to connect hundreds of school systems across the country and their remote learning needs. We not only addressed their immediate issues within a three (3) week timeframe, but our solution also brought their network significantly closer to the edge which will enable them to remain competitive in the future and deliver a better customer experience.

With the Lumen platform, I'm confident we can build what you need. Build it. Secure it. Manage it. And evolve it. That empowers Lumen and our customers to envision the business model of the future – and be aggressive doing so.

To go back to my hockey analogy, where will your puck be tomorrow, next year or in five years? What will it take for your organization to outskate the competition? I look forward to partnering with you, creating a plan to monetize your data and putting technologies in place to help get your business where it needs to go.

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