

Transformation principles for harnessing the power of the 4th Industrial Revolution

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September 23, 2020

We are in the midst of an amazing transformative age – the 4th Industrial Revolution; where data is the currency. Smart businesses are transforming themselves with applications and secure connectivity to gain a sustainable competitive advantage. But with this rapid change, three out of four global IT decision makers surveyed* are concerned about keeping pace.

We've developed some transformation principles to help our customers harness the power of Lumen... Data driven insights, simplicity, digital first, and differentiated experiences.

We use data driven insights to understand how customers want to use our services and design targeted customer experiences for high frequency transactions. The Lumen platform provides a core competitive advantage for our customers, enabling you to acquire, analyze and act on data; making it easier to predict your customers' needs and respond with better products and services that deliver amazing experiences.

Simplicity allows us to drive automation and reduce employee complexity, which ultimately drives efficiency and customer experience through a digital experience. The Lumen platform enables you to drive simplicity in your environment with dynamic connections, self-service moves, adds, and changes, rapid workload migrations, and secure remote user support. Our digital first approach to the Lumen platform gives your business a competitive advantage.

We have enabled differentiated experiences with our Lumen platform. As predictive analytics applications help you anticipate potential business issues and opportunities, the Lumen platform is tailor made to orchestrate and deliver these next-gen applications and the distributed data they process – Helping your business harness the power of the 4th Industrial Revolution.

More than 90 percent of global IT decision makers surveyed* say the control of an underlying network is essential to multi-cloud management. With connectivity to AWS, Azure and Google cloud data centers, VMware application services, central offices for edge compute, and managed services, the Lumen Platform is an ideal place for distributed applications to live so you can do amazing things.

AUTHOR

Richard Batelaan is Executive Vice President of North America Operations for Lumen. In this role, he is responsible for North America's operations strategy and planning, network planning and access management, network implementation, field operations, service delivery, service assurance and advanced services operations. Richard has nearly 30 years of experience in the telecommunications and information technology industries. Prior to joining Lumen, Richard held several leadership roles with AT&T. He also served as Chief Operations Officer for Cbeyond, Inc., BroadRiver Communications and BellSouth.net.

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