



Connecting and Protecting
the Networked WorldSM



REDUCING COSTS
WITH PRIVATE CONNECTIONS TO THE CLOUD

HOW PRIVATE CONNECTIVITY TO THE CLOUD SAVES

Controlling costs is one of the biggest considerations of any retail organization operating in a competitive omnichannel environment. So it goes without question that budgets should be considered and examined closely when it comes to implementing your hybrid cloud strategy.

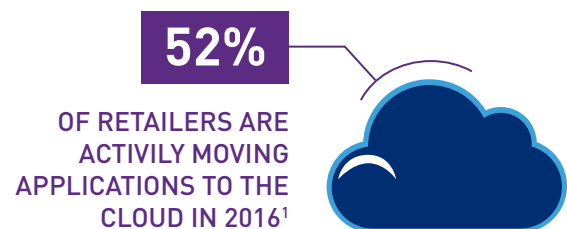
The impact of an optimal network connection on potential cost savings can be tremendous. To enhance security and performance – allowing for flexible connections and elasticity – private connections to the cloud can be part of every retailer's strategy.

Just like shopping for the best cloud platform needs to include price analysis, your network connection choice should be made with total cost of ownership in mind. Level 3 can help you establish a private connection to the cloud that fits your specific network and budget needs.

How can level 3[®] Cloud Connect SolutionsSM help cut connectivity costs? In many ways.

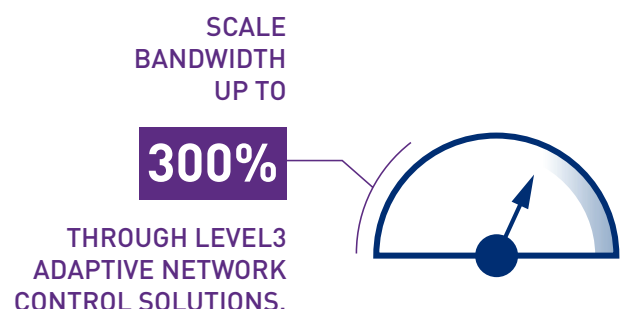
REDUCE THE COST OF OWNERSHIP

Delays in compute cycles, application workloads and latency can mean lost revenue, diminished efficiencies and reduced employee productivity, resulting in poor omnichannel execution that impacts the bottom line. Private connections to leading cloud service providers offer improved application performance, low latency and reliable throughput, all with enhanced security to protect sensitive company and customer information.



DYNAMIC BANDWIDTH AND USAGE-BASED BILLING

Cost-effectively scale your hybrid cloud on-demand with our SDN-based Level 3SM Adaptive Network Control Solutions. Flex bandwidth up and down as needed and only pay for what you consume - ideal for unpredictable, variable workloads. Automatically add or change connections, manage virtual resources and quickly deploy new services and apps. Securely move large workloads in and out of the cloud with the speed, latency and predictability that applications and end users require.

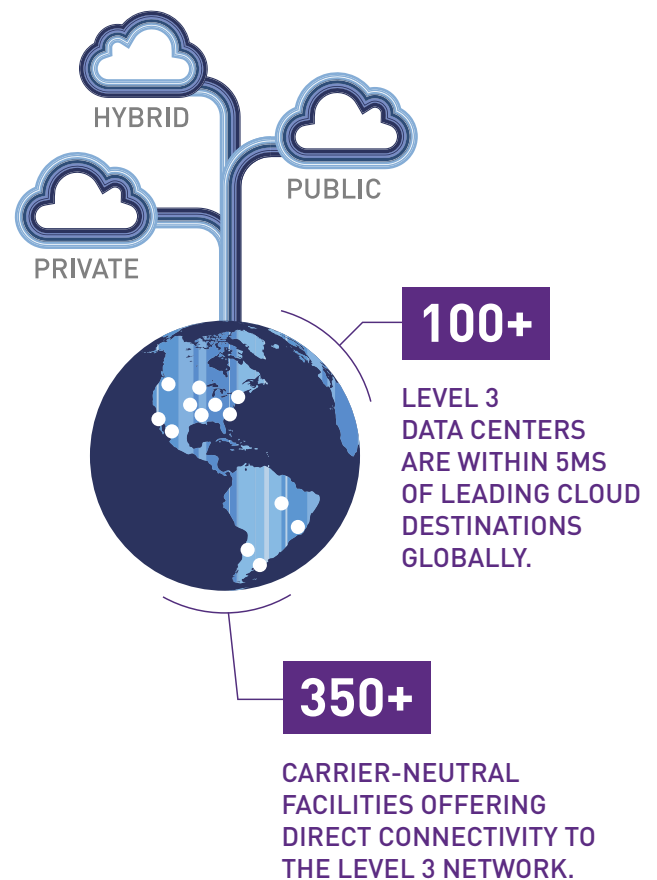


ACCELERATE HYBRID CLOUD MIGRATION

Move more mission-critical apps and workloads to the cloud that require enhanced security and predictable performance by leveraging private, pre-established connections to the leading cloud and data center providers. Private connections help accelerate a hybrid cloud migration timeline while helping to reduce operating costs, right-sizing the data center, and maintaining the uptime, security and performance your company demands.

ENHANCED EFFICIENCY SAVES MONEY

High-performance connections to cloud service providers and private data centers can help increase efficiency. And a smoother, more direct connection path results in time and money saved. With better performance, lower latency and less packet loss, you have more time and energy to dedicate to other aspects of IT innovation. And Level 3's global connectivity options lessen the hassle of navigating various service providers across multiple languages and time zones.



ABOUT LEVEL 3

We operate and take end-to-end responsibility for network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

1.877.2LEVEL3
INFO@LEVEL3.COM
LEVEL3.COM

¹ Innovative Retail Technologies, "Retail Tech Spending 2016," 2015

² Innovative Retail Technologies, "Retail Tech Spending 2016," 2015