

# Alcatel·Lucent

Enterprise



## 2013 European Visual Collaboration Customer Value Leadership Award



FROST & SULLIVAN



50 Years of Growth, Innovation & Leadership

## **Customer Value Leadership Video Collaboration Europe, 2013**

### **Frost & Sullivan's Global Research Platform**

Frost & Sullivan is in its 50th year of business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2013 European Customer Value Leadership Award in Visual Collaboration to Alcatel-Lucent Enterprise.

### **Significance of the Customer Value Leadership Award**

#### **Key Industry Challenges**

Facilitating collaboration of workers in disparate locations is recognised as a key enabler of business performance. It is widely believed that visual presence enhances work processes and stimulates employee engagement and participation in discussions. Moreover, interactive rich media communications is proven to reduce travel expenses and related disruption, while the ability to collaborate on documents and presentations in real-time reduces latency in business processes.

Small and medium-size enterprises (SMEs) face many of the same challenges as large enterprises with regards to extracting value from their visual investments. Interoperability concerns, enabling the mobile workforce, and maximizing return on investment (ROI) remain the top concerns for customers and the key challenges for vendors in the visual collaboration space.

With more work hours being performed away from the desk and on mobile devices, enabling the mobile workforce to maintain anywhere access to corporate communications tools and reach-ability, and otherwise replicate their in-office presence, is of growing importance to employers. The ubiquity of mobile devices, falling costs of software, and demand from firms that want travelling staff and field workers to remain connected to their office, will drive the demand for visual collaboration systems that can support intelligent mobile devices.

Interoperability remains the top challenge for customers investing in visual collaboration systems, and an ongoing challenge for vendors in the industry. Difficulties integrating new systems into existing IT infrastructure can lead to increased installation costs, while the seemingly persistent need to update software has left customers skeptical about the total cost (TCO) of ownership.

The perception of a low return on investment in visual collaboration has been an historical restraint in the industry. Enabling remote workers to perform the same tasks as those that are physically present in the meeting increases the overall adoption, utilization and productivity per worker and extends the opportunity to achieve ROI based on business metrics beyond travel cost savings.

This Award recognizes leadership in extending visual collaboration to the SME market and equipping large enterprise with more affordable solutions designed to maximize the value added to the customer. In an increasingly competitive market where customers are under financial pressure to maximize the value obtained from their investments, the customer value leadership Award distinguishes a vendor in a fiercely competitive space. High performance products focused on value enhancement are proving to be the right mix for the nascent SME market, and present an attractive proposition to both customers and partners in this space.

### **About The Alcatel-Lucent Enterprise Visual Collaboration Suite**

The Alcatel-Lucent Enterprise Visual Collaboration Suite addresses customer demand for high quality unified communications (UC) and collaboration solutions at an affordable price. OpenTouch breaks down communication silos by integrating LifeSize best-in-class video conferencing infrastructure, endpoints, and applications like the SMART Technologies interactive whiteboard, the SMART Board, to provide a comprehensive multi-functioning visual collaboration environment.

The formulation of this strategy is clear recognition by Alcatel-Lucent Enterprise of a shift in customer demand away from costly, purpose built, high-end telepresence rooms and toward equipping their organizations with flexible software-based platforms needed to maximize existing IT infrastructure and create collaborative team-orientated solutions that can dynamically extend to the distributed and mobile workforce.

### **Key Success Factors for Alcatel-Lucent Enterprise**

#### **Factor 1: OpenTouch Flexibility for Affordable Cost**

Frost & Sullivan research finds that mobility ranks among the most important trends in the communications industry. Teleworking, bring your own device (BYOD) cultures, and increased Wi-Fi and 3/4G connectivity have led to an increase in the number of work hours performed away from the office. With OpenTouch, Alcatel-Lucent Enterprise has produced a rich interactive multimedia solution that meets the needs of the distributed and mobile workforce. The OpenTouch Conversation mobile and desktop application delivers voice, video, instant messaging and presentation sharing to smart phone and tablet users to enable them to closely replicate their in-office productivity while on the move or otherwise away from the office.

OpenTouch responds to customer demand for high quality, scalable UC solutions at an affordable price. Uncertain total cost of ownership (TCO) has historically restrained customers from investing in UC systems. OpenTouch's converged platform, single point of management and flexible deployment options on the premises, in the cloud or any hybrid of these ease the management and administrative burdens of deploying new systems.

### **Factor 2: Extending Productivity Gains**

OpenTouch features dial-in/dial-out, single-click audio and web conferencing, high definition (HD) video collaboration and standards based application programming interfaces (APIs) that enable quick and easy custom integration. Users are able to participate in video conferencing from peer-to-peer phone and desktop to full blown room based systems, share rich content, annotate and edit presentations, and view changes in real time, as well as record and playback sessions, regardless of participating parties' location or device (including mobile). Alcatel-Lucent creates a single communications environment for all the devices users has access to and have developed tight integration with partners such as LifeSize and SMART Technologies so that these types of devices can also actively participate in the seamless, rapid session shift of conversations between media and devices.

Alcatel-Lucent Enterprise's partnership with the likes of LifeSize and SMART Technologies extends high-quality visual collaboration to the SME market, to educational institutions, and to large organizations that seek cost-effective, interactive, visual collaboration solutions. Enabling remote staff to perform the same tasks as those physically in the meeting room underlines the fact that colleagues located outside of the office are empowered to achieve full participation alongside their in-office co-workers. Cutting the time it takes each staff member to read and review presentations and request changes significantly condenses and simplifies the overall production process, while enabling staff to collaborate in real-time provides the opportunity for discussion and input that cannot happen if they are communicating their ideas asynchronously.

The software-based multi-device, multimedia, multiparty OpenTouch offers users the flexibility and scalability that left previous generations of customers hesitant to invest in UC platforms. It supports open industry standards and deployment flexibility. Scaling the number of users up or down becomes a more manageable process that can that can be completed in less time and with less effort.

### **Factor 3: Best of Breed Endpoints**

As mentioned above, Alcatel-Lucent Enterprise has partnered with video conferencing specialist LifeSize to deliver a best-in-class, end-to-end video experience for the customer, and seamless interoperability with Alcatel-Lucent Enterprise's OpenTouch providing users a single communications environment.

Users are able to transparently move conversations initiated on the phone or via instant messaging to a full video conference on a LifeSize endpoint without interrupting the conversation and providing a natural extension to their conversation capabilities. These conversations can be recorded and shared through the OpenTouch Video Store or broadcast to the OpenTouch Digital Signage solution.

Moreover, LifeSize's portfolio spans a range of endpoints, core infrastructure and value-add components at competitive price points, offering a breadth of scope to customers wishing to equip their company with high quality video collaboration capabilities at an affordable price.

The price-performance offering, interoperability and ease-of-use achieved by Alcatel-Lucent Enterprise's partnership with LifeSize is a perfect example of the UC industry's move toward cost-effective, high-performance solutions that customer's value as they seek to drive adoption and utilization needed to drive efficiencies and innovation in their organizations.

#### **Factor 4: OpenTouch Video Store**

Alcatel-Lucent Enterprises OpenTouch Video Store enables customers to secure and leverage their use of multimedia content to drive business and productivity for their company. The ability to create and share video content enables companies to:

- Deliver on-demand content and capture and retrieval capabilities
- Foster employee engagement and contribution
- Enhance knowledge management
- Enhance corporate communications, e-learning and training

Creating video sharing ecosystems has historically been restricted by high upfront costs, resource constraints and difficulties in scaling.

In the OpenTouch Video Store the emphasis is placed on user generated content to encourage engagement and contribution with low-cost production. This 'YouTube for the enterprise' application empowers staff to create their own content or upload presentations delivered in video conferences without the need for expensive filming and editing. OpenTouch Video Store is deployed in the cloud and is available via Software-as-a-Service (SaaS) delivery, which offers rapid deployment and roll-out, and flexible scalability. Moreover, it is centrally managed through a web interface, making it easy for IT departments to govern.

## Conclusion

Alcatel-Lucent Enterprise's Visual Collaboration Suite has been developed with the central objective of maximizing customer value. It lowers the barriers of adoption for customers that have previously found the cost of systems prohibitively expensive, and provides practical solutions to overcome some of the most important challenges in the visual collaboration market. Based on Frost and Sullivan's independent analysis, Alcatel-Lucent Enterprise is recognized with the 2013 Customer Value Leadership Award in the European Visual Collaboration market.

## The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360-Degree Perspective™ is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360-Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 1 below, the following six-step process outlines how our researchers and consultants embed the CEO 360-Degree Perspective™ into their analyses and recommendations.

**Chart 1: How the CEO's 360-Degree Perspective™ Model Directs Our Research**



### Critical Importance of TEAM Research

Frost & Sullivan’s TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an

evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

**Chart 2: Benchmarking Performance with TEAM Research**



### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.