



Embrace the opportunity and join the community

“The customer reference program has helped us to strengthen our position in the market. It has also opened our eyes to how we can maximize both the solutions Alcatel-Lucent has provided us, and the relationships and connections we have made through the program itself.”

BOB JENKINSON,
CEO,
PDC HOLDINGS

WHAT IS IT?

The Alcatel-Lucent customer reference program is all about shared experiences. It provides us with the opportunity to show-case our solutions in every-day use, and it provides our customers with the opportunity to share their accomplishments with industry peers, communicate experiences, and promote themselves as forward-thinking technology and business innovators. We greatly value our relationship with you, and our primary focus is to prioritize your needs as a customer; striving to make your experience of our customer reference program a positive one.

This document is designed to explain how our program works and what getting involved will mean to you. It will walk you through the types of reference we use and help you choose the activities that you would be happy to participate in.

It will also guide you through some of our standard reference processes – giving you all the information you need to make a decision, with the support of your Account Manager, if you would like to participate in the program.

WHAT REFERENCE ACTIVITIES COULD I CHOOSE TO TAKE PART IN?

The reference program gives you the potential to take part in a number of different kinds of reference materials and activities, including;

Case studies - Give insight into how you have successfully implemented a technology solution to improve business.

Analyst Relations (AR) - Analysts have the ability to influence the opinions of key players in the market.

Reference calls and site visits - Many customers host site visits and discuss experiences - a source of inspiration to others seeking a solution to their problems.

Speaker events - Showcase how you have used best-practices to enhance your organization.

Video Testimonials - Bring your story to life and position your company as a thought leader through its use of Alcatel-Lucent technology.

Audio Testimonials: Podcasts - Share your story in a audio life way and get wider exposure.

Public Relations (PR) - Elevate your voice to a wide and varied audience with an organization that can prove how technology has had a positive impact on business.

WHAT ARE THE BENEFITS OF JOINING THE PROGRAM?

Joining the Alcatel-Lucent customer reference program will give you the opportunity to shout about your success to your customers, suppliers, peers and employees – maximizing visibility for your organization. It doesn't stop there - the program can also help you to;

- Increase peer-to-peer networking opportunities, helping you stay aware of latest trends and best practice
- Promote your organization as a leader, utilizing cutting-edge technology and innovative business solutions
- Strengthen the relationship between yourself and Alcatel-Lucent
- Raise the profiles of key executives within your organization
- Maximize the benefits of your investment in our solutions

I'D LIKE TO JOIN, WHAT ARE THE NEXT STEPS?

Thank you and welcome. If you decide you would like to be a part of the Alcatel-Lucent customer reference program, the next steps are simple;

1. Contact your Account Manager or the reference team at reference.program@alcatel-lucent.com and express your interest
2. Decide what types of reference activities you would be happy to take part in should the opportunity arise

Confidentiality

It is important to remember that no information or materials we create in partnership with you will be used internally or externally without your express permission.

For further information on any aspects of our customer program, please contact a member of the customer reference team at reference.program@alcatel-lucent.com