



FLEXIBILITY EVOLVED: CONNECTING MOBILE CONVERSATIONS

Embrace BYOD and protect business assets

ENGAGE MOBILE WORKERS

In today's redefined workplace, the concept of a stationary work environment is quickly disappearing: employees want – and need – to be mobile. A consumer-led revolution is driving rapid developments in mobile technology, and while your employees are mobile, it is critical for your enterprise's success that they not be isolated. Their ability to collaborate with colleagues, customers, partners and suppliers must not be compromised.

SUPPORT PERSONAL MOBILE DEVICES

Users are adopting multiple mobile devices and developing personal preferences for their devices and applications. Bring your own device (BYOD) is becoming the norm in the workplace. As the line between work and home lives blurs, your challenge is to determine how to support employees' preferences while safeguarding business assets.

KEEP IT ALL SAFE, MANAGEABLE AND AFFORDABLE

Unified communications and collaboration (UC&C) technologies have emerged to optimize business communications and provide greater access to knowledge across your enterprise. The Alcatel-Lucent Enterprise OpenTouch™ Suite for Mid-sized and Large Enterprises (MLE) works with the leading mobile platforms to provide maximum openness while maintaining full security. Advanced conversation capabilities are offered on an industry-first all-in-one platform that is simple to manage, helps lower OPEX, and leverages your past investments in communications infrastructure.

With the OpenTouch Suite, employees can create their own personal clouds of apps and services regardless of the devices they prefer to use.

By 2015,
the world's
mobile worker
population
will reach
1.3 billion, or
37.2% of the
total workforce.

**IDC, WORLDWIDE MOBILE WORKER
POPULATION 2011-2015 FORECAST,
DECEMBER 2011**



FEED MOBILITY APPETITES

Consumers' need for mobility – fueled by technological advancements – has sparked a revolution that is redefining what we mean by the workplace and the desktop. With the growing capabilities of mobile devices, employees want their desktop environments available to them wherever they are, and that introduces a range of challenges for you.

OFFER ANY ACCESS, ANYTIME

Users want UC&C access to all contacts, both professional and personal, by chat, voice, video or any other messaging method. Highly mobile workers also expect to be able to access their preferred services, apps and social media sites for business and personal use, across devices – with 24-hour availability.

BUILD AN INTELLIGENT NETWORK

Mobile devices such as smartphones and tablets are changing both the way we work and the requirements for application delivery. With the rise of end-user owned devices and access through multiple different device types, IT departments can no longer rely on their ability to optimize application performance before giving devices to users.

Your enterprise network must take over the functions of understanding the needs of applications and optimizing application performance.

Through 2014, employee-owned devices will be compromised by malware at more than double the rate of corporate-owned devices.

**GARTNER®,
BRING YOUR OWN DEVICE, 2013
[WWW.GARTNER.COM/TECHNOLOGY/
TOPICS/BYOD.JSP](http://WWW.GARTNER.COM/TECHNOLOGY/TOPICS/BYOD.JSP)**



CHOOSE YOUR BUSINESS MODEL

New business models, with apps on demand and free apps, are changing the way users think and are transforming enterprise communication strategies. The shift is in terms of flexibility: you now have more choices when it comes to new communications or ways to access information.

PUT YOUR HEAD IN THE CLOUDS

Users have modified their attitudes toward cloud providers – both enterprise and consumer apps vendors – as they create their own personal clouds of apps and services. The cloud model is perfect for addressing multiple IT situations, enabling you to:

- Experiment with new technologies without having to make a major investment
- Choose the right provider for the right domain, especially for high-value investments such as HD video, customer relationship management (CRM) and sales automation
- Scale easily and cost-effectively according to business needs



Unified communications and collaboration is a compelling, game changing technology. It can also leverage savings and cost avoidance through ROI and many times can quickly pay for itself through hard dollar savings – for a major healthcare client, an annual projected ROI of 18% (\$350 million) above the lease cost.

**STEPHEN LEADEN,
UNIFIED COMMUNICATIONS STRATEGIES,
SEPTEMBER 30, 2013**

REDUCE IT COSTS WITH SAAS

Software as a service (SaaS) brings you more possibilities for reducing your IT support and maintenance costs. SaaS, which encompasses everything from CRM and enterprise resource planning (ERP) to individuals' personal collaboration tools, has been growing steadily, with an estimated worldwide value of \$22.1 billion US by 2015 (Gartner, March 2012).

CAPITALIZE ON MOBILITY AND PROTECT YOUR ASSETS

The push for mobility is strong, redefining the need for and nature of security constraints. Employees are using devices that have access to the intranet while operating outside the borders of the enterprise itself. Your challenge is to take advantage of employees' preferences for their own devices while safeguarding business assets and implementing clear usage policies.

If you'd like to learn more about new business requirements and opportunities for IT leaders, please see *Transforming Enterprise Communications with UC&C Technology*.

Close to 50% of survey respondents (1400 businesses across 18 countries) say that the potential for data leakage is the biggest concern in implementing a BYOD program.

**IDC, EMEA ENTERPRISE MOBILITY SURVEY,
MAY 2012**

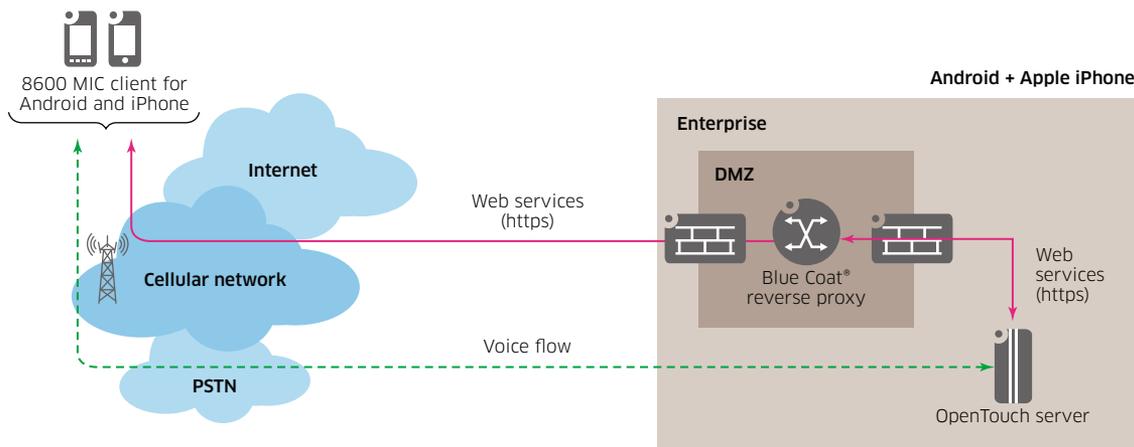


Figure 1. Securing mobile conversations: network architecture example

THE ALCATEL-LUCENT OPENTOUCH DIFFERENCE

While employees need different levels of mobility depending on their roles, all workers want to be able to work efficiently and comfortably. That means having access to the devices and applications that enable them to collaborate without compromising security. The OpenTouch Suite makes it easy for your employees to work together across devices, applications, processes and locations. Everything is provided on a single UC&C platform that leverages your past IT and communications investments and is easy to manage.

DEPLOY A SEAMLESS COMMUNICATIONS SOLUTION

Alcatel-Lucent Enterprise delivers an intuitive and efficient work environment, with modular solutions that support new business collaboration requirements:

- Consistent and optimized for the variety of devices users choose
- Engaging desktop experience
- Available anywhere and anytime, on-site or off-site
- Safe for your business assets

With the OpenTouch Suite, you can satisfy the desires of your employees to use their preferred mobile devices while addressing the critical need for security.

SECURE MOBILE CONVERSATIONS END-TO-END

To cope with security issues when employees use their own mobile devices, Alcatel-Lucent Enterprise mobility solutions leverage our customers' in-place equipment. For newcomers to secure mobile communications, Alcatel-Lucent Enterprise has developed partnerships with leading vendors to deliver off-the-shelf, end-to-end solutions.

For example, the BlackBerry® security solution includes the BlackBerry Enterprise Server (BES), which extends to other vendors' operating systems, and embedded security services such as AES or triple DES encryption.

Other platforms such as Apple® and Android™ rely on existing enterprise strategies, such as a reverse proxy installed in the firewall DMZ.

Figure 1 shows an example of a network architecture for securing mobile conversations. Other possibilities depend on the brands of devices and the grade of service you want to deliver.



THE ADVANTAGE OF ALCATEL-LUCENT OPENTOUCH

The Alcatel-Lucent OpenTouch Suite for Mid and Large Enterprises makes it easy for your employees to collaborate. And it's all provided on one easy-to-manage platform that leverages your investments in telecommunications equipment.

Mission-critical communications: OpenTouch enables real-time, high-quality, uninterrupted mission-critical voice communications. You don't want to compromise when leading a group conversation with a key customer!

Smooth conversation shift: With OpenTouch, you can shift your conversation as you change devices or media, without losing it and without your audience even noticing. You are often on the move and you will want to use the media most appropriate to your conversation!

Flexible evolution: OpenTouch allows a flexible evolution from your current voice and data infrastructure to a centrally managed multi-device and multimedia collaboration infrastructure, including HD video.

Alcatel-Lucent has received multiple industry awards for its OpenTouch Suite.



SEIZE THE MOBILE WORKFORCE OPPORTUNITY

You can't afford to ignore an increasingly agile workforce and the consumer-led demand for mobile communications. Your employees are going to use their mobile devices throughout their work day as well as during their personal time. Demand will increase as mobile technologies evolve, higher bandwidth connectivity options become available in more places, and more applications are developed.

You can turn these trends to your advantage by effectively supporting your employees' desire to work with their chosen mobile devices and apps – their personal clouds. However, you must ensure that your enterprise's assets are not compromised, and you must be able to customize the mobility solution to suit employees' preferences and needs.

By partnering with Alcatel-Lucent to deploy a secure, flexible OpenTouch mobility solution, you can maximize the benefits of a mobile workforce and their use of personal mobile devices. Your support for anywhere, anytime collaboration among employees, customers and partners will help retain your competitive position.

ARE YOU BUILT FOR THE FUTURE?

Identify how much your organization needs UC&C technology in regard to your current infrastructure by taking the "Collaboration Delta" self-assessment.

TAKE YOUR COLLABORATION DELTA ASSESSMENT NOW →

enterprise.alcatel-lucent.com/collaboration-delta-assessment