



Media Alert - March 29, 2011



Alcatel-Lucent brings enterprise customers and partners together to Change the Conversation at Dynamic Tour Barcelona

At a glance:

- Consumer led communications revolution changes the conversation; Enterprises seek answers to engage with customers by attending Alcatel-Lucent [Dynamic Tour](#)
- Two-day event hosts 2,000 guests in Barcelona April 5 & 6; program to hit 35 cities in 13 countries around the globe

A communications revolution is happening as consumers increased use of mobile devices, social media and video are changing the conversation in how business is conducted. Alcatel-Lucent Enterprise kicks-off its global customer and partner tour – the **Alcatel-Lucent Enterprise Dynamic Tour** - in Barcelona on April 5 & 6 where it will introduce new solutions that change how people and businesses communicate to their employees, business partners and customers across the numerous channels that exist today.

Tom Burns, President of Alcatel-Lucent Enterprise will present how today's CIOs/CEOs can support new habits and technologies customers and employees are demanding and using. Paul Segre, President of Alcatel-Lucent Applications Software Group will introduce new key strategic solutions to be unveiled at the event. Additional key speakers include Kevin Panozza, Chief Executive Officer of Let's Engage, entrepreneur, customer service expert, and renowned public speaker, along with featured customers: Reece & Nichols, ASML and Advocate Health.

Customers and partners can explore new innovations and recently introduced solutions around social media, customer service and contact centers, and unified communications in the demo area at Centro de Convenciones Internacional, Barcelona.

Strategic partners and platinum sponsors HP, Orange Business Systems, Telefonica and BC Sistemas will also be hosting demos, along with other partners.