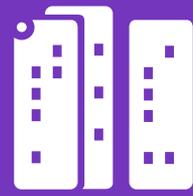


**With our partners,
we co-create the
personalized
connected experience
that delivers tangible
outcomes for our
customers and their
end-users.**



Personalizing the Connected Experience

Alcatel·Lucent
Enterprise



With new business models emerging and smart devices proliferating, enterprises want to optimize their business performance and provide an enhanced user experience that includes communications and network access to content and applications from anywhere. Both can be achieved by enabling a connected experience that delivers personalized value for every individual. With our partners, we co-create the personalized connected experience that delivers tangible outcomes for our customers and their end-users.

As new business models, based on consumption and supported by elastic and open architectures known as the 'cloud' have emerged, organizations are required to make choices about the communications services and applications they provide to their employees and the next-generation networks needed to support this transformation in the way people communicate. With the need for increased mobility, the explosion of multimedia content, the ubiquity of video, the increased appetite for multimedia conferencing and the rapid adoption of smart phones and tablets, businesses need to make informed choices that produce tangible and positive business outcomes.

Our cost-effective, breakthrough solutions, tailored to satisfy the unique needs of our customers and to fuel their sustainable business growth, help organizations embrace these new uses, technology and consumption models. The personalized connected experience offers value for our customers and their end users with seamless access to content and applications from users' devices, anytime, anywhere, connected to a new generation of intelligent networks. This is how our customers' business performance is optimized and value is delivered.



Are you ready?

As employees move to a complex, mobile, multi-media communications environment, enterprises need to have the agility and flexibility to respond quickly to user and application demands.

In a world of new applications, an infrastructure that is designed to optimize delivery allows enterprises to harness new ways of doing business, increasing employee productivity, customer engagement and business growth.

In a world where mobile, multi-user, multi-device and multimedia is the expectation, is your enterprise ready?

FOR EMPLOYEES

MULTI-USER - By driving collaboration with the right person at the right time

MULTI-DEVICE - By enabling people to 'hop' from one device to another, from their office to wherever their jobs may take them

MULTIMEDIA - By allowing participants to escalate from text to voice to a video conversation with a simple click

FOR CUSTOMERS

MULTI-USER - By enabling enterprises to bring new resources and departments into the customer conversation

MULTI-DEVICE - By optimizing service delivery with context across any device and over time

MULTIMEDIA - By extending cross-channel conversations to integrate social media and mobility



Team up with a trustworthy partner to transform the way your people communicate

In addition to these solutions, we offer a complete portfolio of services including:

- The design and building of complex architectures
- Managed and proactive services
- 24/7 network monitoring and maintenance
- Adoption acceleration through end-user training

With more than 2700 people in 100 countries and 2500+ partners worldwide, our company delivers solutions focused on three main business segments to more than 830,000 customers from public and private sectors worldwide.

COMMUNICATIONS

We enable collaborative conversations through communications platforms, applications and endpoints, unified communications, multimedia collaboration and customer service applications.

NETWORKS

We create the intelligent infrastructure to enable the delivery of real-time applications across converged campus and data center networks and support the adoption of cloud-based services.

CLOUD

We help partners and enterprises accommodate a new way of delivering and consuming network infrastructure, applications and services.

New unified communications and collaboration (UC&C) delivered from the cloud can help control costs and deliver operational efficiencies across existing technologies.

A consumption-based model that matches spending with use - without the capital outlay - enables rapid responses and adjustments to customer business demands.

Business Partners

We work primarily through an indirect sales model making our business partners a critical partner in our overall go-to-market strategy.

Our business model offers our channel partners an ideal relationship. Our channel partners are trusted advisors to end customers, helping them to achieve their business objectives with our technology. In this new model, we share both the risk and rewards of transforming technology into business value. In making the technology available at an attractive price, and optimizing the technology's availability through our business partners, we provide the capabilities to fuel our customers' and our business partners' growth.

Business partners undergo accreditation training through our partner program. The program ensures that they are fully qualified to sell, deploy and support Alcatel-Lucent Enterprise solutions. The Alcatel-Lucent Enterprise services portfolio complements the business and technical expertise of business partners around the entire solution lifecycle. Together, we deliver secure, high-performance communications and network infrastructures to end customers. Our professional services experts develop and implement end-to-end solutions and adapt them to customer needs. Our support services team ensures smooth solutions operations, protecting customer investment through proactive maintenance and evolution.

We build collaborative and trusted relationships by listening to our customers about their needs to understand the business outcomes that they are expecting from technology solutions. Then we collaborate with our global ecosystem of experts and partners, to propose and implement solutions that power growth and innovation for our customers.

Our unmatched heritage of ideas and experience enables our customers to transform their communications into meaningful conversations for their employees, users and customers, all supported by communications, networks and cloud-based solutions.



**COMMUNICATIONS:
ENABLING COLLABORATIVE
CONVERSATIONS**

Our Alcatel-Lucent Enterprise solutions deliver a comprehensive evolution path from voice communications to multimedia conversations through a wide range of solutions. They span from hybrid telephony access to a full suite of unified communications and collaboration solutions, including solutions for visual collaboration across all devices.

**NETWORKS:
AUTOMATION
AND AGILITY FOR
APPLICATION FLUENT
NETWORKS**

We believe that networks need to be Application Fluent Networks. Our solution brings efficiency and agility to the network through monitoring and automatic tuning of resources, while simplifying the network architecture to deliver the imperatives of new multimedia applications. We bring comprehensive solutions in the area of converged campus networks and data center networks and enable the enterprise to speed the adoption of cloud services.

**CLOUDS:
NEXT GENERATION
COLLABORATION**

Cloud models and services have emerged as a transformational opportunity to reduce the burden on IT of building and managing infrastructures. The cloud offers rapid deployment, flexible, agile and elastic cost structures, advanced applications and service delivery to improve user experience and productivity without upfront investments, thereby reducing capital expenses and total cost of ownership.

Our cloud solutions offer unified communications as-a-service to enable collaborative conversations for businesses of all sizes with in-house, hybrid and on a consumption basis, deployment models.



Our communications solutions include:

- Business telephony
- Unified communications and mobility
- Application, device and performance management
- Cloud services
- Customer service

Our network infrastructure solutions include:

- A converged campus network solution with a unified (wired/wireless) access network and unified management that provides a single infrastructure for voice, video, multi-media and data applications
- A data center switching solution that provides an automated, scalable and low latency data center fabric
- End-to-end programmability to ease migration to SDN technology

Our technology enables companies to be cloud-ready with:

- Scalable, cost-effective network solutions that dynamically optimize data center and corporate network performance
- Virtualized, innovative software technology that fits easily into data centers to deliver communications, collaboration and unified communications as-a-service
- A set of services and a compelling ecosystem to facilitate deployment of cloud-based applications and services
- Pod/mesh architecture enabling IT organizations to create a highly scalable switching fabric designed to deliver on the promise of the cloud

Helping customers every day

Our company and our partners are dedicated to helping you transform your communications. We have built a relationship with our partners such that they are trusted advisors to our end customers, helping them to achieve their business objectives with our technology. We share the risk and rewards of transforming technology into business value for our customers. By making technology easily deployed at a manageable cost, we provide our customers the ability to fuel their growth.

We collaborate with each customer to understand their users and how they use our solutions.

By gaining insight into the features that really matter to them, we are able to help them achieve the ultimate positive business impact: their desired outcome. As an enabler of tangible, positive outcomes, we create shared success in the value chain from the business' top-line and operational indicators down to the end-users. Our solutions, services and partnerships improve our customers' bottom lines.

Working with our company is a very positive experience. Collaborate with us to transform your business for success.

'The [Alcatel-Lucent Enterprise] network is supporting us to move in the right direction in areas such as reducing medication errors, improving communication, shortening lengths of stay, managing outpatient work and improving continuity of care.'

JACQUE DAILEY, FORMER CIO AT CHILDREN'S HOSPITAL OF PITTSBURGH OF UPMC AND NOW VP, IT SOLUTIONS FOR MEDICAL SCIENCE, RESEARCH AND PATIENT CENTERED ACCOUNTABLE CARE, UPMC

Here are a few customers we've helped transform.

UPMC CHILDREN'S HOSPITAL

Supporting healthcare with paperless record system and always-on, mobile, collaboration applications.

DUBAI BANK

Providing agents and customers with a reliable, scalable and flexible telecommunication environment.

DELOITTE

Offering mobile workers secure access, simplified process and guaranteed business continuity.

LIVERPOOL HOSPITAL

Delivering an end-to-end voice, data, wired and wireless converged network, improving patient care and staff productivity.

MORAVIAN COLLEGE

Providing a comprehensive unified wired/wireless network infrastructure to enable delivery of a new collaborative learning environment.

COPA CLARO

Supplying ATP Tour events with comprehensive communications infrastructure services and state-of-the-art collaboration technology called OpenTouch®.

EXPERIENCE POSITIVE BUSINESS OUTCOMES

To see how you can benefit from integrating innovative Alcatel-Lucent Enterprise solutions, extensive support and services into your business, we invite you to call your local representative.



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