

THE VIEW FROM ALCATEL-LUCENT ENTERPRISE'S NEW GLOBAL SALES LEADER

TOM EGGEMEIER IS CHANGING THE CONVERSATION

EXECUTIVE INTERVIEW – SEPTEMBER 2011

Tom Eggemeier recently assumed the role of Global Sales Leader for Alcatel-Lucent Enterprise after many successful years as the EMEA Sales Leader. In this new position, Tom is responsible for driving sales of our Genesys, Communications and Network businesses worldwide through global accounts, channels and strategic alliances that currently include HP and IBM.

Putting plans in place to change the conversation with customers, Tom shares some insight on what partners can expect and what they can do to grow their business with Alcatel-Lucent Enterprise.

What do you see as your primary efforts in your new role?

Our primary goal is to have meaningful and productive conversations with all of our customers around the world. We want to help our customers and partners in their effort to enhance their customers' experiences as well as ensure their employees are dynamic through best practices.

What can our partners expect from ALE in the coming months?

We continue to be committed to our partner go-to-market model, unlike other companies who have waived. In fact, our commitment is stronger than ever as we deploy new partner programs. We are very focused on our partner channel and will continue to roll out enhancements to the program. So, please stay tuned for announcements on that in the future.

We offer our partners a strong proposition that they can take to new customers and current ones who may need to expand and extend their existing Alcatel-Lucent Enterprise deployments into other areas such as contact centers, data networking or communication solutions.

How is the formation of Alcatel-Lucent Enterprise giving our partners new opportunities to grow their business?

Our Genesys portfolio offers our partners a way to differentiate themselves from our competitors. The margins are better providing more money for each sale, the products lead the industry and more customers are satisfied with this offering than most everything else out there. Our most successful partners cross pollinate their customer base by adding on Genesys Intelligent Workload Distribution (iWD), Genesys SIP solutions and Workforce Optimization (WFO). Or, for customers who currently have voice solutions, cross selling them our network infrastructure products where we have dynamic growth. Our partners can excel if they go to these adjacent markets that we're growing and taking advantage of the latest technological advances we now offer at exceptional prices.

Additional opportunities also exist in hosted markets where customers can outsource their headaches and pay for only what they need.

We have lots of great opportunities for our partners to grow their sales with all of the new offers available this year.

What role does social media play in our sales efforts?

Social media is a crucial part of the sales and marketing mix. We believe all of our partners and sales teams should be engaging with our customers using Twitter, LinkedIn and Facebook. These channels provide great forums in which we can exchange ideas, and customers and partners can engage with our experts and executives. In fact, I check all of them every morning before I ever open my email. There are lots of great ideas posted from our partners and customers that we can follow up on.

It's also an exceptional way to reach many people at one time without great effort. For example, if you have 100 people following you on twitter, and each have 100 followers, each tweet can reach 10,000 people. It's this great multiplier effect that provides amazing reach. We should all continue to use it aggressively in our sales and marketing efforts.

This is also a great way to show by doing, using solutions such as our Genesys Social Engagement. There are many products on the market right now that will allow enterprises to analyze what's being said in these venues about them, but only ours allows the company to react in a structured way. This is what differentiates us from the rest. And, what better way to show how well it works, than to have our sales team use it.

What strengths can our partners build on?

Our biggest strength is our differentiated portfolio. We've grown our network infrastructure business to the point that we went from being seventh or eighth in the industry to now the third largest seller in this market. Propelling us in this market is our recently launched data center switching solution blueprint for enterprises, which is based on the OmniSwitch 10K and 6900.

Plus, we're well positioned to gain market share in the communications market with the launch of Alcatel-Lucent OpenTouch, a suite of solutions that transform enterprise communications into seamless multi-party, multi-device, multi-media conversations.

We also have great new and enhanced solutions this year with Genesys WFO and our Genesys Social Engagement products which as I indicated earlier are unique in the market because of the breadth and depth of their features.

What is the greatest challenge we are facing today?

Our greatest challenge is to get the word out that we're growing, we're profitable and we're taking market share from the rest. We need to better communicate how we've grown to be a top provider of a broad range of solutions across customer service, communications and networks.

We also need to show how we're addressing the consumerization of the enterprise, including social media, video and mobility, and how it is affecting employee and customer engagement. This is an opportunity for us – we need businesses to understand that no matter what device or channel, their customers and partners are using, they should experience the same ability to communicate and collaborate – across any location.

What should our customers know about us?

One of our unique differentiators is unwavering commitment to be trusted advisors to our customers. Our open solutions are designed to meet their needs, not push our agenda. Our approach along these lines is simple and based on the following:

- Connecting with our customers
- Executing with our partners to solve business problems
- Innovating with business solutions and best practices

What thoughts or suggestions do you want to leave our partners with?

Take advantage of your core competencies. Look for adjacent markets to sell. Genesys partners are expanding to sell iWD, WFO and eServices – all of which are a huge opportunity. Alcatel-Lucent partners should focus on selling data solutions to their voice customers and vice versa.

And, we shouldn't forget about our core in inbound contact center and iVR. Even with all of the great social media solutions we offer, many customers still don't have what was newly offered 5 years ago. The same holds true for our data and voice customers. Huge opportunities can be found with existing customers. Expand their portfolio with our network and communications offers. Get them to replace their outdated switches with new, faster and more efficient green switches. Our customers are demanding a total solution. They want our communication and cloud solutions.

I look forward to working with all of our sales teams and partners around the world as we continue to grow our success.