Alcatel·Lucent

Managed Business Communications:
Unified Communications Services
INNOVATIVE, VALUE-ADDED SERVICES FOR YOUR ENTERPRISE CUSTOMERS

Tap into a new market that is expected to reach $17.5 billion[1] by 2011.

Now you can boost revenues by helping your business customers improve productivity. Unified Communications Services provide streamlined access to a broad range of communication, conferencing and collaboration services — using a single user interface or client. This solution can improve employee efficiency and cut costs, while empowering users with a comprehensive array of communication capabilities.

Enhance your customers' experience

You can offer your business customers a rich choice of communication services, ranging from traditional TDM voice and data services on fixed or mobile phones to enriched IP multimedia data and video services on any POTS, mobile, PC, PDA, smart phone or fixed-mobile phone. Already installed communication services and IT facilities, such as Outlook e-mail, can also be fully integrated. And you can provide advanced converged services like Mobile-Wi-Fi dual-mode service with seamless handover and enterprise-grade performance.

This wide selection of capabilities can be delivered at any site, inside or outside the enterprise. Yet each user enjoys the same consistent set of services — allowing employees to respond faster, collaborate more efficiently and improve productivity.

[1] Source: IDC, *Worldwide Unified Communications Ecosystem 2007–2011 Forecast: The Road Ahead for UC, Doc # 208043, August 2007.*

Services defined

UNIFIED COMMUNICATIONS SERVICE

Combine the key applications an enterprise needs to enhance business performance — and provide easy, consistent access with a single user interface. Each unique solution can leverage installed capabilities, emerging multimedia applications and converged services. The following offerings can all be integrated into a unified user experience today:

- *Fixed-mobile converged voice/multimedia VPN* – Provide multi-site call management, including cost controls and a unified private numbering plan. Employees can make voice

or video calls at the office, in a hot spot, at home or on the road.
- *Voice/video telephony* – Enable voice and video calls from a fixed PBX phone, mobile phone, direct land line, PDA, smart phone or softphone – with PBX-like features.
- *Fixed-mobile convergence dual-mode service* – Offer converged services with dual-mode Wi-Fi-GSM or Wi-Fi-CDMA handsets that provide increased in-building coverage, least-cost routing and seamless bidirectional handover between fixed and mobile access.

- *Multimedia conferencing* – Deliver audio, video and web conferencing that allows employees to share information and documents anywhere, anytime, from any phone or PC. Scheduled, meet-me and ad-hoc conferencing modes simplify connections.
- *Collaboration* – Make it easier for employees in any location to work together, sharing files and applications with presence-driven click-to-call and instant messaging features.
- *Mobile e-mail* – Provide extensive e-mail capabilities, including universally available push-e mail functionality over multiple device types and all major protocols.
- *Instant messaging* – Offer presence-driven, ad-hoc IM chat that supports audio and web conference events and urgent information requests.

- *Converged voice/data/video/text messaging* – Provide these unified messaging services on a PC, PDA, mobile or other portable device, so users can listen to e-mail or read voice-mail over an IP network.
- *Calendaring* – Integrate voice calls, e-mail, alerts and other capabilities to enrich the end user experience.
- *Address book* – Enhance contact information with detailed presence information (busy, on call, out of office, be right back).
- *Presence-based services* – Offer improved "reachability" by enabling connections based on the availability of an invitee's media type and his/her online presence status.

A win-win situation

Service providers are uniquely positioned to help enterprise customers improve productivity, reduce ICT costs and deliver a consistent, integrated user experience. By offering unified conferencing and collaboration services, you can generate new revenues, while enabling business customers to streamline and upgrade their communications capabilities. It's a win-win situation that can have a profound effect on your customer relationships.

An offer your enterprise customers will not refuse

You can offer a compelling value proposition for small offices and home offices, as well as medium-sized organizations and large multinationals.

VALUE
Business end users: An enriched and consistent experience
• *Increased efficiency and productivity* – Employees can identify the best method for reaching colleagues before initiating a call or conference.
• *Improved responsiveness* – Real-time communication and interaction among staff and partners result in faster responses to end customers.
• *Reduced time and expense* – Employees are easier to reach. Call rates are improved and expensive travel can be replaced with conferencing alternatives.
• *Simplified user experience* – A single sign-on provides access to any application, at any location, on any device.
• *Outstanding convenience* – All services are unified by one phone, one number, one contact, one subscription and one bill.
CIO/IT managers: A cost-effective solution
• *Lower total cost of ownership* – Outsourcing communications services and infrastructure to a service provider offers a predictable operating cost, while allowing enterprises to streamline business processes and focus on their core business.
• *Simplified management, control and provisioning* – With one unified communications infrastructure, the transition to IP multimedia communications is smooth, while enterprise ICT investments and costly maintenance are reduced.
• *Seamless integration* – A unified communications solution can leverage the existing office environment, including popular desktop applications such as Microsoft Outlook or IBM Lotus Notes and any type of TDM and IP PBX.

Yankee Group reports the following enterprise customer benefits, in business cases focused on the Alcatel-Lucent solution delivered to Ring2:

- *Melee Venture Management has reduced travel by 50 to 60 percent.*

- *Lohika's business has accelerated significantly. One user says decision-making speed has increased by at least 50 percent.*

Your benefits

While enhancing enterprise productivity, Alcatel-Lucent Unified Communications Services offer the following benefits for service providers:

- *Speed time-to-market* – An integrated end-to-end solution reduces field integration costs and deployment time.

- *Leverage a ready-made service portfolio* – Rich unified services help increase your revenue, market share and customer loyalty.

- *Reduce CAPEX and OPEX* – Improve your financial performance with a highly unified and converged solution and new outsourcing business models. Alcatel-Lucent managed and hosted services can mitigate your financial risk, improve your balance sheet by lowering operating expenses — and free up money and people for other opportunities.

- *Unique solution with flexible deployment models* – You can deploy the solution in following models individually or in combination to accommodate your network and financial circumstances:
  - ¬ Enterprise premises-based model
  - ¬ Service provider network-based model
  - ¬ Service provider premises-managed/hosted model
  - ¬ Alcatel-Lucent managed/hosted model

- *Seamless migration and investment protection* – You can leverage existing TDM and IP, fixed and mobile services, while enabling multimedia communication, conferencing and collaboration services as well as emerging and third-party services.

- *One step or pay-as-you-grow deployment* – The size and complexity of your offering can be based on market needs and your evolution plans. You can also lay the foundation for future revenue by integrating the most advanced features and applications today.

- *Carrier-grade solutions* – Alcatel-Lucent solutions offer flexible scalability.

"Unified communications (UC) generates interest as a potentially important business tool to improve existing business processes and reduce costly business delays for time-sensitive situations. An intelligent software platform, it connects people to people and to applications directly and easily. UC also connects desktop collaboration technologies, such as presence, email, instant messaging, and Web conferencing with communication applications (e.g., telephony, audio conferencing, voice messaging, and video). Its intuitive user interface promotes adoption and usage of UC across the enterprise. To justify UC investments, organizations should evaluate UC's business benefits and IT improvements, and explain its full value — for example, how it enables faster response to critical situations, allows employees to collaborate more easily, and reduces overhead such as travel and conferencing expenses."

SOURCE: HERRELL, ELIZABETH, FORRESTER RESEARCH. *HOW TO EVALUATE BUSINESS VALUE FOR UNIFIED OMMUNICATIONS: UNIFIED COMMUNICATIONS SUPPORT MULTIPLE BUSINESS PROCESS IMPROVEMENTS,* DECEMBER 27, 2007.

Partner with Alcatel-Lucent

With the Alcatel-Lucent Managed Business Communication solution, you benefit from a complete set of services, a superior technical solution and go-to-market business support that enables rapid service rollout.

Improve customer satisfaction by offering choice

With the Alcatel-Lucent Managed Business Communication solution, you can offer rich unified communications services to enterprises of all sizes. You pay only for the functionality your customers want now, with easy integration of new services as requirements change.

Accelerate time-to-market

Alcatel-Lucent offers the tools and consulting expertise to help you roll out unified communications services rapidly. Our professional services include: market assessment; commercial, technical and operations planning; development of service packages; launch support; and sales training.

Leverage your existing assets

Alcatel-Lucent takes a unique hybrid approach to unified communications. By supporting TDM-IP, fixed-mobile, premises-network and dual-mode FMC/VCC scenarios, we can help you address evolving market needs while making use of your existing premises or network assets. The Alcatel-Lucent Managed Business Communication solution integrates our own leading components, including:

- Alcatel-Lucent 5340 Enterprise Communication at Network (ECN)
- Alcatel-Lucent OmniTouch 8600 My Instant Communicator
- Alcatel-Lucent OmniTouch My Teamwork Conferencing and Collaboration Application
- Alcatel-Lucent 5400 IMS Application Server (IAS)
- Alcatel-Lucent OmniPCX family
- Alcatel-Lucent 5105 Video Mail System (VMS)
- Alcatel-Lucent 5410 Presence Server (PS) and Network Address Book (NAB)
- Alcatel-Lucent 5430 Multimedia Instant Messaging (MIM)

Other communication products can also be incorporated into your solution, including any PBX, applications such as Microsoft Outlook, IBM Lotus Notes and Sametime, any fixed or mobile TDM switch and all major NGN/IMS softswitches.

The Alcatel-Lucent unified communications offering, based on our Managed Business Communication solution, is part of a broad and rich portfolio designed to meet business critical communication needs and realize competitive transformation.

The key components of our unified communications services are recognized as industry-leading products. They include: The Alcatel-Lucent 5340 Enterprise Communication at Network (ECN), Alcatel-Lucent OmniTouch 8600 My Instant Communicator and Alcatel-Lucent OmniTouch My Teamwork Conferencing and Collaboration Application.

Find out more about how Alcatel-Lucent Managed Business Communications can transform your relationship with your enterprise customers. Contact your Alcatel-Lucent account representative or visit http://www.alcatel-lucent.com

Alcatel·Lucent