VAR Business PARTNER PROGRAM

Lucent Technologies
Bell Labs Innovations

Lucent Technologies
600 Mountain Ave.
Murray Hill, NJ 07974
908-508-8080
www.lucent.com



"Successful partnering begins with the proposition that customers will be better served by companies joining together to create new solutions to solve business problems and capture new market opportunities for all parties."

—Frank Farese, Senior Vice President, Global Business Partner, Alliance and Software Sales, Lucent Technologies

5 STAR PARTNER PROGRAM

Lucent Technologies Values Partnerships

Lucent Technologies works with an elite group of companies worldwide that have successfully demonstrated their ability to turn innovation into performance to meet the needs of the end customer. Our partner program, designed to support a variety of market and geographic needs, harnesses the full power of Lucent's solutions portfolio and networking expertise, and combines that with a sharp focus on the individual needs of each customer. Our Business Partners are trained and experienced in the latest technical innovations, and ready to provide customized, end-to-end solutions to our mutual customers, while our Alliance Partners enable Lucent to reach new markets with innovative joint solutions that leverage each company's expertise.

Why Partner With Lucent Technologies?

"Working with Lucent we have access to an array of high-performance solutions that allow us to offer superior technology AND good business value propositions to our customers."
— *Glenn A. Johansen, President and CEO, LightRiver Technologies*

No other partner relationship in the communications industry offers the combination of Lucent Technologies worldwide capabilities, leading-edge solutions plus the expertise found at Bell Labs. Our goal is to help customers enhance their networks, create scalable solutions for the user, valuable new avenues for revenue for a service provider, and save money on operations for both. We offer partners tremendous sales opportunities in markets such as government, healthcare, financial services and the utilities industry, to name a few.

The Value of Our Technology and Offers

Lucent Technologies provides its partners with training and support for offers in key growth areas for enterprises and service providers worldwide. Our offers capitalize on customers' needs to introduce new services that will seamlessly blend with their current network architecture, reduce operating expenses, as well as quickly generate profitable revenue and solutions that solve critical network problems.

Areas of focus for the partner program include:

- Voice over Internet Protocol (VoIP)
- Security
- Broadband Access
- Network Management and Operations Software
- Metro Optical
- Wireless
- Messaging

All of our solutions are backed by Lucent Worldwide Services, offering best-in-class global support services available through our partners, or in some cases, directly from Lucent.



The Lucent Business Partner Program

"Partners are a critical link to the end customer, and we look at them as an extension of our sales force – and as an extension of Lucent in the marketplace."
— *Mark Wilson, Vice President, Business Partners, Lucent Technologies*

Our Program embraces every aspect of the partner relationship. Business Partners are expected to meet a set of requirements that include joint business plans, revenue objectives and training qualification. In turn, they receive technical support, selling incentives, web site access, co-marketing funding, sales leads, communications, training program and presence in our Business Partner Locator. Partners accepted into the Accreditation Program are solutions-focused, highly skilled and trained to sell and support Lucent Technologies' products and services to the customer.

Strategic Alliance Program

"Our alliance program addresses new market opportunities by combining Lucent's technology, services and Bell Labs innovations, with the strengths of our alliance partners' products and services to more quickly deliver solutions to the marketplace."
— *Liz King, Vice President, Strategic Alliances, Lucent Technologies*

Lucent continues to forge major alliances with industry leaders that link our innovative communications technologies and expertise in voice and data with our partners' complementary products, services, and support. Our work with alliance partners ranges from joint marketing activities to joint selling to joint development of comprehensive offers addressing critical customer needs. Alliances allow us to deliver greater value to our customers and extend our reach into new, growth markets.

Leadership

Our global team stands ready to help our partners succeed. Our worldwide partner program has a presence on five continents and in 50 countries, and the leadership team boasts years of experience working with channel partners of all kinds.

Contact us today if you'd like to grow your business by offering customers leading-edge solutions and support from Lucent Technologies.

Email: lubps@lucent.com
Phone: 888-426-2252 or 512-434-1523

For more information on the Lucent Business Partner Program, visit us on the web at:
www.lucent.com/partner/business

Benefits:

- Highly-reliable, carrier-grade technology now available for enterprise
- High-revenue and high-growth solutions
- Great margins and flexibility
- Global reach and geographic support
- Extensive training and sales support

Leadership Team:

- Frank Farese, Senior Vice President, Business Partner and Software Sales
- Mark Wilson, Vice President, Channel Sales, Americas
- Liz King, Vice President, Strategic Alliances
- Linda Manchester, Vice President, Network Operations Software Sales
- Dave Furtado, Senior Director, Global Messaging Sales
- Mark Wanic, Director, Global Operations and Programs

5 STAR PARTNER PROGRAM

ADVERTISEMENT