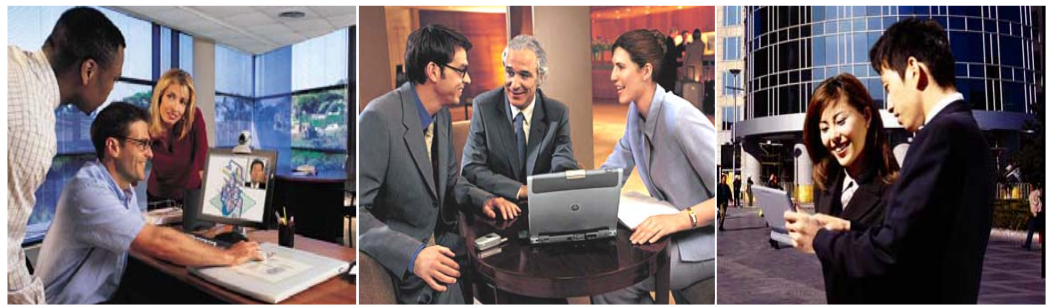
Lucent Global Business Partners

The Right Markets
The Right Technology
The Right Partners



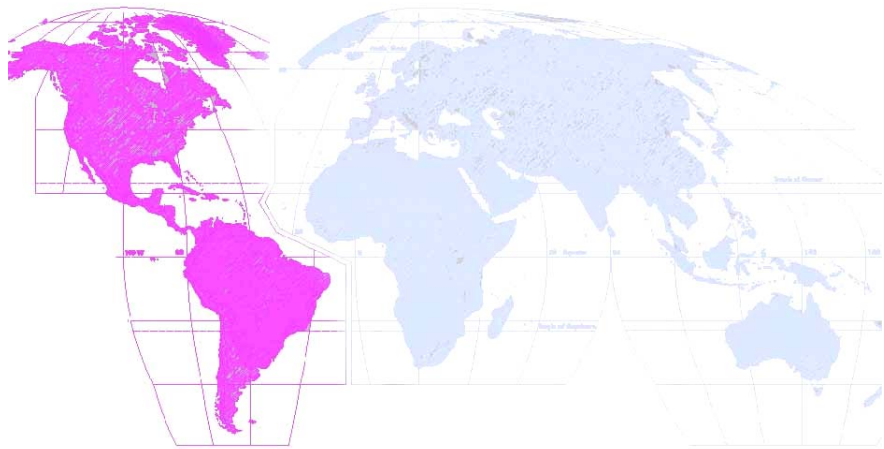
Mark Wilson

Sales Vice President, Americas
Global Business Partners

Lucent Technologies
Bell Labs Innovations

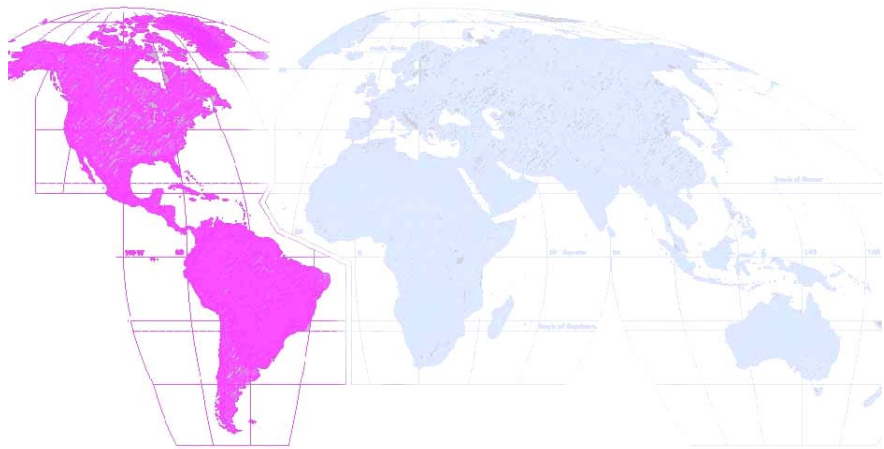
Overview Of The Americas Channel

- 30 – 40 partners overall
- North America
  - 12 – 15 Service Provider Space (metro optical/switching)
  - 10 Enterprise Software
  - 10 –15 Security/Storage VARs –actively recruiting
- South America
  - 20+ countries covered by prominent partners in the region
  - Focus on optical, switching, software and wireless technology sales for the service provider market



Market Priorities North America

- Service Providers
  - CLEC, ISP, Small ILECs
- Utilities
- Independent Telcos
- Government
  - Local
  - State
  - Federal
- Enterprise
  - Financial services
  - Healthcare



From The Enterprise To The Network



Firewall



APX



PSAX

GX 550
CBX 550





5ESS



Vital



Access Point



Stinger



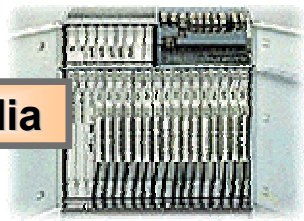
DMX



iGEN



Optistar



AnyMedia



Flexent Base Station

Metro Optical At A Glance

- ***Product Set***: LambdaUnite, Metropolis EON, Metropolis DMX, Metropolis DMXtend
- ***Target Markets***: Small ILECs, Utilities, Federal Government
- ***Key Resellers***: LightRiver, Graybar

LightRiver

Smaller, highly-focused, national reseller based in California. Specializes in optical equipment, but moving into other products such as switching and software. Have identified key areas to focus on including government, independent telcos and utilities sector. This has resulted in a number of wins in new market areas and geographies.

Convergence Systems At A Glance

- ***Product Set:*** 5ESS, iGEN
- ***Target Markets***: Small ILECs / CLECs
- ***Key Resellers***: D-tel, Dynavar

D-tel
DESIGNED TELECOMMUNICATIONS, INC.

D-TEL

National reseller based in Virginia. Specializes in switching equipment, but having success selling wireless equipment. Have identified key areas to focus on independent telcos. Instrumental in identifying new customer opportunities for the iGEN switch as well as a number of switching wins in the ICO market.

Storage At A Glance

- ***Product Set***: Metropolis EON, OptiStar EdgeSwitch, Firewall
- ***Target Markets***: Large Enterprise (financial industry, insurance); Alternative Service Providers (offered as a hosted service)
- ***Key Resellers***: In recruitment mode

EMC²
where information lives

EMC

Key storage partnership for Lucent including joint-development and sales efforts. New offers focus on long-distance storage networking using metro optical and secure storage. The two companies work together to solve the critical business problems of enterprises and service provider customers.

Enterprise Software/Security At A Glance

- ***Product Set:*** Firewall Brick, VitalSuite, VitalQIP
- ***Target Markets:*** Government (local, state, federal), Enterprise
- ***Key Resellers:*** Argent Associates, PVA Global, Innovative Systems, Northrop Grumman

ARGENT ASSOCIATES

New Jersey-based reseller focused on opportunities in Northeast. Sells both security solutions and software. Heavy focus on local/state governments. Recent win for Firewall with large NYC agency; more in the works with other NY city agencies.

Key Takeaways

COMMITMENT

+ ***TECHNOLOGY***

+ ***THE RIGHT PARTNERS IN THE RIGHT MARKETS***

+ ***THE RIGHT PROGRAM AND PEOPLE***

= ***SUCCESS***

Global Business Partner Organization