Gaining Services Traction Through Alliances
Intel/Oracle/Lucent – A Triple Play for Success



Anthony Ambrose – Intel General Manager Platform Programs

Robert Fassett – Oracle Business Development Director

Lydia Ho – LWS Strategic Alliances Director

December 3, 2003

intel.

ORACLE
SOFTWARE POWERS THE INTERNET

Lucent Technologies
Bell Labs Innovations

LWS Alliances Strategy

Goal: Satisfy customer needs by offering robust multivendor solutions and penetrate new markets

Strategy:

- Develop long-term, mutually beneficial relationships with select partners
- Focus on key growth areas
  - Professional Services
  - Managed Services
  - Multivendor Maintenance Services
- Develop winning collaborative solutions and go-to-market strategies
- Leverage partners as channels for non-traditional Lucent markets

Intel Alliance



- ***Strategic Intent***
  - Intel to recommend LWS as a Global Network & Software Integrator in support of Intel's modular communications platforms
- ***Intel invites LWS to join Intel® Communications Alliance program***
  - Co-marketing & match-making opportunities within Intel's ecosyste



- ***Target Markets***
  - Enterprise
  - Service Provider (Wireless, Wireline and MSO)
  - Government
- ***LWS Services Offers***
  - Network & Application Integration/Performance/Optimization
  - Network Planning & Design
  - Maintenance (i.e., Remote Tech, On-site Tech, Sparing)
- ***Intel/LWS embark on series of collaborative ecosystem member (Independent Software Vendors/Value Added Distributors) meetings***

Oracle Alliance



- ***Strategic Intent***
  - Provide LWS professional services to support Oracle's Telecommunications Applications (i.e., Oracle Collaboration Suite – OCS)
- ***Initial Meeting April 2003***
- ***Target Market***
  - Enterprise
- ***LWS Services Offers***
  - Network Integration for voicemail feature of OCS
  - Network Application Performance Analysis to support OCS presale (demo)
  - Applications integration for OCS suite (planned)
- ***OCS Customer Engagements***
  - Pemco Aeroplex
  - National Elevator Industry Benefits Organization

Alliance Benefits to LWS



Intel Alliance	Oracle Alliance
▪ Reinforcement of LWS' brand recognition as a global systems integrator ▪ Services growth opportunities into non-traditional Lucent markets ▪ Enhanced LWS multivendor platform and multi-domain software expertise ▪ Enterprise market access through ecosystem members sales channels ▪ Development of robust joint solutions with industry-leading partner	▪ Enhanced recognition as a services vendor in enterprise market ▪ Enhanced LWS multivendor product and platform expertise ▪ Explosive enterprise market access through Oracle sales channels ▪ Development of robust joint solutions with industry-leading partner



"Restoring Technology Innovation in the Telecom Industry"

Anthony Ambrose

General Manager
Platform Programs
Communications Infrastructure Group

Intel Corporation
December 3, 2003



Environment



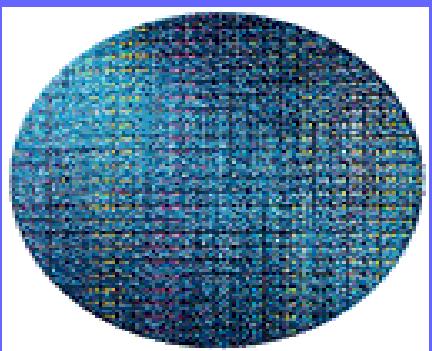
Marketplace Reality

All Communication Devices will Compute

All Computers will Communicate



Convergence

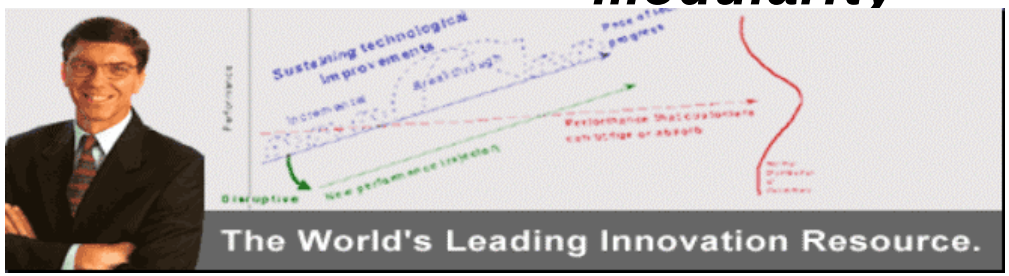


Silicon

Intel is playing a key role in the future of modular network platforms that will fundamentally change the way service providers build out networks in the future

The Modular Transition

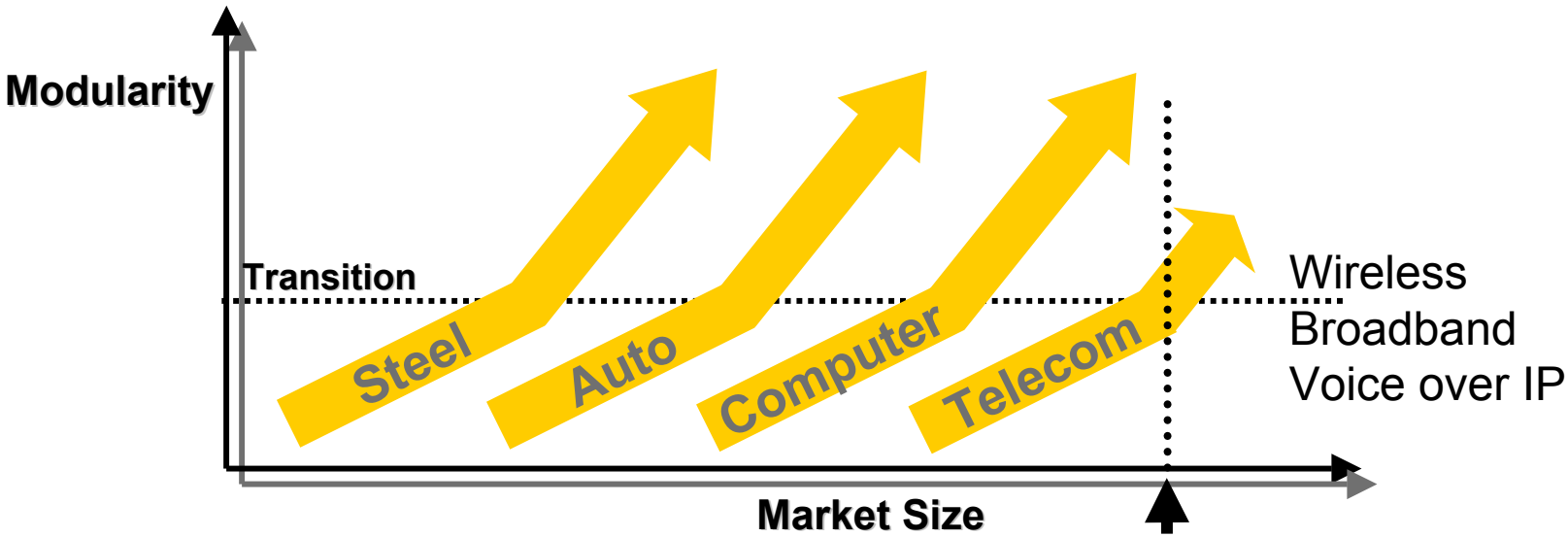
"All free and sizable markets move to standards-based modularity"



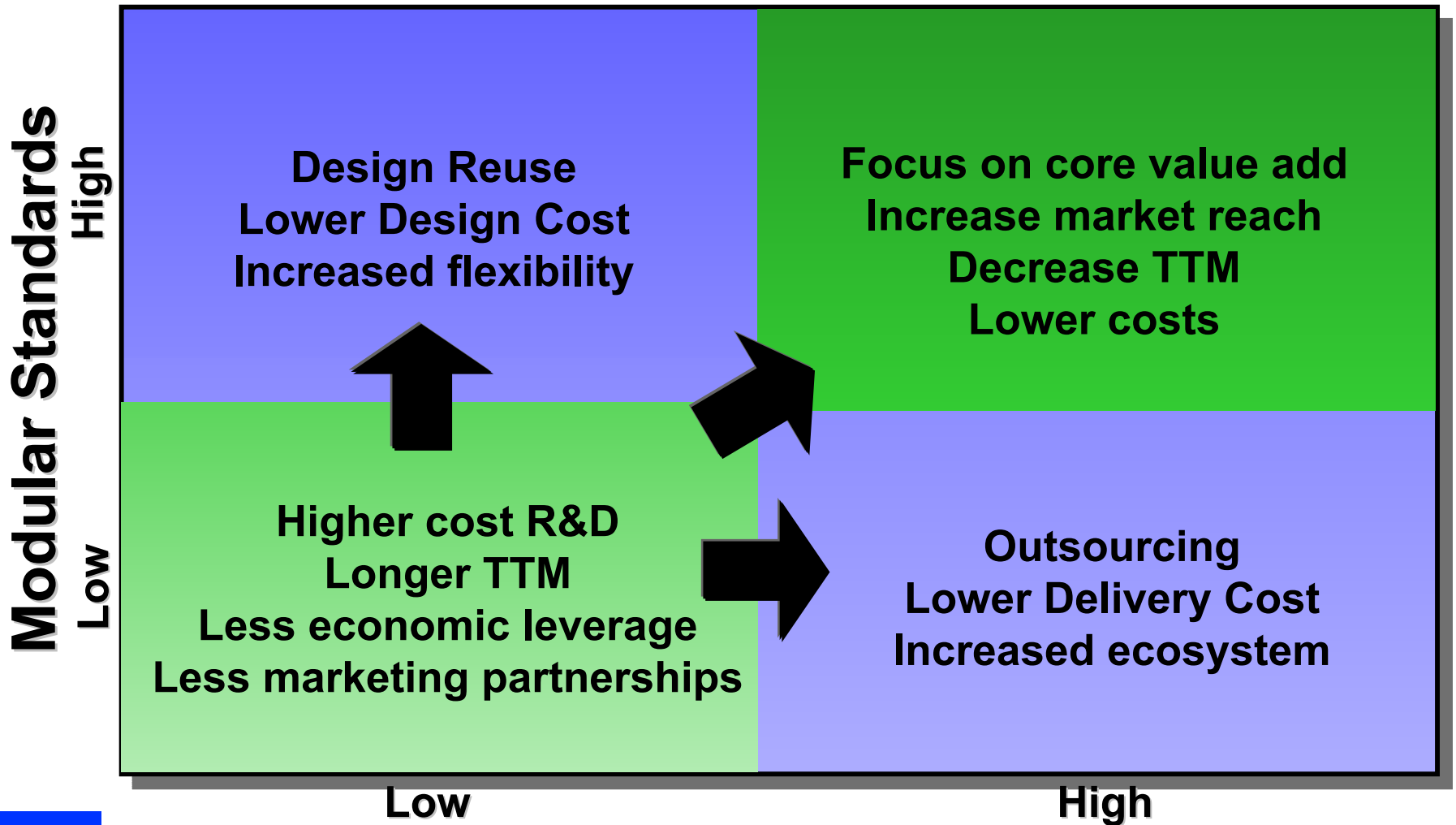
-- Clayton Christensen

Harvard Business School

Innovation in the Telecommunications Industry: Separating Hype from Reality



Modularity = High Innovation and Improved Return on Investment



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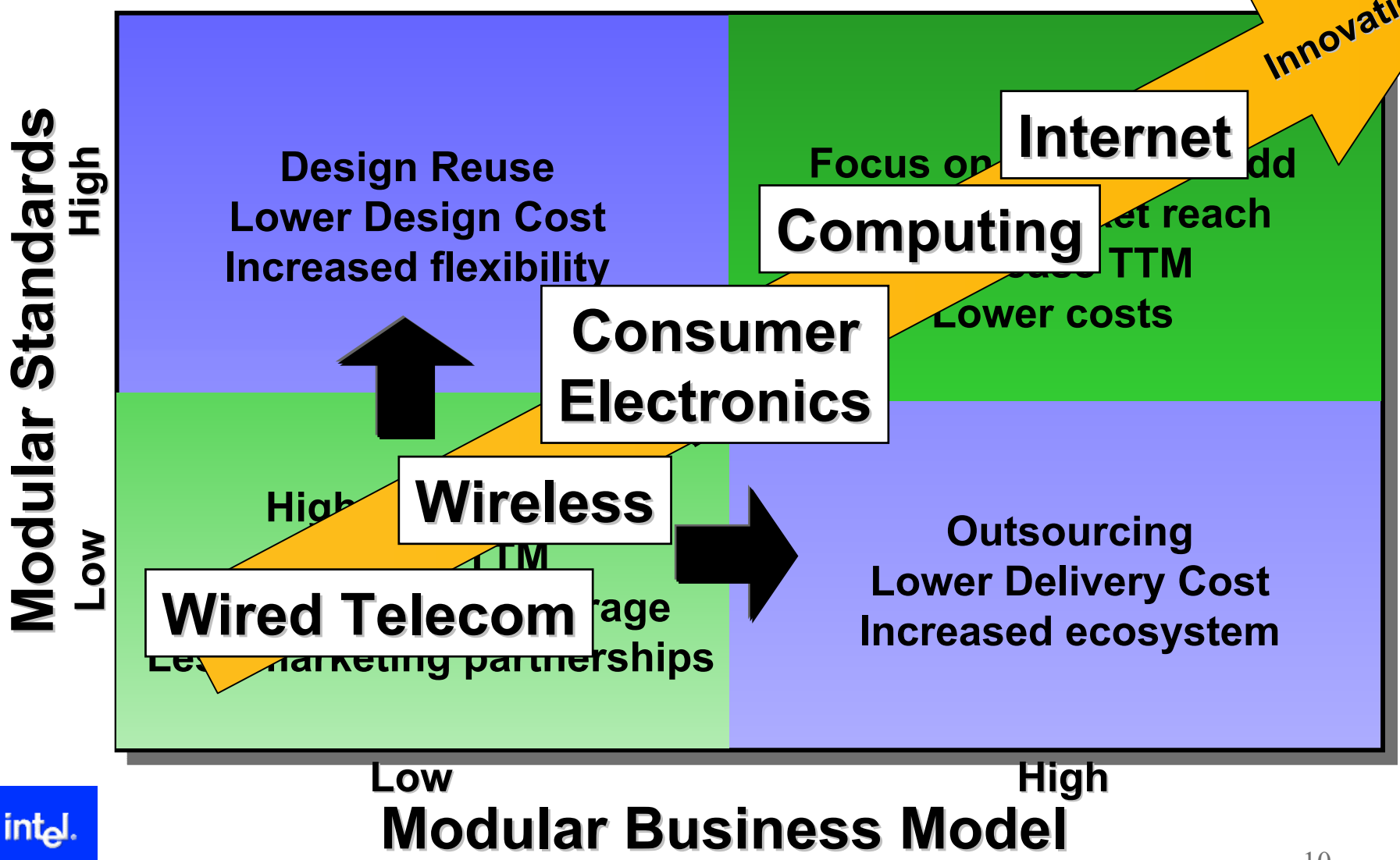
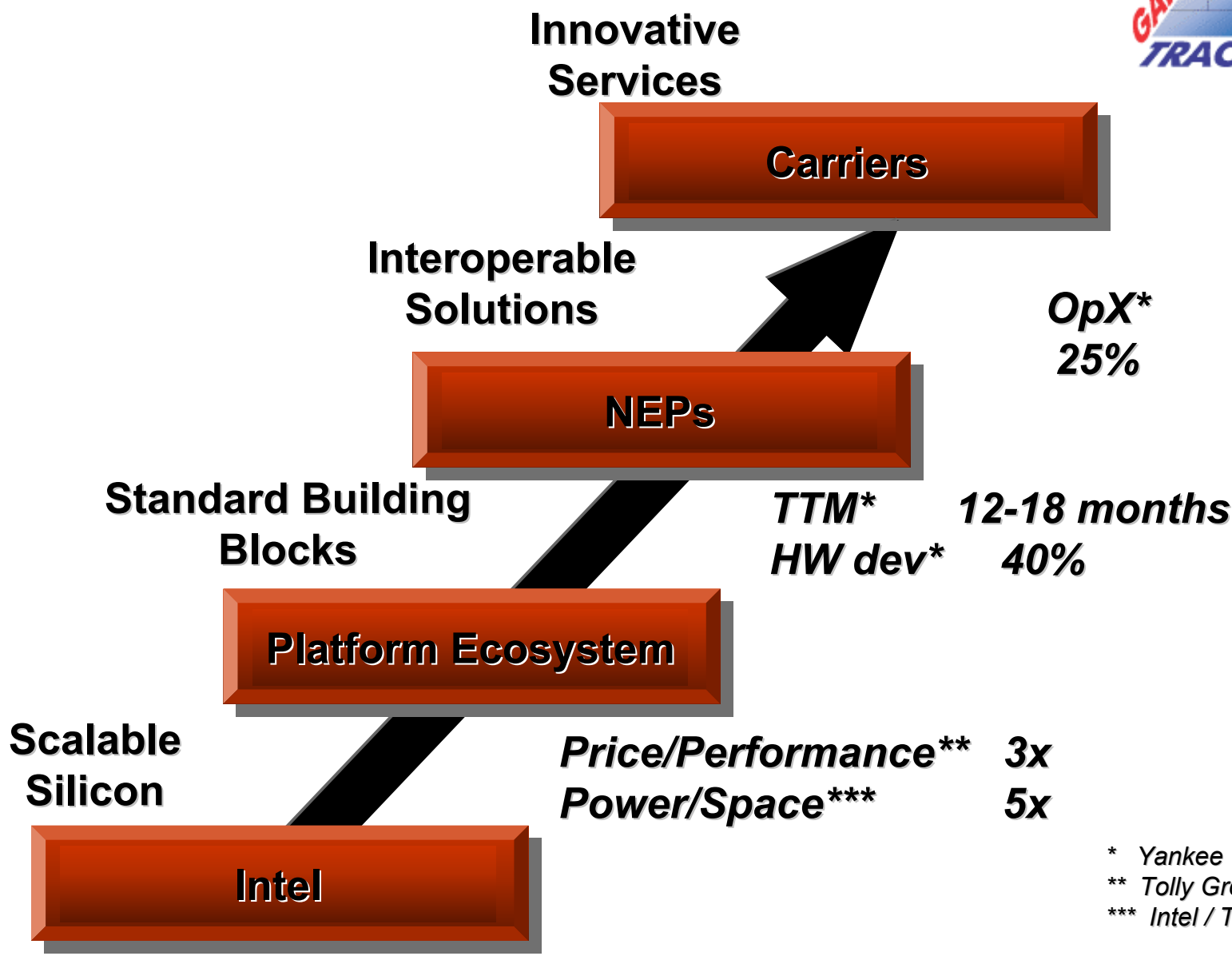


Modularity Benefits the Value Chain



* Yankee Group 2/03
** Tolly Group 1/03
*** Intel / TEM 2002

Modular System Standards



CGL Spec 2.0 Released
- October 2003

OSDL

30+ mbrs

APPLICATIONS & MIDDLEWARE

SA FORUM APIs

SA Forum Releases Application Interface Spec
- April 2003

SERVICE AVAILABILITY FORUM

20+ mbrs

CARRIER GRADE OS

NEC ships first wireless gateways based on ATCA – Sept 2003

AdvancedTCA

PCI INDUSTRIAL COMPUTERS PICMG

100+ mbrs

MODULAR HARDWARE

Committee Focus on Comms – July 2003

PCI EXPRESS

Advanced Switching

14+ mbrs

intel

Over 200 companies are enabling the move to modularity through these standards bodies

Intel and LWS



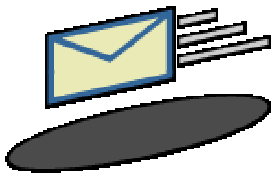
- Modular Networks provide opportunity for multi-vendor system integrators
- Intel is working closely with LWS to develop their service offerings around modular solutions.
- LWS brings considerable integration skills to the Intel ecosystem
  - Voice and data network design and construction
  - Global reach
  - Multi-segment coverage (Wireline, Wireless, Enterprise)



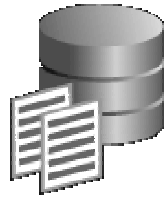


Rob Fassett
Director of Business Development
Oracle Corporation

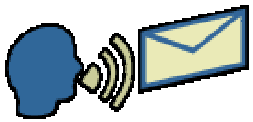
What Does It Do?



Email



Files



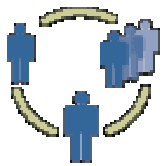
Voicemail



Ultra Search



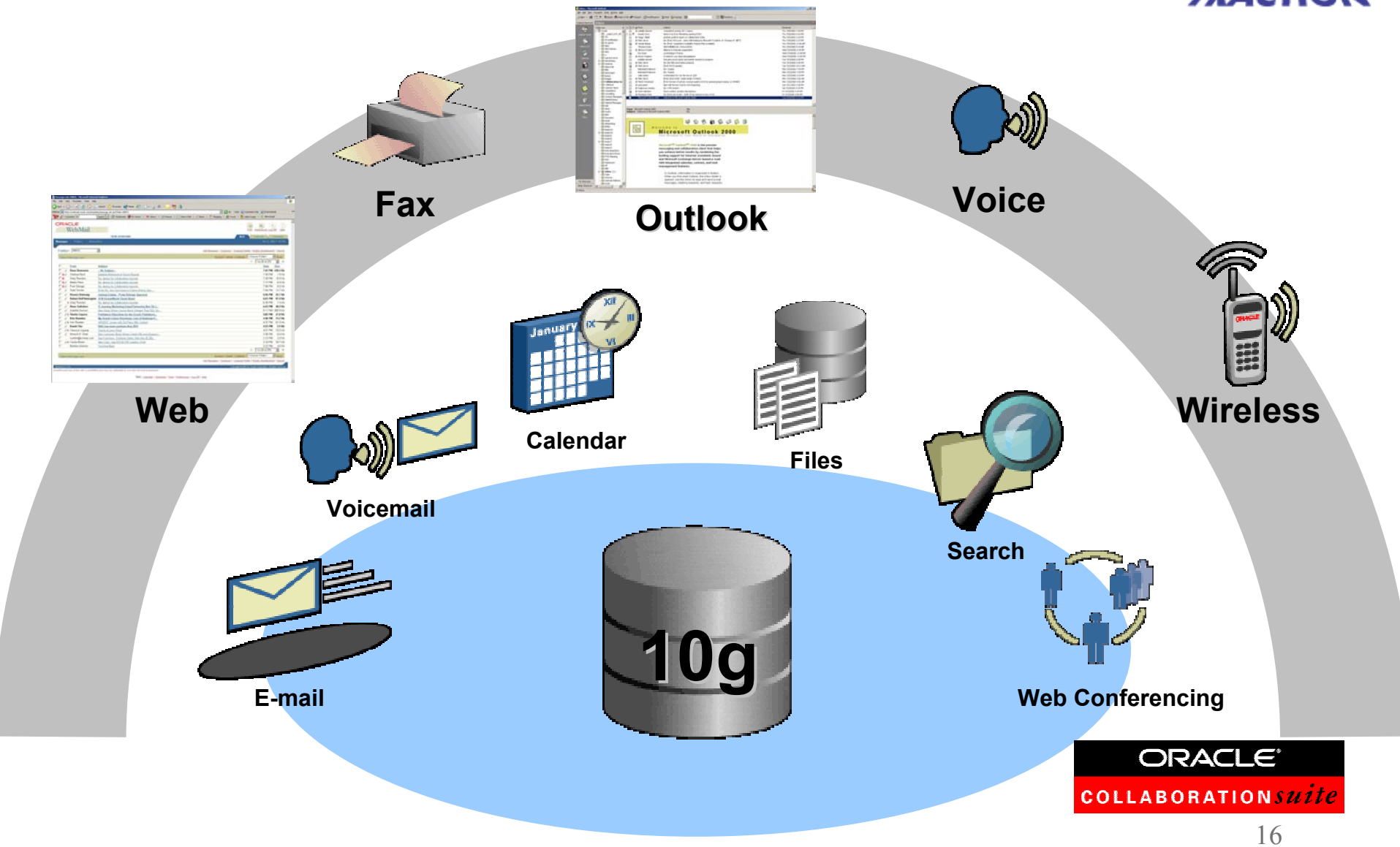
Calendar



Web Conferencing

* More messaging & collaborations applications coming soon.

How Does It Work?



ORACLE COLLABORATION suite

How Important Is It To Oracle?



Oracle's newest line of business:

- Database
- Application Server
- E-business Suite
- Collaboration Suite



The collaboration market will generate $7.5B in annual revenue in the US in 2006.

ORACLE
COLLABORATION*suite*

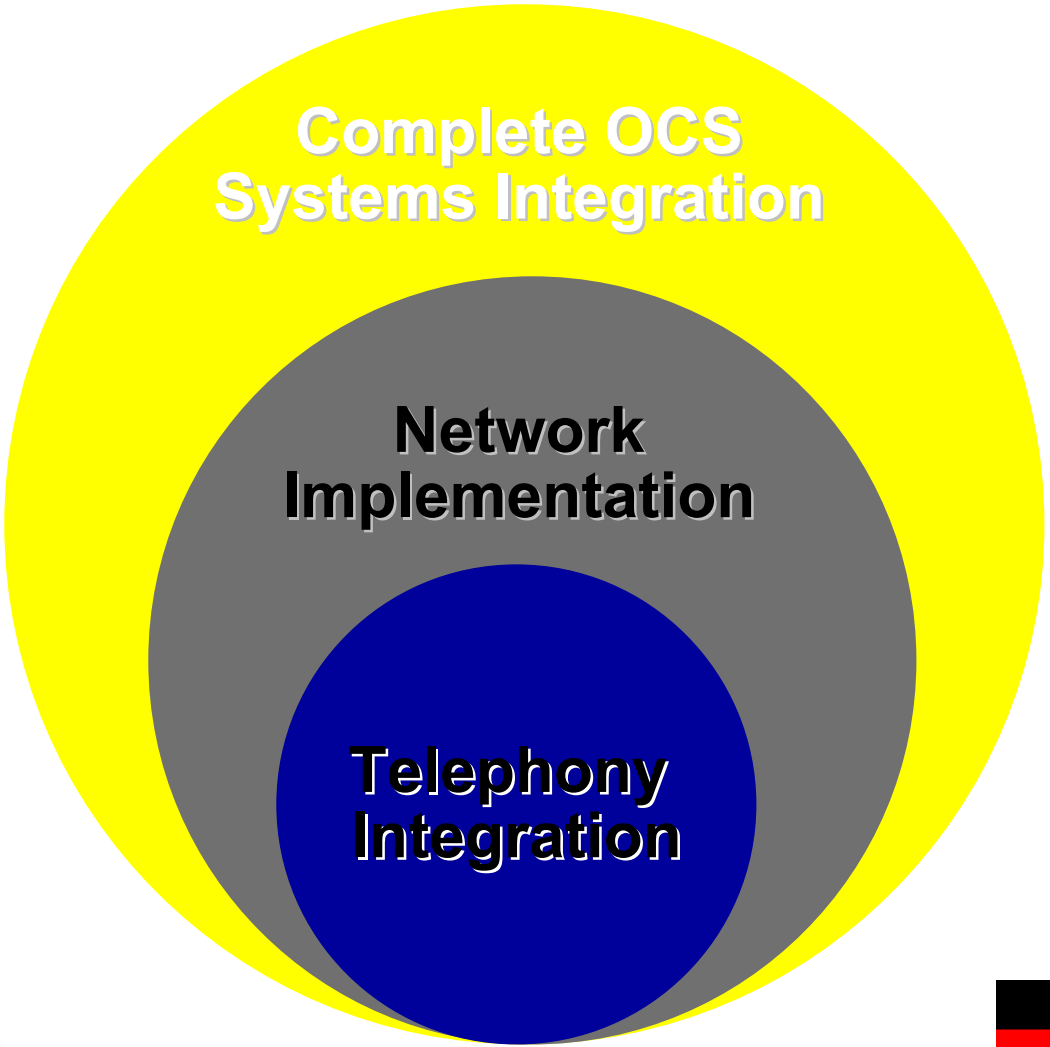
Who's Buying?



- 500 Customers in first year!
- "Enterprises" ***(includes government & education)***
  - Large enterprises ***(>3000 ee)***
  - SMB
- Service Providers
  - Telcos
  - ISPs, ASPs
- Widely viewed as serious competition for serious Exchange & Notes

ORACLE COLLABORATION*suite*

The Oracle-LWS Alliance



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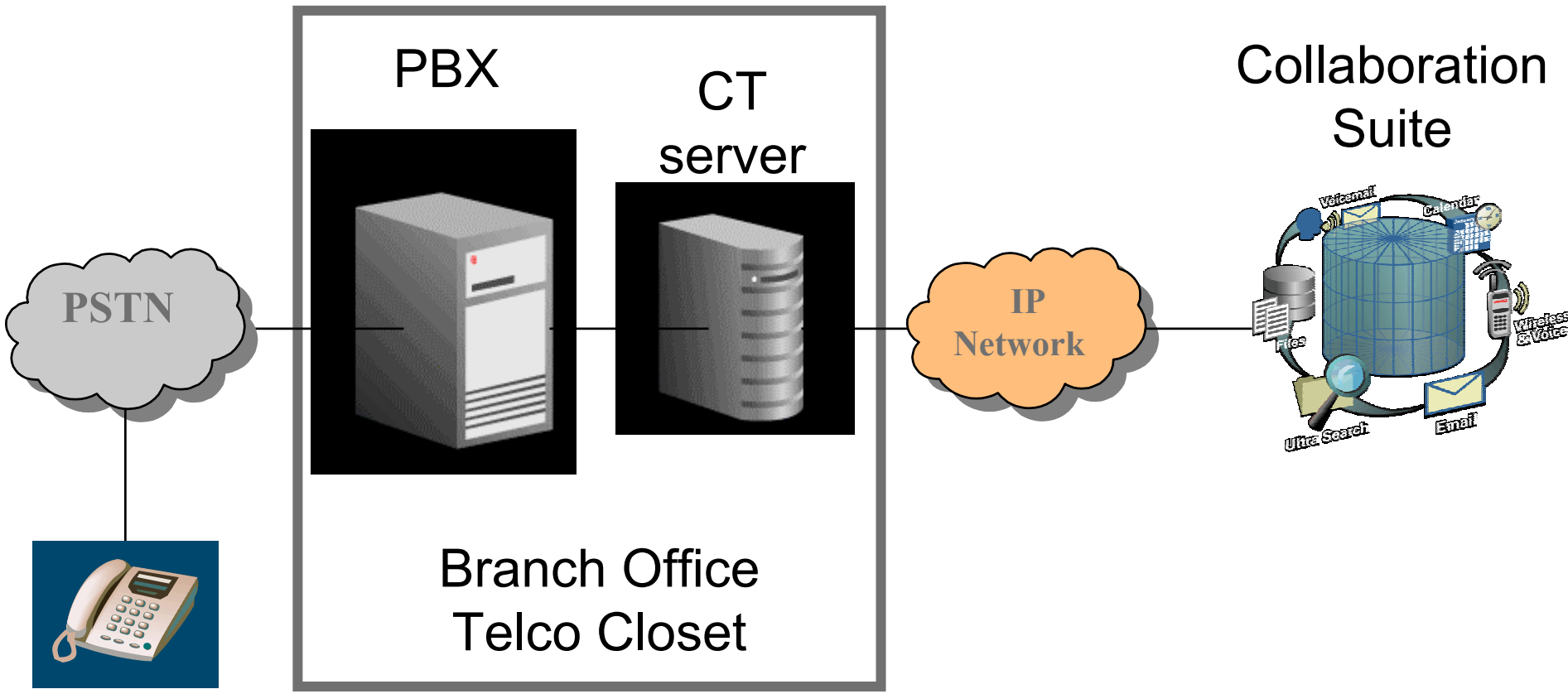
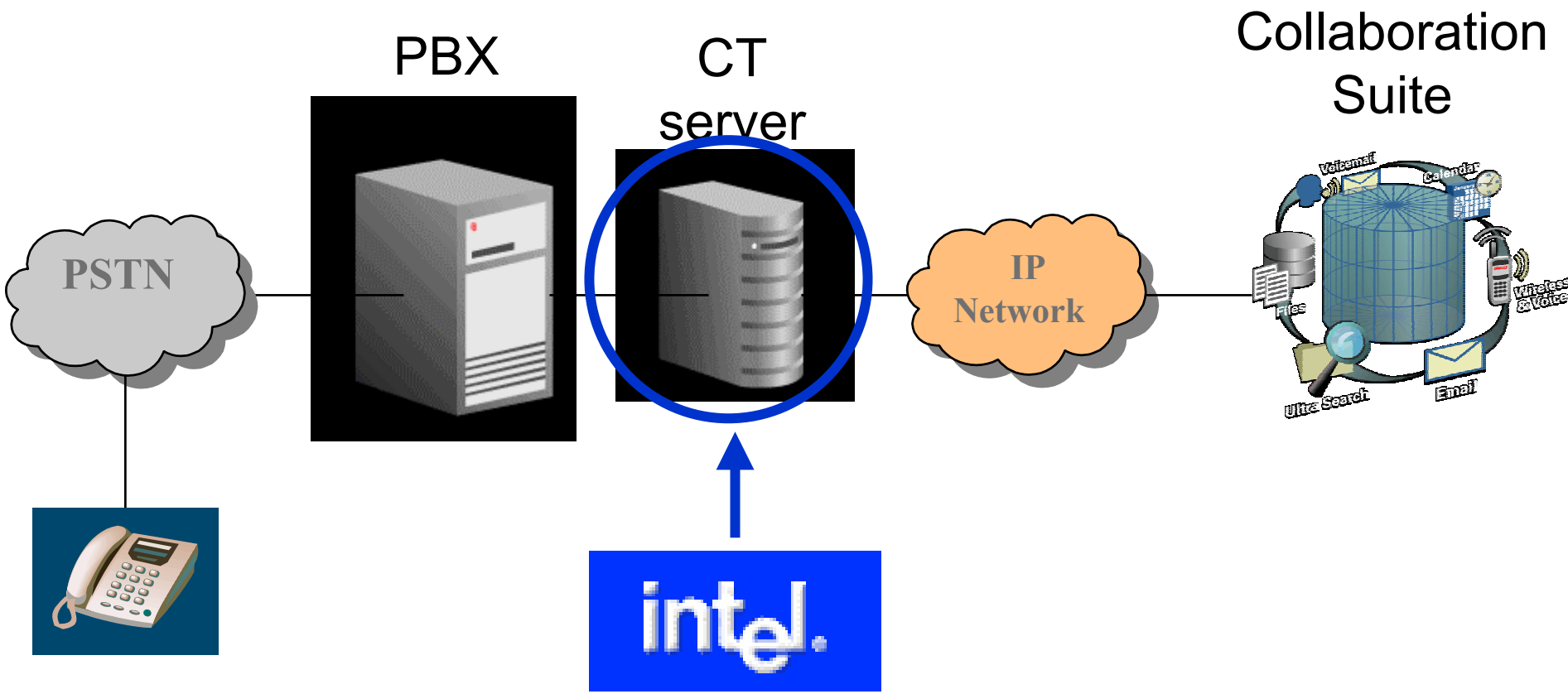
How OCS Voice Mail Works

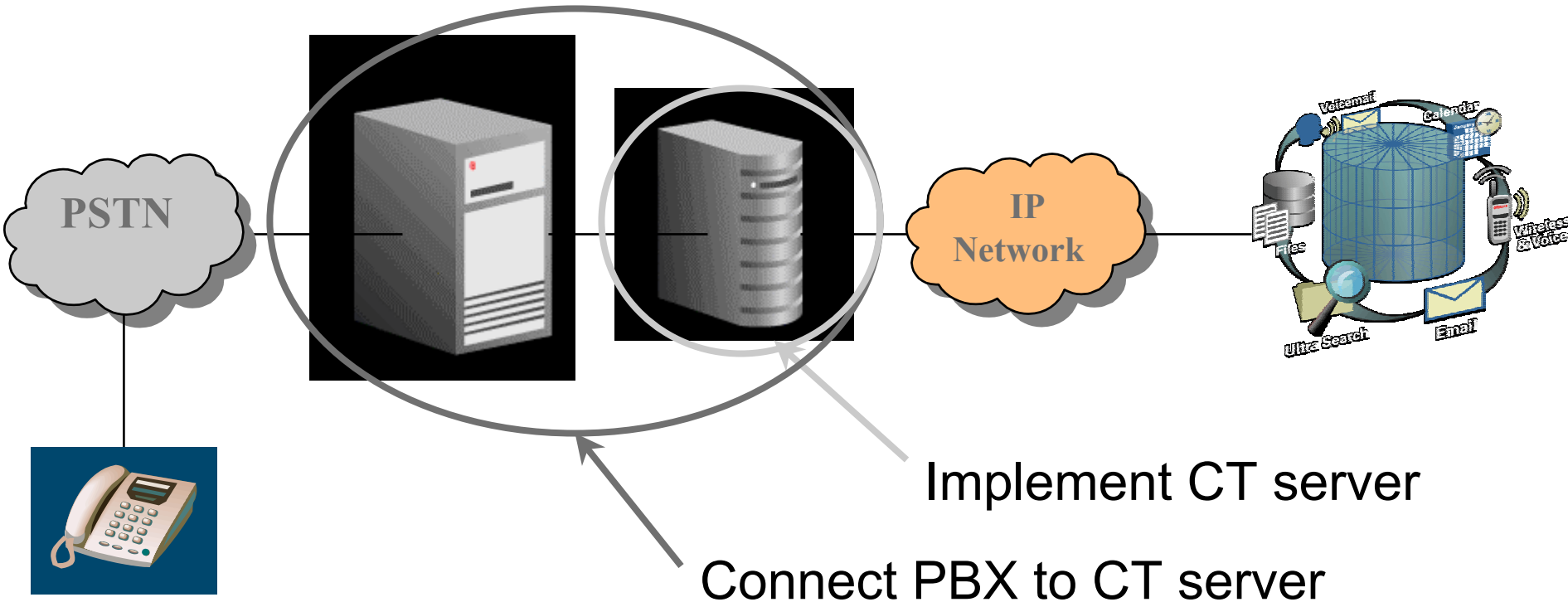


The Oracle-Intel* Alliance



* This depicts just one aspect of the broad Oracle-Intel alliance for Oracle Collaboration Suite that involves the Intel Communications Group.

LWS Telephony Integration Services for OCS



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LWS & OCS Network Implementation



- Network Impact Analysis
  - Packaged 5 day analysis
  - Packaged 30 day analysis
  - Pre-sales tool to help close OCS prospects
  - Post-sales as part of design/implementation
- OCS Network Design
- OCS Network Implementation

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COLLABORATION suite

LWS & OCS Network Implementation



Server proliferation raises ownership cost

LWS & CS Network Implementation

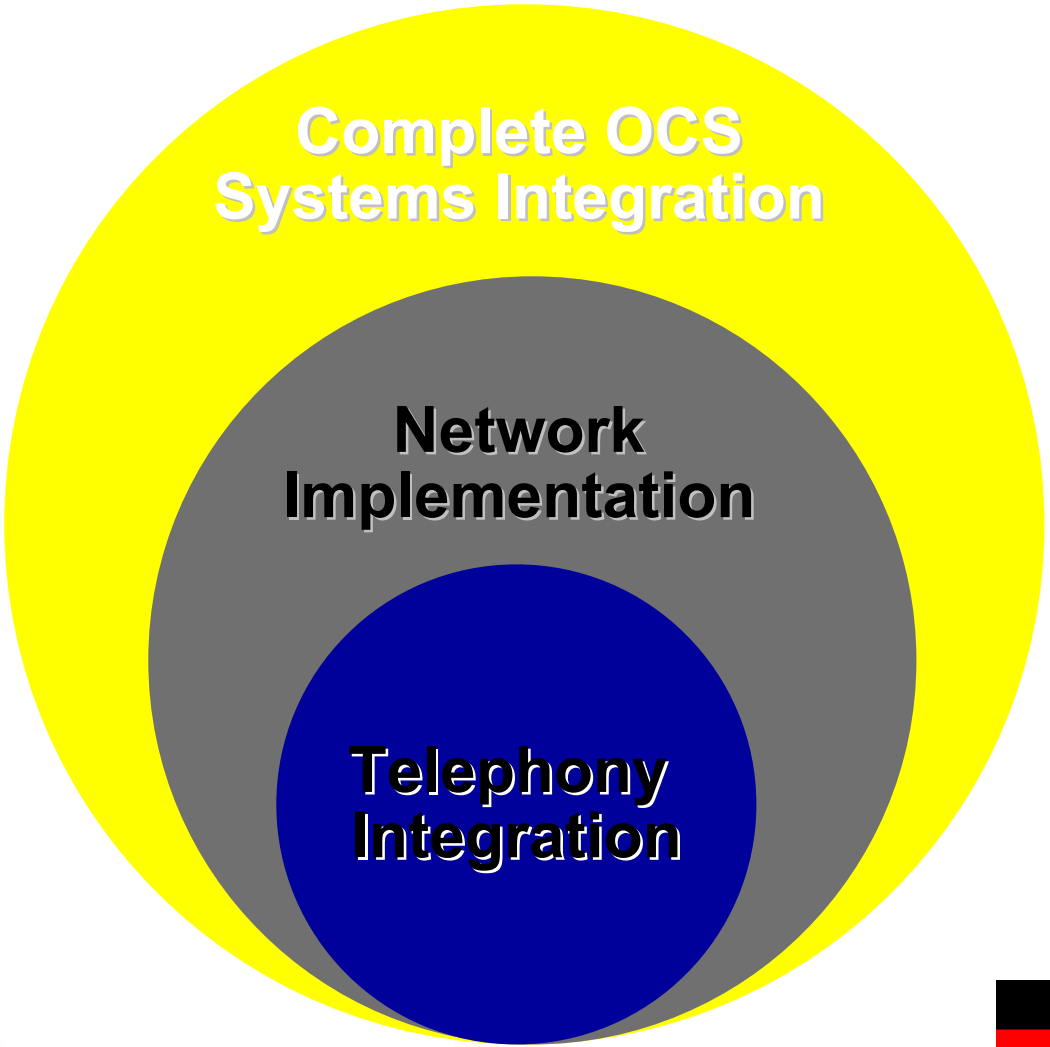


OCS in one data center can serve a global enterprise

Server consolidation improves service, lowers TCO.

ORACLE COLLABORATION suite

The Oracle-LWS Alliance



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Intel/Oracle /Lucent – A Triple Play for Success



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- **Application Integration**
  - Prime Integrator
  - Systems Integration
    - Availability Engineering
    - Hardware Platform Integration
    - Software Platform Integration
  - Server Consolidation/Data Migration
- **CT Server Integration**
  - Enterprise Readiness Review Service
  - Onsite CT Server Integration
  - Onsite Support Services

- **Network & Application Performance Optimization**
- **Network Optimization**
- **Remote Technical Support***
- **On-Site Technical Support**
- **Maintenance and Sparing***