Lucent Worldwide Services:
Playing a Critical Role in Building Next Generation Networks



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Lucent Technologies
Bell Labs Innovations

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Lucent Worldwide Services:
Leading Network Integration Capabilities

"Understands my business"	"Creates a solution for my unique situation"	"Simplifies my Implementation"	"Keeps my Solution Healthy"
Business Strategy	**Solution Architecture**	**Solution Implementation**	**Operate & Maintain**
• Business Modeling • Market Entry Planning • Vision Workshop	• Wireless-wireline network optimization • Network security and reliability • Operations optimization	• VoIP deployment • Legacy transition • Interoperability testing • Program Management	• 4 GNOCs, delivering 24/7 global service hosting • Full network operations • Technical support

Our People



- **10,000+ Global network experts**
- **Leveraging Bell Labs Innovations**
  - **Expert Skills**
  - **Tools**
  - **Models/Methodologies**

Our Experience



- **Proven Track Record**
- **Serving top 30 carriers globally**
- **Managing 40 customer networks**
- **Multivendor capability: 200 vendors, 1,325 products**

Thousands of experts, hundreds of vendor equipment certifications, one service delivery methodology

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Lucent Worldwide Services:
Continuing to Gain Traction in FY2005

- Broadening Lucent's business by leveraging multi-vendor network integration capabilities with professional, managed and maintenance services for service providers, government and enterprise
- Financial Highlights:
  - FY2005: First half revenues $1.0B, +8% over year-ago period (combined Professional, Maintenance & Deployment, and Managed Services),with 24% Gross Margin and $131M segment income
  - Quarterly highlights:
  - Contracts totaling $36.3M with the US Department of Army for network integration and professional services for communications infrastructure upgrades in North America and Europe (IP management, videoconferencing)
  - $300M in managed services contracts announced within the past 18 months (Telemar, MoviStar P.R., T-Systems/cayman one, Glasveslring)
  - Announced a Hosted IP PBX solution, enabling Service Providers to quickly provision carrier-class VoIP services to enterprise customers
  - Announced several services and technology partnerships, including Alvarion for Wi-Max integration and Telcontar for location-based services

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Market Trends – Seamless Communications!

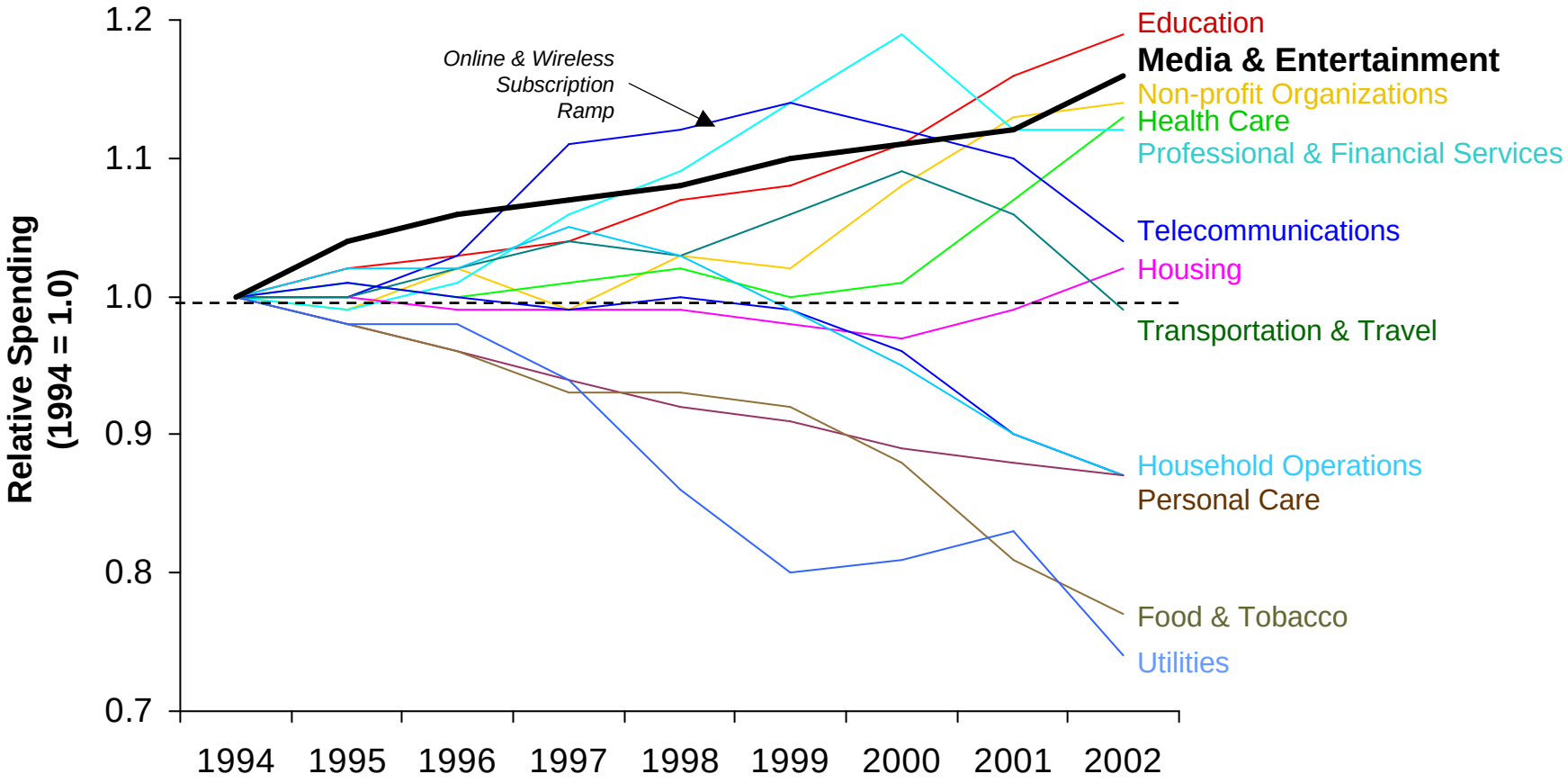
- Users want access to their communications and entertainment services from many places…
  - Home, office, on-the-go
- …using several different devices…
  - PC, telephone, mobile phone
- …without having separate accounts
  - Single sign-on, common contacts, information/content delivery
- New family of intelligent, interactive, location-based broadband services
  - Anytime, anywhere access to messages, contact lists, calendars and conferencing
  - Live video to handheld devices
  - Mobile access to speech-enabled web services



Enhancing people's lives by transforming communications

Household Spending:
Media and Entertainment Has Been a Primary Area of Steady Spending Growth

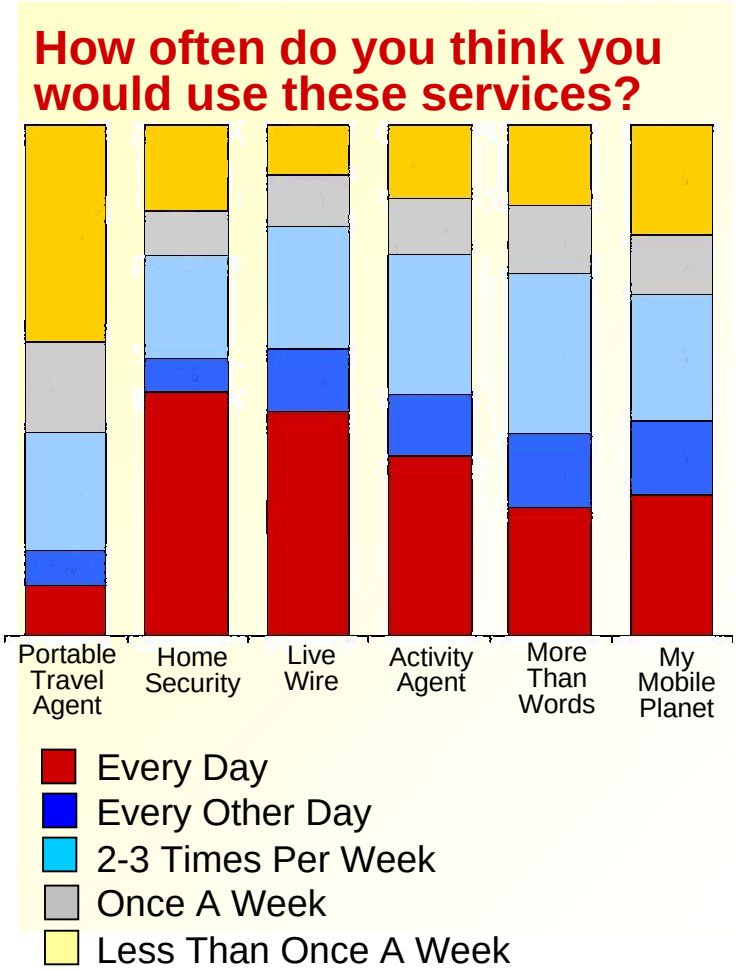
Relative Growth in Household Expenditures by Category



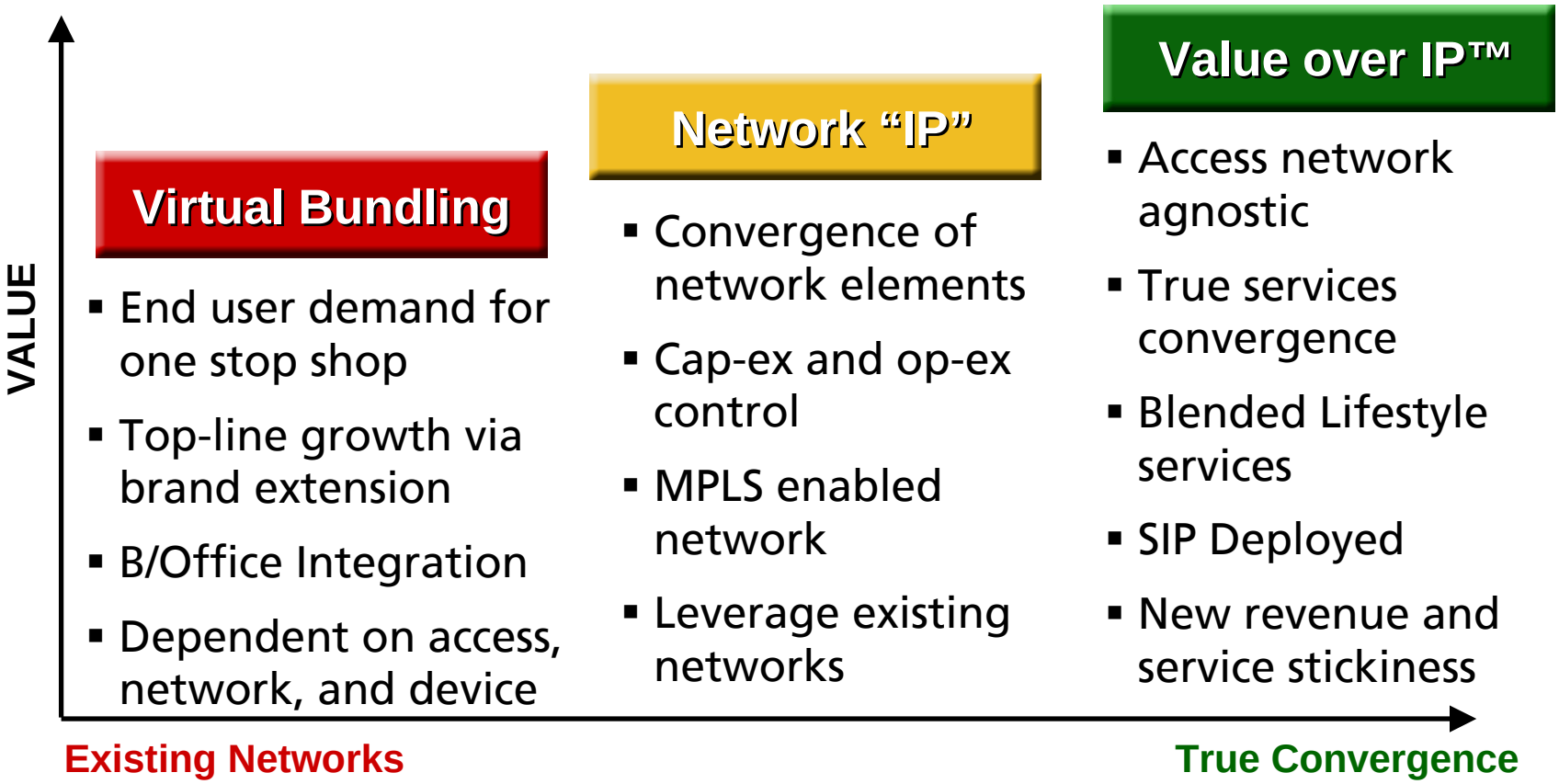
Source: US Department of Commerce, Bureau of Economic Analysis, Dean & Company Analysis

Primary Market Research For Lifestyle Services

- Mass market research proves pent-up demand for lifestyle impacting services
- Demand is supported by a high willingness to pay – and to switch
- Opportunity in combining feature-driven applications with voice and data interaction
- Successful uptake requires ease of use and ability to experience seamless access to applications



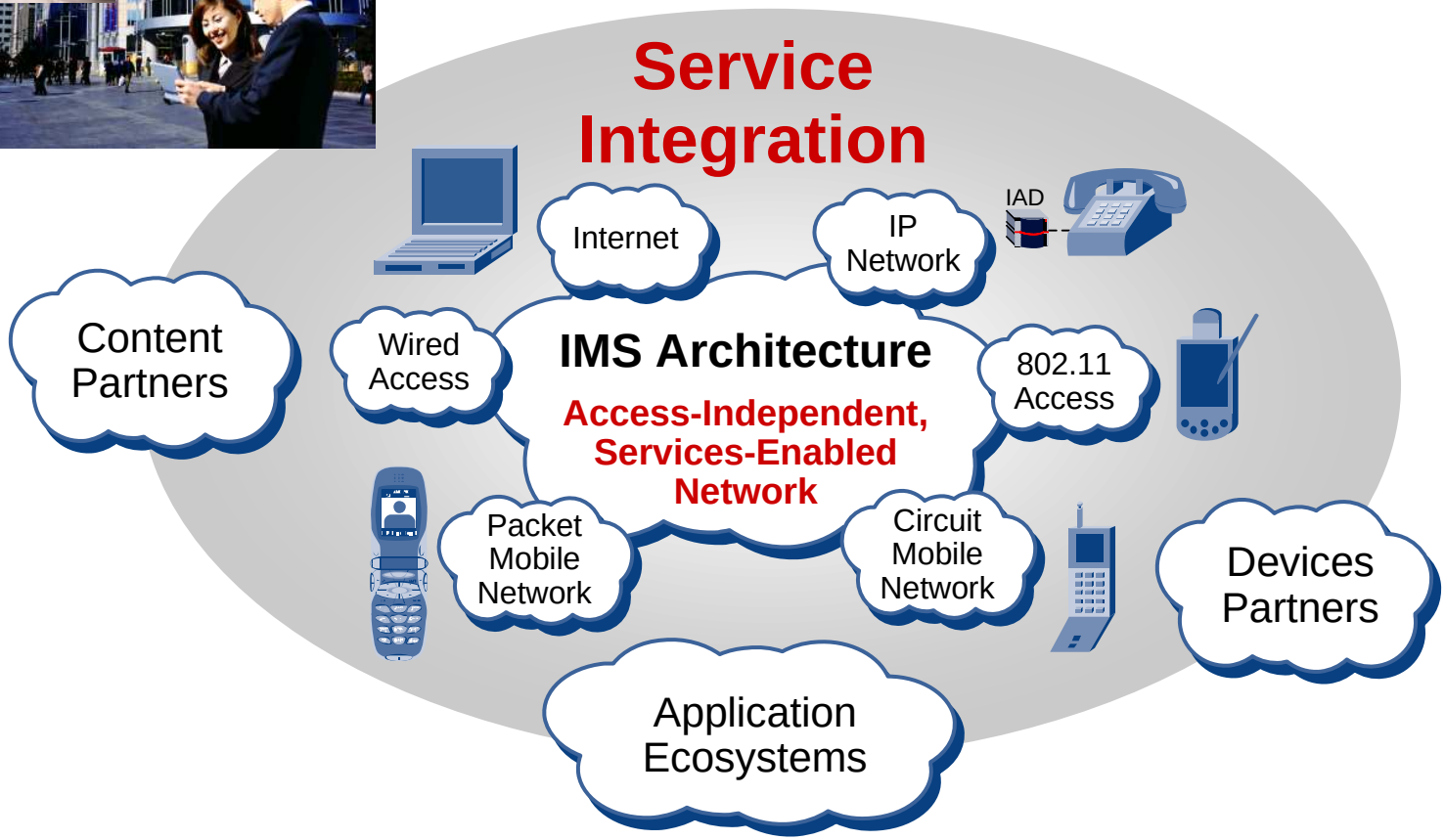
Different Paths to Services Convergence



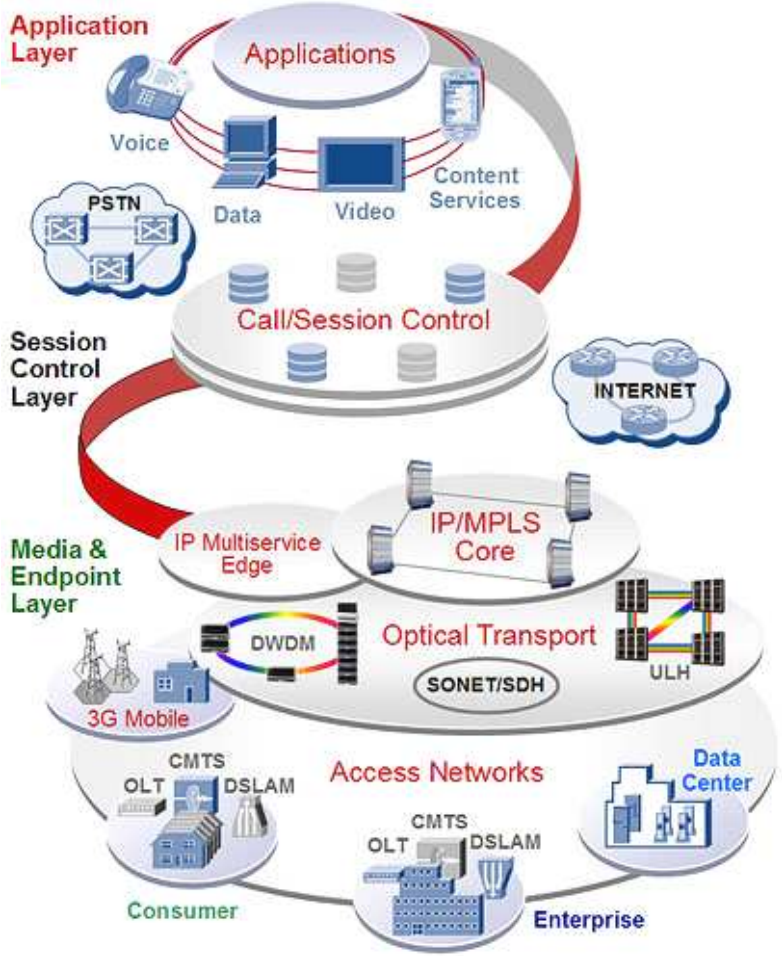
True Convergence drives Value Over IP™

What Will It Take?





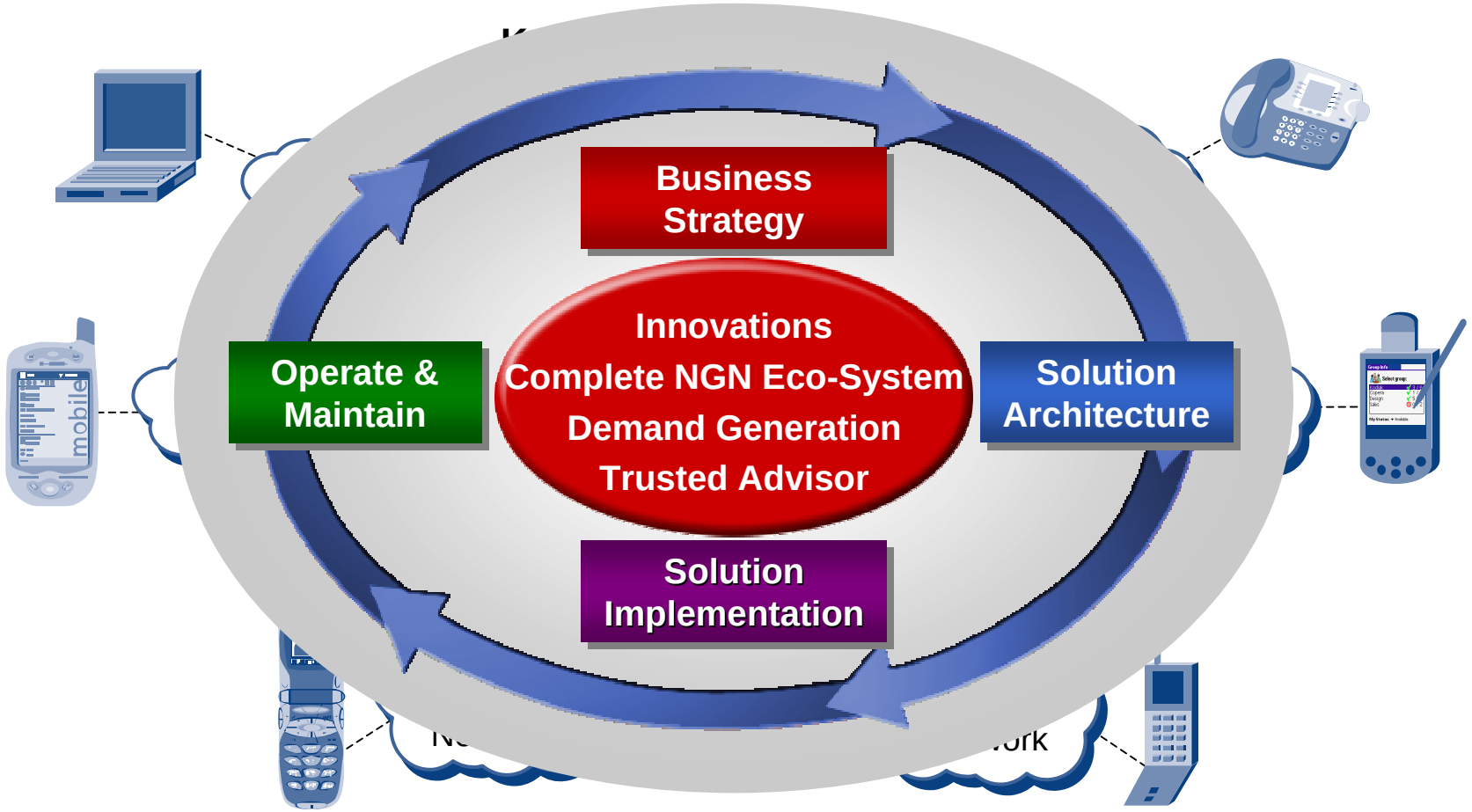
Delivering on the Reality of Services Convergence and IMS Architecture



- Revenue Generating Converged Services Applications
  - Analysis, design, implementation and integration, hosting
- Network Integration
  - Creation of network environment that supports common end-user experience, data and management independent of network technology
  - Optimization of resources at the network core and access
- Security and Reliability
  - Comprehensive, industry gold standard approach to security
  - BIC QoS

Lucent Worldwide Services provides multi-vendor support of convergence projects at every layer of the network

Multi-vendor Integration Expertise:
One Consistent, Comprehensive Approach



Single point for coordination and accountability
Understanding of Total Project Lifecycle

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Our Methodology Manages End-to-End Complexity to Deliver Superior Solutions

Helping customers make the right decision to migrate networks

Ensuring networks are on-line, available, and serving end-users

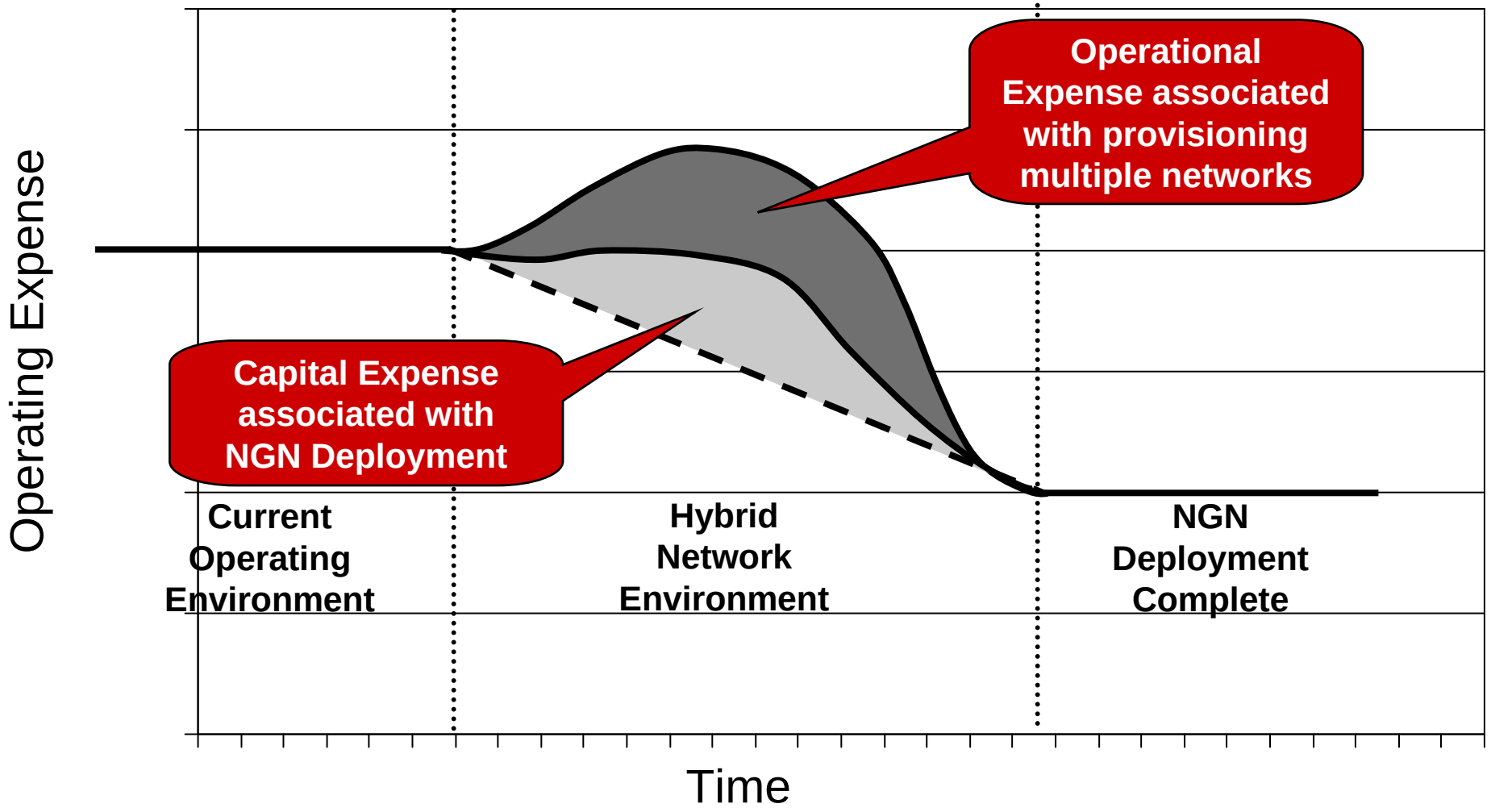


Understanding the state of networks

Ensuring that IMS solutions meet operator business goals & objectives

Confidence in security & business continuity of the networks and services delivered

Migration Challenge:
Operating Expense During NGN Network Deployment



Lucent Hosted Applications Expertise

Business Strategy

Solution Architecture

Solution Implementation

Operate & Maintain

Example: University of Kentucky

Business Need:

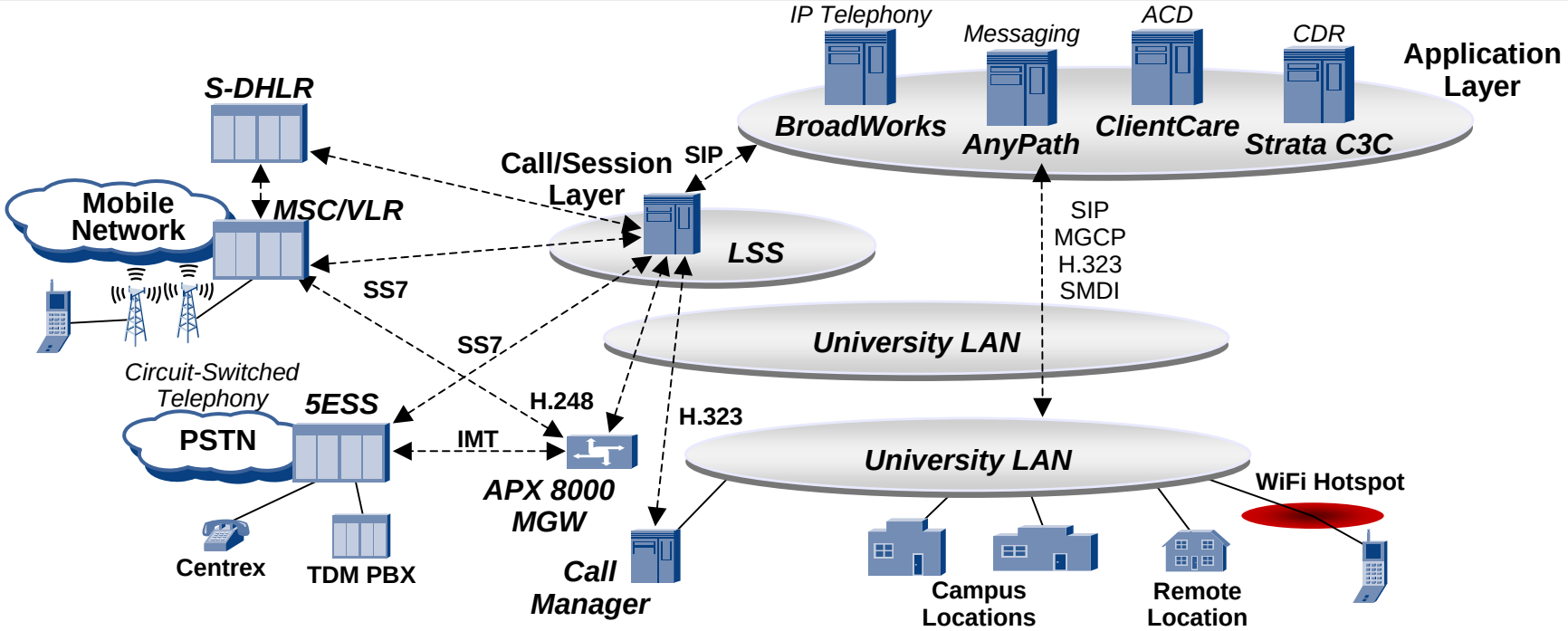
- Migrate University communications infrastructure from TDM to VoIP and Unified Messaging

Solution:

- Lucent Accelerate™ Solutions for Enterprises; Lucent Worldwide Services for project execution

Results:

- PBX Consolidation and Outsourcing
  - **20-30% Cost Savings per year**
- Enhanced Student Services
  - Portal Provisioning/Advanced Call Features
  - Unified Messaging
  - Student Mobility (3G/802.XX/LAN)
- Enhanced Revenue Streams



Key Takeaways

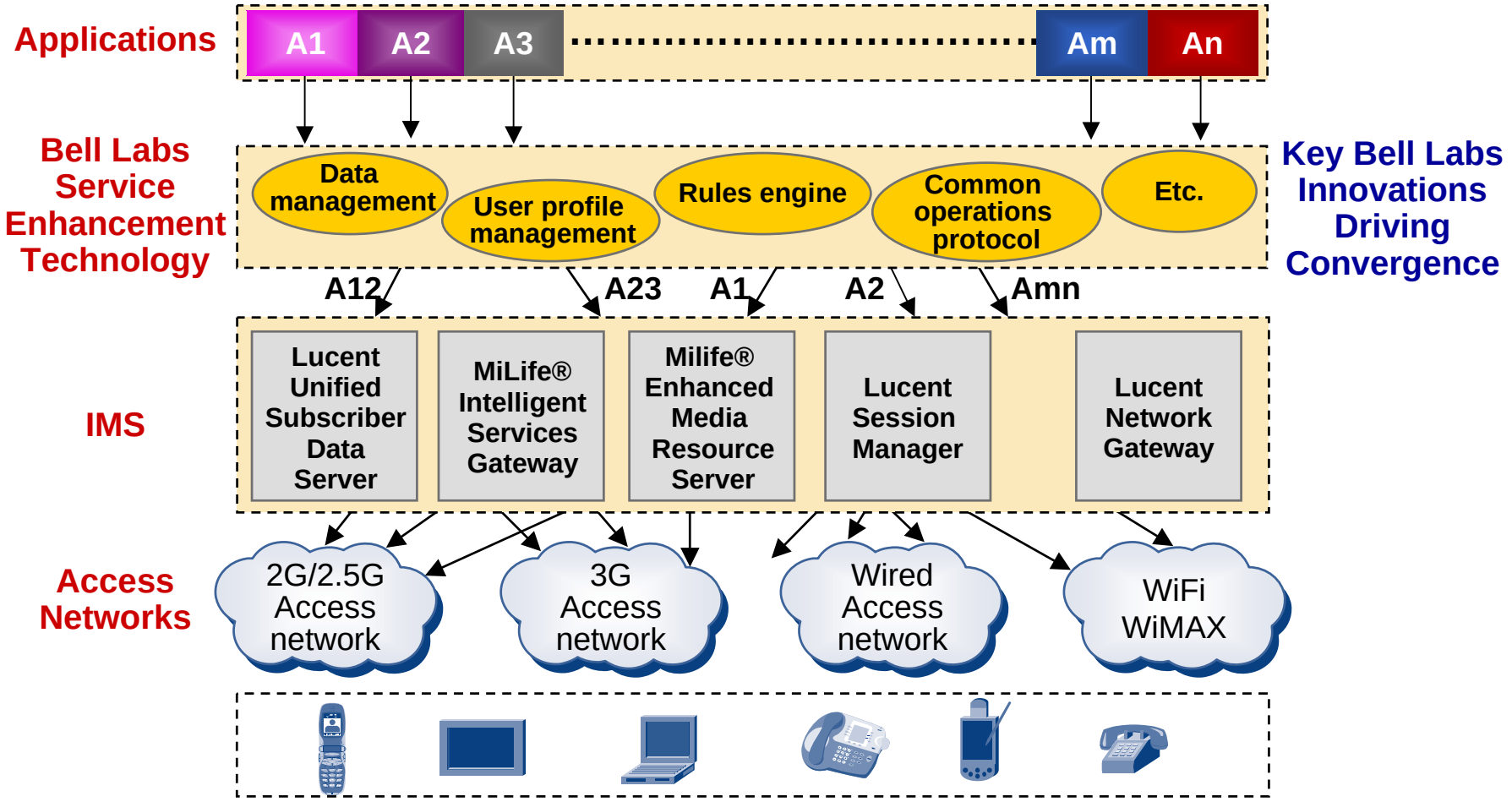
- End-user demand for converged services, tailored to support the individual's lifestyle, is driving fundamental change in the network
- Technical strategies may vary, but they all lead to the same place for success: creation of a network environment that creates true end-user value
- The ability to achieve success will be highly dependent on…
  - **A deep understanding** of design, development and implementation of **end-user services and applications**
  - **Expertise in network integration** planning, design and implementation for a **multi-vendor environment**
  - **Direct access to industry experts** who developed and are **now applying the standards** that are driving converged services-based network design
- Lucent with LWS has all the essentials required to deliver Value over IP

Lucent is a leading network solutions integrator for convergence

Backup Chart

IMS Beyond the Standards:

Developing and Implementing a Network Environment That Supports Common End-User Experience Management



Lucent Worldwide Services can put Bell Labs Innovations to work in any network