# Lucent Managed Services

## Creating a new Business Model



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Lucent Technologies
Bell Labs Innovations

# Key Customer Challenges

Reduce cost of operations

Improve reliability and security of networks




Expand service offerings to increase revenues profitably

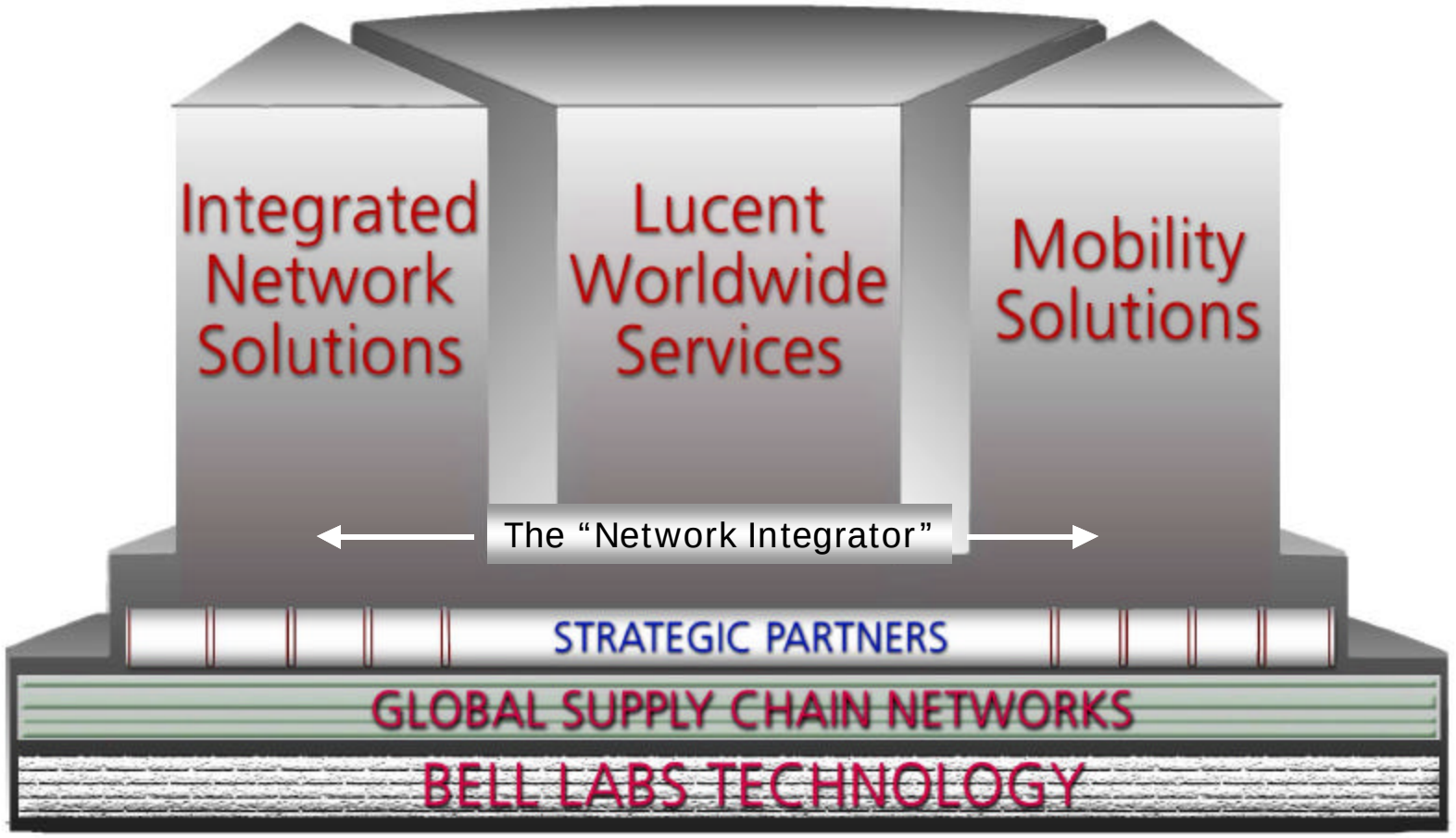


More revenue.
More services.
More data.
More speed.

Less cost.
Less time.
Less space.
Less complex.

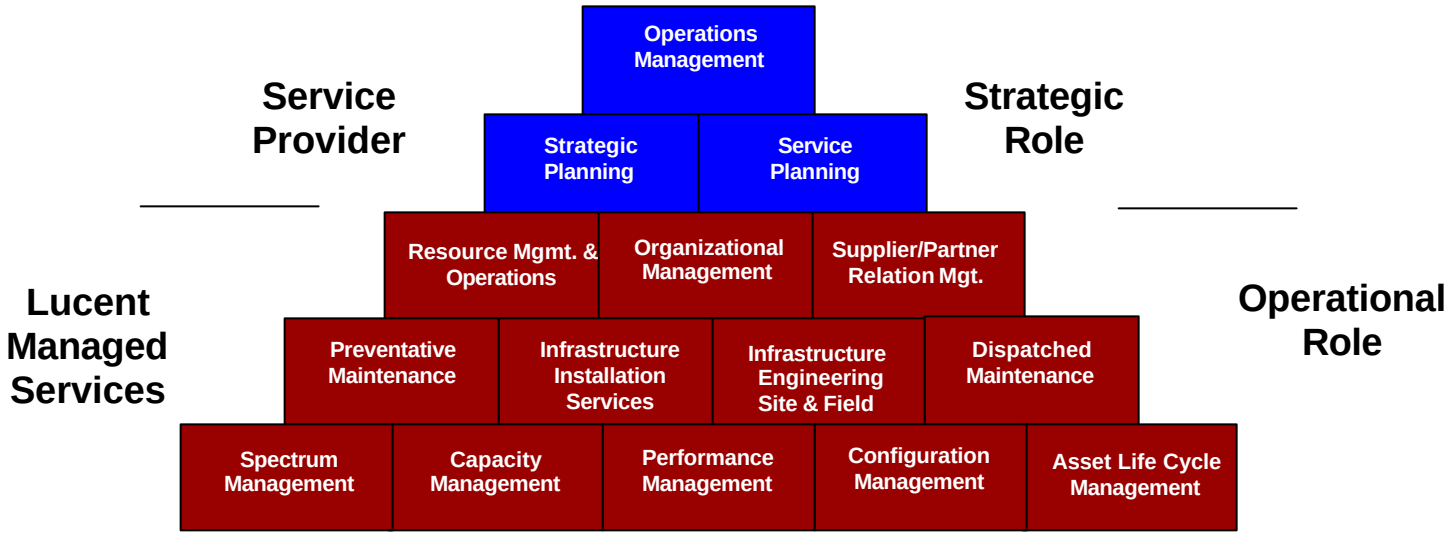


# A Model For Success



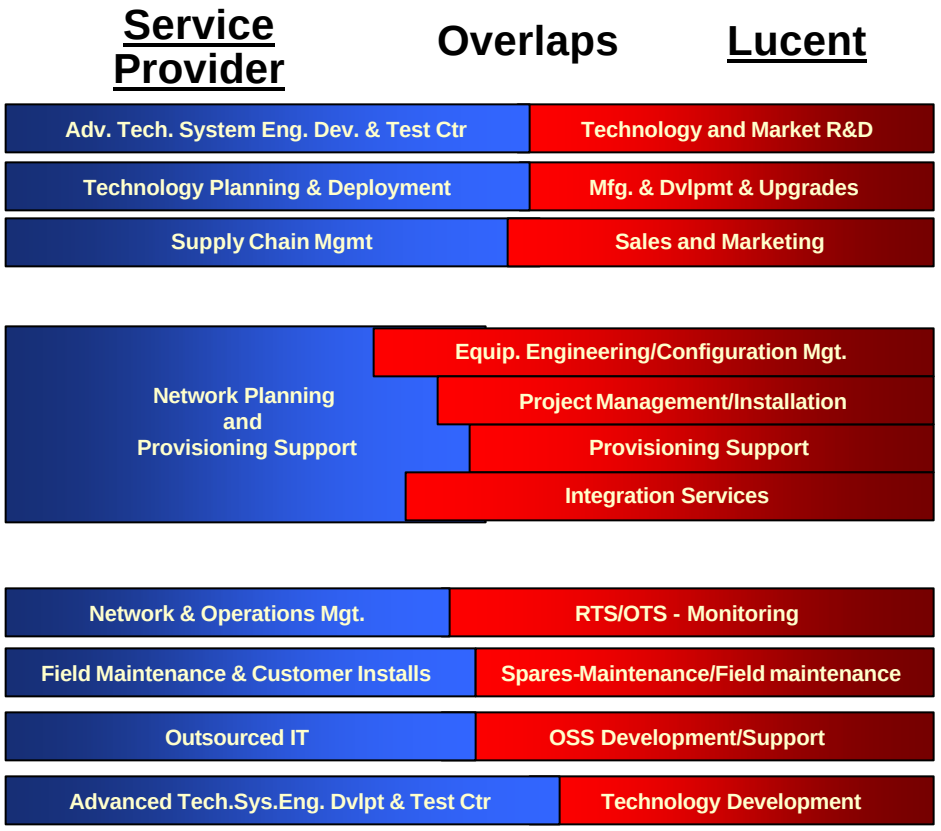
# What is it that we do?

We assume responsibility for major functions of a Service Provider's Operations & Support Environment



# How do we do it?

- Process re-engineering
- Workforce Optimization
- Bell Labs innovation and automation
- ? Armed with our multi-vendor technical support and professional services groups



# What benefits does that bring?

- Assurances of network quality, security & reliability
- Committed cost reductions
- Continuous innovation through Bell Labs
- Our ability to manage the complexity of your current network, and accelerate transformation to the next generation network

**Let Lucent manage your network, so you can manage your business**

# What differentiates us?

Breadth of LWS capability & global experience

Multi-vendor relationships and track record

Bell Labs innovations in tools, next generation products, and process re-engineering

Corporate commitment as a Network Integrator.

# Telecom New Zealand signs $100M Managed Services Deal with Lucent

Customer Drivers

- Strategic focus on marketing & service innovation
- Cost & performance containment
- Skills management & leveraging global expertise
- Affiliation with a Global Technology Leader

Lucent Technologies scope

- Engineer, furnish, install CDMA 3G 1X wireless network
- Planning, design and engineering
- Operations, maintenance and management
- And fully and actively integrated into TNZ's strategy, business development and marketing

"Our network, totally managed"

# Wrap up

Market continues to develop

Sales Cycles are long

Lots of interest

Questionable Economic times are often good services environments

Stay tuned