Partnering with Lucent Helps Telecom New Zealand Improve Profitability

Managed Services



Lucent Global Network Operations Centers

"Globally, telcos want to lower costs, focus on core business and swiftly provide top quality new services to customers. Our agreement with Lucent delivers all this."

Stephen Crombie, Telecom New Zealand (Telecom)
General Manager, Network Investment

Results

- Received a complete operations and management outsourcing solution from a single vendor
- Optimized and enhanced overall network performance
- Created new revenue opportunities with new high speed data services
- Increased speed-to-market by enabling Telecom to focus its resources on sales and marketing initiatives

Lucent Technologies
Bell Labs Innovations

The challenge

Telecom New Zealand (Telecom) needed a business solution to maximize the financial performance of its expanding CDMA network, as well as to plan and coordinate network growth based on end-user demand. It needed a solution that could help it meet stringent network performance standards and deliver services, while enabling it to focus on moving the business forward through marketing and customer-facing activities.

The solution

Managed Services

Lucent is fully integrated into Telecom's strategy, business development and marketing, working together in a partnering relationship with a common purpose: to take Telecom's business forward. We provide a full range of deployment, operations and maintenance services to optimize and enhance the performance of the 027 CDMA network on a daily basis, in order to maintain world class quality levels as the number of customers grows.

Already a well-managed environment, Telecom outsourced the management of a large portion of its mobile network operations to our services experts. Our team is implementing a full outsourcing solution that involves the management and operations of all applicable Telecom infrastructure including around 50 operations personnel. We are providing total operational services for Telecom's 027 CDMA network, including planning, designing, managing and maintaining the network. This includes taking responsibility for planning the development of Telecom's network assets. Our team of experts supports its total operations in the role of CDMA network operator and makes strategic decisions jointly with Telecom.

Why Lucent?

This groundbreaking agreement marks the first time a telecom company has outsourced the management of such a large portion of its mobile network. Telecom relied on our innovative tools from Bell Labs and unique knowledge and experience in managing large Service Provider operations and multivendor and multitechnology networks to deliver an alternative solution. We met the challenge by designing a flexible solution that enables it to focus on customer and market opportunities, while contributing to the bottom line via cost savings and increased revenue. This solution provided a natural evolution of Telecom's relationship with Lucent, and demonstrates a trend-setting relationship change between service providers and suppliers.

The bottom line

Telecom New Zealand announced on November 5, 2003 that it had increased its first quarter 2003/04 profit by 11% compared with first quarter 2002/03. An increasing amount of mobile data revenue is being generated, in addition to traditional mobile voice revenues, in part due to the high speed data capability made available with the launch of 1XRTT. Total mobile average revenue per user (ARPU) increased by 7.9% - its outsourcing strategy assisted in this financial result.

Lucent Worldwide Services Advantage

Lucent Worldwide Services has more than 10,000 experienced and highly skilled technical professionals dedicated to developing, deploying, optimizing, operating, maintaining and managing global, multivendor networks. Our proven track record of successful network engagements puts Bell Labs innovations to work with our end-to-end, comprehensive portfolio of professional, deployment, maintenance and managed services. Our unsurpassed suite of solutions can help reduce operating expense, optimize capital expense and grow revenue - helping you make your network more reliable, secure and efficient.

To learn more about our comprehensive portfolio of services, please contact your Lucent Technologies Sales Representative or visit our web site at www.lucent.com.

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