Lucent Market Advantage Program for Customers

Service Provider Support for Mobile High-Speed Data Deployment



Show your enterprise customers how Mobile High-Speed Data immediately empowers their workforce to conduct business anytime, anywhere. Increase productivity. Reduce costs. Shorten time schedules. Achieve higher customer satisfaction.

Lucent Technologies
Bell Labs Innovations

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The Value of Mobile High-Speed Data
Lucent Technologies recognizes that successful deployment of mobile high-speed data is a key strategic objective for you. A key to this success is rapidly driving adoption of mobile high-speed data capabilities to your targeted enterprise customers. We know it is important for you to continually differentiate yourself and your customers' businesses by showing the value your company adds to the enterprise firm's profits.

The value proposition for mobile data services is clear. Mobile workers gain secure access to information in any place served by a mobile high-speed data network, enabling a productive workforce - anywhere. And the value extends to virtually every important area of business. Mobile high-speed data access will not only enhance workers' effectiveness as their jobs are currently done, but as workers realize the benefits, they will develop new ways of working and new business processes that yield even greater productivity and job satisfaction.

High-speed data is a viable and valuable tool to help enterprises increase revenue, reduce costs, and streamline business processes. It will help companies stay ahead of the competition, increase customer satisfaction, and increase employee satisfaction.

Service Provider Support Program
Lucent Market Advantage Program for Customers enhances your efforts to position mobile high-speed data services with your enterprise customers. We bring you a FULL TOOL KIT to help you Target, Educate, and Position your services.

Market Advantage Program for Customers Toolkit:

Primary Research by Vertical Industry
Lucent has commissioned and published global research studies for various markets to understand the impact of mobile high-speed data for Enterprise Organizations. The research has two main components:

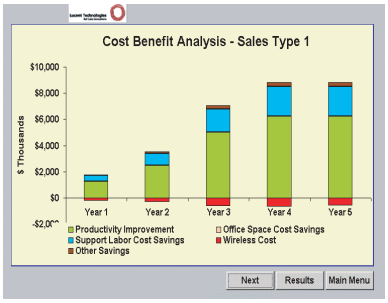
-validate total addressable market for mobile high speed data

-identify key industries with strong need for mobile high-speed data

Reference Case Expertise
Lucent has specialized in-house resident subject matter experts for key enterprise industries and has built targeted industry reference cases. These reference cases help you gain speed-to-market advantages by combining our expertise and knowledge with your company's resources.

These reference cases can:

- Educate your sales force on selected vertical industries by sharing knowledge and research
- Identify key target job functions that can benefit from mobile high-speed data within the industry
- Portray "a day in the life" scenarios with mobile high-speed data to demonstrate the related benefits the product reveals
- Highlight key applications
- Demonstrate and provide a business case example
- Reference Cases Available Today
  - Pharmaceutical
  - Financial Services
  - Insurance
  - Consulting
  - Transportation
  - Healthcare
  - Public Safety
  - Manufacturing
  - Field Sales
  - Field Services



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Business Modeling Tool

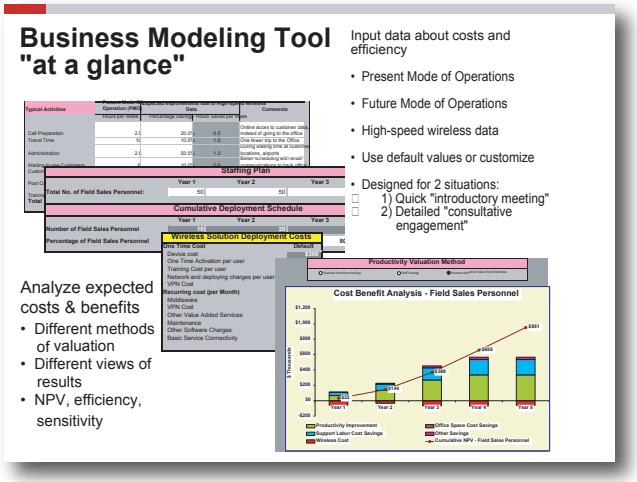
Lucent Technologies and its Bell Laboratories Business Modeling Group has developed business modeling tools to illustrate the value (in dollars and cents) of mobile high-speed data services.

The tool was developed based on knowledge of existing mobile data deployments for field sales as well as primary and secondary research of the enterprise market for mobile high-speed data. It can be used to augment other tools in your portfolio to position mobile high-speed data.

The Field Sales Business Modeling Tool is the first in a family of business modeling tools. The Field Sales Modeling Tool quantifies the value of deploying high speed data services to Field Sales staff and shows the enterprise the costs and benefits associated with integrating mobile high-speed data into their specific business operations.

The tool is designed to be used in two different phases of your sales process.

1) **Introductory Meeting:** A potential client needs a high-level business case presented to further stimulate their interest. General predictions and basic data are included.
2) **Active Consultative Engagement:** In this case it is necessary to work closely with an enterprise. The emphasis here is on customization based on their specific operating environment.



Dedicated Business Development

Lucent has a dedicated sales force to stimulate demand for mobile high-speed data for enterprise customers. The team uses education programs and sales aids to enlighten enterprises on the value of mobile high-speed data. They stimulate your customer funnel and are focused on selected vertical/horizontal segments. They can also conduct joint sales calls with your sales force.

Global Forums /Events to Target Prospective Clients

Lucent participates in a variety of events targeted to vertical and horizontal segments, to position the value of mobile high-speed data. This proactive marketing effort demonstrates the value of mobile high-speed data to enterprises using various tools such as speaker presentations, trade show booths, webcast events and technology/service demonstrations.
Lucent has founded, and participates in, several global associations to stimulate enterprise demand for mobile high-speed data services. For example, Lucent Technologies is a founding member of the Third-Generation Enterprise Alliance (3GeA) .

Partner Program

Lucent Technologies has partnered with wireless service providers, computing giants such as IBM and Compaq/Hewlett-Packard, academia such as Boston University and INSEAD, and others to bring comprehensive mobile data solutions to the enterprise market. This allows us to incorporate best-in-class products and services to build and deploy an end-to-end solution. These partnerships allow you to benefit from full support in positioning, deploying and managing the comprehensive solution. This expedites your time to market.

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Training –Service Provider Sales Teams
Lucent has created a comprehensive training program consisting of multiple training modules. The program is a combination of web-based and instructor-led courses designed specifically for your sales force to help drive mobile high-speed data adoption. This program can augment the training tools that your company currently offers.
Sample topics include:

- Enterprise engagement tools
- Field sales business modeling video tools
- Enterprise case studies/success stories

Trial & Pilot Program-Design, Planning & Execution
The Lucent Trials and Pilot Program is a comprehensive program that designs a complete mobile high-speed data trial/pilot experience for strategic accounts. Our trial toolkit includes:

- Review and research of features and Hardware/Software that will be needed
- Cost analysis and configurations based on requirements (Hardware/Software, Shipping, etc.)
- Complete product marketing support
- Final report and conclusions

Conclusion
Lucent Technologies recognizes successful deployment of mobile high-speed data is a key strategic objective for you. In short, there's no limit to the value that mobile high-speed data access offers.
Lucent understands the value of Mobile High-Speed Data, and is working to help you to achieve your objective.

Getting Started...
To learn more about the Market Advantage Program for customers and mobile data services, contact the experts at Lucent at 888-552-2544. We will provide a framework and an expert to work with you to show how mobile high-speed data can positively impact your enterprise customers' business.

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