Lucent helps accelerate the "Phonomenal" VoIP Service Launch

Market Advantage Program for Customers



"Phonom℠ anticipates capturing early market share in the mid-Atlantic region with its simple straightforward business and consumer offers."

Brad Evans, Founder, Phonom℠

PHŌNOM℠

Results

- Reduced risk of launching new brand
- Augmented marketing resources
- Aggressive launch schedule met

Lucent Technologies
Bell Labs Innovations

The challenge

To break-in to the telephony market in the Mid-Atlantic region with a " brand new brand" is no small challenge as consumers want service from known providers. Combine that with proving the value a new offer like VoIP - and the challenge is doubled.

The solution

Market Advantage Program for Customers

Lucent provided several areas of support to help Phonom be successful:

- ✓ **Use of the Lucent brand** on Phonom's print advertising, web site, radio spots, direct mail and brochures. The Lucent brand including "Bell Labs Innovations" carries a strong reputation for reliability and trust. Combining this with Phonom's exciting VoIP product offer and terrific pricing helped open doors that might otherwise have been closed.

- ✓ **Web Demonstration of Enhanced Features** that allowed prospects to "test drive" some of the features that could be enabled through their VoIP service.

- ✓ **Joint press releases** that positioned both the Cavalier network and Lucent technology as the dynamic duo behind Phonom's entry helped prime the market and build confidence and support for this innovative service.

- ✓ **Market Research** from primary and secondary sources to support the Phonom offer development process.

"Phonom is adding power to its multimedia ad campaign by leveraging Lucent's brand through the Market Advantage Program," said Trudy Dewitte, Manager, Lucent New Business Development, Major Accounts, Wireline, Ontario, N.Y.

Why Lucent?

Phonom liked the fact that with a Lucent Accelerate™VoIP solution, it could leverage the Class 5 infrastructure it accessed through its existing partnerships. "One advantage we provide is that the carrier doesn't have to move to a totally new network since ours is based on the Class 5 infrastructure that they already have access to," said Bob Long, senior manager, Product Marketing, Convergence Solutions, for the EBS solution in Phoenix. This means that Phonom can add VoIP capacity as it adds customers. "It's a good transitional step, while still providing a very robust and competitive solution."

Add to this cost-effective technology advantage the go-to-market support that the MAP program offered Phonom—and the choice was clear…Lucent offered the right technology and the right market support at the right time.

The bottom line

Phonom had an aggressive timetable to make their launch date. Leveraging Lucent's Market Advantage Program helped them make their date and initiate sale in a competitive market. Results are coming in now…we'll update this report after a few months' sales have been recorded.

Lucent Market Advantage Program for Customers

The Market Advantage Program helps Lucent's customers launch and grow sales to *their* customers. Our goal is to add value to the Lucent sale by accelerating the revenue and profitability of Service Providers' Lucent-enabled services. Lucent works with its customer's Product Managers, Offer Managers and Sales and Marketing organizations to deliver Lucent's support strategies.

Accelerate™ Solutions in Phonom's Network

Lucent is supplying Phonom with a number of products from its Accelerate™ VOIP portfolio, including the:

- 5E-XC™ switch;
- iMerge® Centrex Feature Gateway;
- EBS Unifying Web Portal; and Web voice mail.

For more information on Accelerate™ solutions, go to www.lucent.com\accelerate.

Phonom(sm), a new privately held telecommunications company specializing in digital IP telephony, selected Lucent's Accelerate™ Voice Over Internet Protocol (VoIP) solutions to provide VoIP calls as well as enhanced services to residential customers in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

The Lucent solutions currently being deployed include the Accelerate™ portfolio's VoIP switching platforms, web-enabled voice mail and a unifying web portal that enables consumers to manage phone calls, e-mails, voice mail, calendars, address books and more from any computer or personal digital assistant.

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