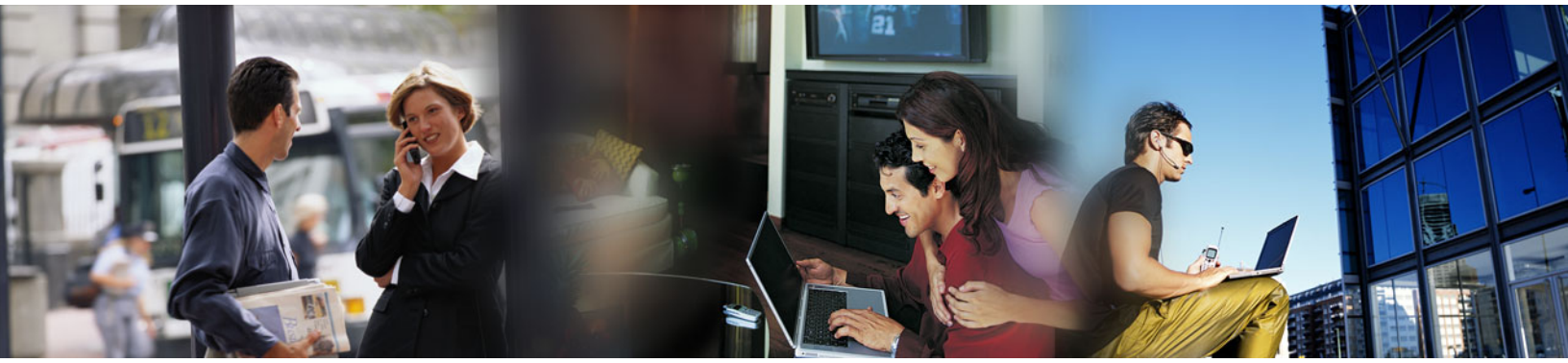
Lucent Worldwide Services
Professional Services



Carriers can reduce the complexities and challenges inherent in building a world-class converged network—when they decide to work with a leading global network integrator

Benefits

- An integrated approach that extends from modeling to ongoing support
- A global staff with unparalleled experience and expertise
- Proven processes and methodologies refined on thousands of integration and migration efforts
- Knowledge and resources available only from Bell Labs, Lucent's "innovation engine"
- A trusted partner committed to understanding its clients' businesses and helping to provide solutions that meet unique requirements

Lucent Technologies
Bell Labs Innovations

Convergence is transforming the telecom industry, driving growth and creating new services, opportunities, and revenue streams. It's also presenting carriers with demanding new challenges; complex, multivendor solutions and massive integration efforts.

In fact, integration is the key to true convergence. Success in this dynamic business environment is partly a matter of uniting diverse applications, systems, services, and technologies to build a flexible, scalable next-generation network (NGN)—one that can carry voice, data, and video—across wireless and wireline networks while providing security, reliability, and superior quality.

For end-users, converged services translate into communications that are seamless, simple, personal, and portable. For carriers, delivering those services means dealing with a mind-boggling array of technologies, equipment, applications, and interfaces—while trying to keep to a schedule that can extend over several years.

Lucent Worldwide Services (LWS) Professional Services can help guide carriers through this maze of challenges and complexities. In fact, LWS has already helped service providers and enterprises worldwide deploy secure, cost-effective, value-added services. The secret to Lucent's multinational success: people and experience, knowledge assets, and proven processes and methodologies.

An integrated approach that extends from modeling to ongoing support

Network Integration is a critical component of LWS's multilayered approach to assembling complete solutions. Its comprehensive suite of services can be used to model, plan, design, develop, deploy, and operate fully tested, revenue-ready NGNs. Modeling encompasses business, strategy, and operations. Essentially, Network Integration brings a well-coordinated and coherent discipline to complex projects, leveraging the broad spectrum of LWS services and strengths—including its strategic partnerships and alliances with best-in-class vendors worldwide.

LWS also brings unique advantages to each engagement: Field-proven processes and methodologies refined over numerous projects and proprietary tools and methodologies developed by Bell Labs, one of the preeminent R&D centers in the world. In addition, LWS has full access to Bell Labs' staff of technology experts.

How does it all add up? Lucent's unparalleled knowledge of networks, first-hand experience, and proven methodologies put it in a unique position. LWS can quickly and effectively implement uncompromising converged solutions in an array of market segments, including wireline, wireless, enterprise, and cable.

A global staff that brings unparalleled experience and expertise to every project

LWS is a global organization with more than 10,000 network experts working with leading providers in 45 countries on six continents. These seasoned professionals have an average of 15 to 20 years experience, working with more than 500 products from 100 vendors. LWS also fields a staff of 1,600 consultants; all told, they're certified in more than 35 third-party programs. Extending LWS's knowledgebase even further are some 200 professionally certified Program/Project managers who specialize in overseeing large, complex initiatives. This extensive multivendor expertise and accumulated know-how let Lucent take on any and all phases of a project, from assessing market conditions and building a business case to network design and planning to optimization and managed services.



" With our VoDSL project roll-out complete, we are delighted that the knowledge and expertise of Lucent has enabled us to expand our portfolio to offer competitive VoDSL services to our customers. Lucent's business case planning and technical expertise helped us plan and roll-out our first converged voice and data solutions, incorporating high quality business voice and broadband data while ensuring it was done cost effectively and with limited capital and operational expenditure."

– Robbert Bakker
Manager of VoDSL, KPN

A proven methodology that's been refined on thousands of integration efforts

One of the advantages of working on thousands of projects worldwide is that Lucent has amassed more than 15,000 field-proven processes, methodologies, and best practices. This repository, which is constantly being updated, is available to Lucent employees via Experium™—a proprietary knowledge management system.

Experium enables LWS consultants to tap into Lucent's "collective" experience from customer sites anywhere in the world. This real-time approach to resource sharing benefits clients in a number of ways. For one thing, any refinements to Lucent's best practices or integration methodologies are only a few keystrokes away, which means they can be implemented immediately. For another, LWS consultants can corroborate their integration strategies, quickly determining, for instance, if there's a less expensive solution or evaluating the best way to meet a customer's special requirements. Lucent's resource-sharing tool also serves as a forum for the rapid exchange of firsthand knowledge: Expert advice is available, 24/7. Lucent customers can thus be certain that all of the company's resources are brought to bear on every integration project. Experium brings together the power and knowledge of over 10,000 networking experts who have supported more than 60,000 documented solutions to every customer engagement.

Proprietary resources from Bell Labs, Lucent's innovation engine

The proprietary platforms developed by Bell Labs include algorithms and tools for modeling, planning, designing, optimizing, and managing. In effect, Bell Labs is Lucent's "innovation engine," furnishing LWS consultants with state-of-the-art tools and the training to use them.

A trusted partner committed to comprehending its clients' unique needs

Lucent believes that understanding its clients' businesses is key to truly understanding their requirements—and how they can best be served by LWS's five Professional Services Practices.

Each of LWS's five Professional Practices focuses on the critical considerations that must be addressed as business strategies, communications technology and networks evolve: Network Business Consulting; Network Plan, Design, Integrate and Optimize; OSS/BSS Integration; Communication Applications; and Reliability and Security Consulting.

Network Business Consulting
This Professional Services Practice helps solve complex business problems using a highly structured and iterative approach. Vision Workshop identifies and prioritizes key areas for business improvement. Feasibility Analysis validates and develops the initial analysis and serves as the foundation for the Business and Technology Roadmap. This roadmap is then used to develop a project implementation plan, the Business Transformation Blueprint.

Network Plan, Design, Integrate & Optimize
This Professional Services Practice assists in the transformation and convergence of data, optical, switching, and wireless networks. LWS consultants use well over 300 proprietary Bell Labs tools, scripts, and optimization algorithms. Pairing these with extensive practical experience provides customers with access to unparalleled network expertise. That helps achieve seamless transitions between legacy and NGN architectures that support applications such as VoIP and IP video; deliver high-speed multivendor data solutions; optimize network performance and assets; and implement mobile data and wireless LAN (WLAN) services.



" I'll go out on a limb and say this may have been the most complex Service Level Agreement challenge anyone has ever faced, within the Department of Defense or in private industry. I'm glad we have Lucent to help us meet it - they've put the Army Reserves well ahead of the IT services curve."

Chuck Russell
Chief Customer Services/Performance Measurements Division of ESA, US Army Reserves

OSS/BSS Integration
When porting competitor's customers, consolidating NOCs, and upgrading systems from one live network to another, it is essential to maintain synchronization of data and thus reduce the risk of service downtime. LWS consultants help customers plan, design, manage, and migrate services across wireless and wireline infrastructures and applications, including VoIP, intelligent networking, and IP Multimedia Subsystem (IMS).

This Professional Services Practice's unique capabilities include a Revenue Recovery offer, which assists in diagnosing, correcting, and preventing data discrepancies. Revenue Recovery helps customers identify and correct revenue leakage to grow top-line revenues and bottom-line profits, as well as assist them in complying with elements of the Sarbanes-Oxley Act (SOA).

Communication Applications
The Communication Applications Practice consults with large and emerging service providers worldwide, developing, designing, deploying, and integrating leading-edge services on existing network and next-generation converged applications infrastructures. By leveraging Lucent's middleware and mass customization model, customers can enjoy shortened time to market. LWS's in-depth networking knowledge lets it test the end-to-end application environment before launch, thus reducing risk and enhancing service performance.

Reliability and Security Consulting
This Professional Services Practices' capabilities encompass security penetration testing, security assessments, security program development, security design and implementation, and business continuity and disaster recovery. Reliability and Security Consulting employs a Bell Labs Security Threat Model to assess and correct certain vulnerabilities. Numerous standards bodies and agencies support the Bell Labs model, including the ITU (International Telecommunication Union), NRIC IV (Network Reliability & Interoperability Council), NSTAC (National Security Telecommunications Advisory Committee), and NSIE (Network Security Information Exchanges). LWS also "partners with best-in-class security experts to ensure a complete security solution.

Success stories

Client: China Unicom

LWS Solution: Multivendor VoIP architecture results in more than $1 million saved on CAPEX

Client: Nationwide wireless carrier

LWS Solution: End-to-end planning, design, engineering, installation & integration of 460+ cell sites yields more than $3.5 million annual savings

Client: North American service provider

LWS Solution: Revenue Recovery services identify $900,000 in lost revenue and $800 in CAPEX savings—for just one switch in provider's network

Client: Caribbean/Latin American service provider

LWS Solution: Missed Call application increases airtime minutes by roughly 11 million calls, for almost $1 million in additional yearly revenue

Client: Reliance

LWS Solution: Assessed 300+ process flows; improved back-office operations supporting 10 million subscribers

Client: Global Service Provider

LWS Solution: Add 350+ wavelengths to nationwide, multivendor optical transport network with more than 50 locations

Lucent brings another core strength to all its professional engagements, an understanding of what clients want and an unwavering commitment to help them achieve it. These goals can be summarized as assisting clients in lowering costs, reducing operational complexity, mapping out migration strategies that leverage existing networks, improving reliability and security, and determining a fast, effective way to deploy and profit from differentiated services. When client needs are articulated so clearly, Lucent's job is made far simpler: listen, collaborate, and deliver.

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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LWS PS v.1 3/05

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