

Alcatel-Lucent Market Advantage Program

Enhance your competitive advantage and accelerate revenue



The Alcatel-Lucent Market Advantage program is an exclusive resource created to:

- Help you analyze and identify new market opportunities
- Train and equip your sales team to shorten the sales cycle
- Support effective marketing programs to drive demand
- Close more profitable new business, faster
- Measure results to refine campaigns and improve ROI

With Market Advantage you have access to a range of tools including market research and analysis, sales training, sales tools, co-marketed demand generation programs and marketing consultation.



2008 Gold Winner



Broadband Multimedia Marketing Association



Launched in 1998, ITSMA's Marketing Excellence Awards focus on the largest segment technology: services and solutions. The awards program is based on a comprehensive approach to marketing, recognizing that business success today requires marketers to move beyond the traditional realm of communications into such areas as developing new solutions, increasing sales effectiveness and managing the customer experience. The program looks at the three most critical aspects of success: innovation, execution and business results.

The Broadband Multimedia Marketing Association (BMMA) is a nonprofit organization formed to enhance the business prospects of vendors and service providers in the ILEC broadband and DSL services industry. Alcatel-Lucent won the annual BMMA Best-in-Class Marketing Excellence Award as the group that best displayed excellence in the field of broadband services marketing for its Mover Market Program.





“The success of Alcatel-Lucent is directly tied to the success of our customers. Network operators are facing increased competition and margin pressure and have often scaled back their own marketing resources as a result. By helping our customers to better understand and sell to their end users, it increases revenue for everyone and raises our value to network operators as a solutions provider.”

TIM KRAUSE, CHIEF MARKETING OFFICER, ALCATEL-LUCENT



Augment your marketing resources to accelerate revenue

Market opportunity research, analysis and revenue forecasts

Alcatel-Lucent has extensive experience in conducting primary market research to identify, size and segment new market opportunities. We investigate existing communications services as well as new technologies and applications that are not yet commercially available. A mix of qualitative, quantitative and ethnographic methodologies is deployed to extract the most accurate data on end-user communication needs and purchase behaviors.

To refine our view of the teen and young adult market, we developed the Market Advantage Youth Lab which extracts application receptivity data from this important segment. Our University Program leverages innovative techniques to gain insight into the market for future technologies.

Partnering with Bell Labs, we have created a proven methodology to develop service provider revenue forecasts for variable time periods. These forecast models leverage the receptivity, willingness-to-pay and segmentation data capture through our extensive primary market research.

This wealth of information, combined with our detailed analysis, helps you understand end-user purchase behavior to refine your offers, messages and value propositions for Alcatel-Lucent-enabled services.





Sales force readiness

Launching new services or accelerating adoption of current ones requires your sales teams to have insight into end-user purchase intent and buying behavior. Market Advantage leverages our extensive end-user research, knowledge of the marketplace and marketing experience to develop sales training courses and workshops to augment your own curriculum.



Total Cost Ownership (TCO) Tool

Beyond sales training, we can also develop Return on Investment (ROI) and Total Cost of Ownership (TCO) tools, to demonstrate cost savings and net present value of investments made in new services for your Enterprise market segment.

The Market Advantage team works closely with you to create co-branded brochures, fact sheets, white papers, presentations and other sales aids to educate your sales force and motivate purchase interest from your end customers.



Lead Generation

Market trial support

Support for end-user trials of new services is also available from the Market Advantage team. This support can include trial candidate identification, participant training, fielding and analysis of user surveys, execution of focus groups, identification of purchase barriers, and ROI analysis. Insights and data from trial support not only refine your offers but also identify potential testimonial quotes for promotion materials.



Direct Mail

Demand generation campaigns and programs

To build awareness, demand and sales leads for services enabled by Alcatel-Lucent, we can work with you to develop:

- Targeted direct marketing campaigns
- Trade show presentations
- Customized Web broadcasts
- Seminars

Built using targeted databases, these activities will enable you to focus your efforts and optimize results.



tw telecom

RAMPING UP CARRIER ETHERNET SALES

tw telecom's Extended Native LAN (ENLAN) service is a unique city-to-city, market-to-market managed Ethernet solution. The Market Advantage team developed a highly targeted direct mail campaign, based on a custom white paper and a high-end, animated 3D commercial, to help differentiate and develop interest in the service. A high response rate and many new enterprise customers helped tw telecom grow its Ethernet base as well as data and Internet revenue.

"In general, corporate partnerships can be inefficient and difficult to manage. That said, working with Alcatel-Lucent is easy. Both sides clearly see where our joint interests lie, and the two teams work effectively together towards those interests. If all of our partners were as easy to work with as Alcatel-Lucent, my job would be much easier!"

**THOMAS YANEZ, SENIOR MANAGER,
SEGMENT AND CHANNEL MARKETING, TW TELECOM**

Verizon Wireless

ACCELERATING MOBILE HIGH-SPEED DATA SERVICES

Verizon Wireless had just expanded its wireless network to offer a third-generation (3G) mobile high-speed data service to its enterprise customers. To drive demand, Verizon worked with Alcatel-Lucent to produce a multi-city seminar tour. Aimed at enterprise CIOs, the tour's content and accompanying ROI tool documented the benefits and highlighted the security of this new offer, leading to increased acceptance of the service and sales of the necessary supporting hardware.

"The Market Advantage program helped us provide a wide range of enterprise customers with a clear idea, based on research and a proven ROI model, of the advantages of high-speed mobile data. The information Alcatel-Lucent brought to the table and the close collaboration between our teams was invaluable as we worked to drive demand for these kinds of services, and will continue to be important as the market grows."

**VICE PRESIDENT, ENTERPRISE DATA SALES,
VERIZON WIRELESS**



PAETEC

LEADING THE WAY IN VOIP

PAETEC, a communications solutions supplier to medium and large businesses, considered several approaches to Voice over Internet Protocol (VoIP) services. Using market research and analysis provided by Alcatel-Lucent, PAETEC identified how existing network investments and limited capital budgets were blocking more widespread deployment. The result was iPATH, a flexible suite of VoIP services designed to provide a strategic, cost-effective path to next-generation VoIP.

“The Market Advantage program has provided us with the tools, assets, insights and resources that were necessary to complete an effective and timely product launch. The Market Advantage program has certainly accelerated our time to market.”

**JOHN CHAPMAN, VICE PRESIDENT PRODUCT
MANAGEMENT AND DEVELOPMENT, PAETEC**



Deutsche Telekom

ASCENDING TOWARD CONVERGENCE

Deutsche Telekom had a desire to showcase how convergence and integrated services can play a role in everyday life by blending lifestyle services across mobile, wireline and converged networks. Teaming with Market Advantage and other players, a joint demonstration center was built for Deutsche Telekom's booth at CeBIT, the world's largest trade show for IT and telecommunications. The demos encouraged visitors to think about the possibilities of convergence, and to come up with creative new ideas. More than 250 analysts, journalists, customers and other key people visited the live showcase and were quite impressed by the innovative communication experience.

“The showcase demonstrations and the exposure were amazing. Developing seamless services is a new demand for suppliers and providers. Establishing this showcase at CeBIT we had a common sense of customer needs that gave us the thrill to make it happen in a very short period of time.”

**MR. RALF BAUMANN, HEAD OF INNOVATION
MANAGEMENT, DEUTSCHE TELEKOM**

VIVO
**GROWING MOBILE HIGH-SPEED
DATA SALES EXPONENTIALLY**

VIVO Empresas had a desire to expand its strategy for the data business. The Market Advantage program provided a fast learning of the market for mobile data in the enterprise segment through the effective exchange of knowledge and experiences. This was one of the factors that contributed for the fast growth of the data business and highlighted VIVO's leadership positioning in the Brazilian corporate market, exploring the differential of their mobile Internet broadband access. This effort significantly exceeded the expectations for year over year growth in data services and device sales.

“The Market Advantage program was useful as a disseminating instrument for the data culture to diverse areas such as marketing, database and sales forces, assisting them in prospecting opportunities and leveraging sales results in the segment.”

**MARCO BOEMEKE, VIVO, DIRECTOR,
BUSINESS PLANNING AND MANAGEMENT, DGNP**



Getting started

The Alcatel-Lucent Market Advantage program helps qualified service providers like you create more focused offers, develop integrated marketing programs, enhance the competitive advantage, reduce time to market and accelerate revenue. Contact your Alcatel-Lucent account representative today to discuss how Market Advantage can help you grow your business.



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