



THE NEXT GENERATION OF HIGH-VALUE, HIGH-BANDWIDTH SERVICES ARRIVES A LOT FASTER WHEN YOU POOL THE STRENGTHS AND RESOURCES OF GLOBAL LEADERS AND INNOVATORS IN INFRASTRUCTURE, DEVICES, APPLICATIONS AND CONTENT.



SHAPING TOMORROW'S MARKET

That's the idea driving the ng Connect Program.



An Unprecedented

Opportunity



The ng Connect Program, conceived and founded by Alcatel-Lucent, brings together infrastructure, device, application, and content companies to create an end-to-end ecosystem with all the resources and expertise required to rapidly deliver next generation services and applications that simplify and enrich the user experience.

Connectivity is rapidly converging in ways that are transforming how people live, work and play. Tomorrow's market will be led and shaped by companies able to quickly meet the massive and still largely untapped demand for 4G and LTE services.

But no individual company has the resources or the expertise required to rapidly develop—from end to end—the innovative services users want, to create profitable new business models, and to remove all the business and technical barriers to mass adoption. That's why we created the ng Connect Program.

Think of us as an engine linking innovation and expertise to the rapid, profitable deployment of the social, entertainment and business services and applications consumers are demanding now.

Isn't it time you joined us?

THE NG CONNECT PROGRAM
BRINGS TOGETHER A WIDE RANGE
OF COMPANIES COLLABORATING
ON EVERYTHING FROM RESEARCH
TO SALES AND MARKETING.





ng Connect Program Benefits For Members

- “First mover” advantage in solving key technology and business issues
- Ability to collaborate with other members to develop and demonstrate end-to-end solutions that address specific customer needs and opportunities
- Accelerated adoption of new devices and services
- Access to world-class proof of concept laboratory resources
- Access to a wealth of primary market research
- Increased probability of longer-term customer commitments
- Collaborative environment to develop new business models, including ways to monetize investments in hardware and software
- Protection from price competition and margin erosion from low-cost commodity vendors of hardware-only and software-only
- Increase margins by sharing SG&A for complex, multi-vendor solutions

For Service Providers

- Drive top line revenue: By increasing use of wireless data services, especially video
- Increase competitive advantage: Through monetizing 3rd parties by adding value to the existing value chain of Over-the-Top (OTT) application providers
- Lower OPEX: Through integrated management of all the connected user’s devices and applications
- Reduce churn: By meeting all the customers’ needs for communications and entertainment services
- Leverage assets across networks: With common enablers, federated control and assured interoperability
- Create new business models: Enabling a shift from terminal/service subscriptions to user subscriptions, for any terminals and any services, and generating new incremental revenues (i.e., advertising, wholesale, CDN, revenue-shared hosting)
- Accelerate time to market: By streamlining development and deployment of complex end-to-end solutions from multiple suppliers
- Speed resolution of standards and regulatory issues: The consortium/ ecosystem approach encourages cooperation and a united voice

For End Users

- Innovative and easy to use entertainment, business and social services and applications
- A personalized and highly interactive experience
- Seamlessly span wireless and wired networks
- High-speed voice, video and data at home, at work and on the move
- Share applications and information across all your connected devices
- Reliable, high quality of service with enhanced payment options

Taking down

the barriers



By fostering collaboration among infrastructure, device, applications and content companies, the ng Connect Program brings together the resources and expertise required to overcome the many barriers to widespread deployment of next-gen services and applications.



The digital universe expands relentlessly, and consumers want it all. They want services and applications that seamlessly span wireless and wired networks, that work across all of their connected devices, and that they can access everywhere, anytime.

They're willing to pay for these innovative social, entertainment and business applications—but only if they're easy to use and offer a high quality of service.

But no individual company has all of the resources or expertise required to rapidly develop innovative solutions from end to end, to create profitable new business models, and to remove all the business and technical barriers to mass adoption of the services users want. That's why we created the ng Connect Program.

Here are the key issues ng Connect Program members are addressing:

Connectivity and Distribution

- Increasing bandwidth (access spectrum and network infrastructure)
- Improving indoor wireless network coverage
- Accelerating adoption of standards and open interoperable SDPs
- Improving networked device capabilities while decreasing cost

Digital Media Management and QoS

- Improving cross-application security, simplicity and privacy
- Addressing Digital Rights Management
- Managing QoS across IP and non-IP systems
- Accelerating adoption of standards for content delivery and management

Applications and Service Integration

- Rapid development of applications and clients
- Improving layout of Web content on mobile devices

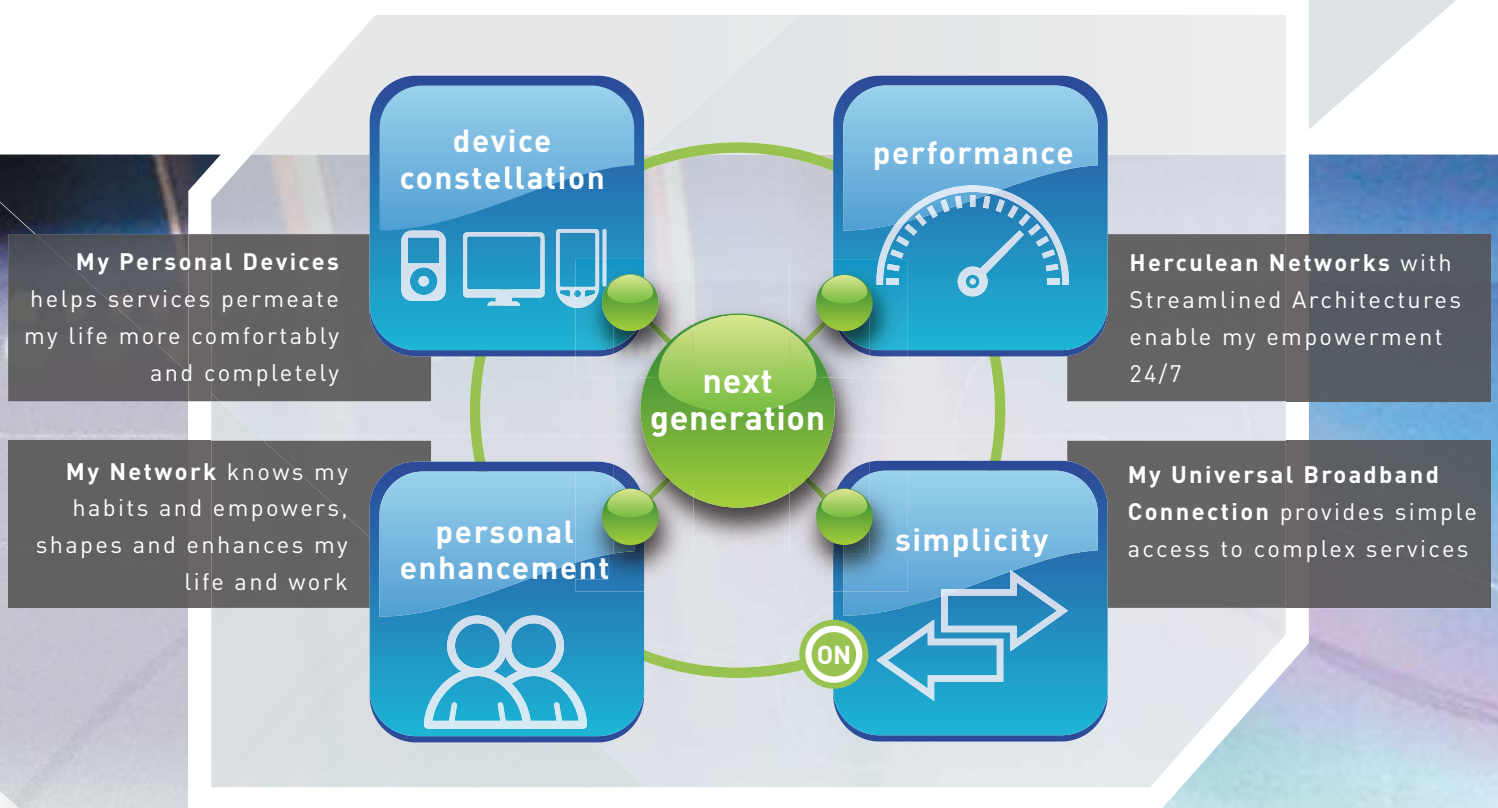
Business Models and Business Cases

- Replacing inflexible pricing models
- Monetizing assets through new 3rd-party partnerships

What We're Achieving

The ng Connect Program is helping to shape tomorrow's market by:

- Bringing together innovative companies not generally linked
- Blurring the lines between wireline and wireless broadband user experiences
- Fostering innovative application and device concepts
- Integrating and validating these new concepts
- Delivering new services, applications, and revenue models to service providers
- Improving time to market for complex solutions
- Addressing key issues in the early adoption stage of LTE and other broadband technologies



The ng Connect Program vision for next-generation services

End-to-end

Collaboration



The ng Connect Program is a strong ecosystem of innovative, market-shaping companies that together can deliver anytime, anywhere access, across all devices and networks, to the next-generation of communication, productivity and entertainment services and applications.

Primary Research

The ng Connect Program's primary research projects generate insights into a wide range of relevant topics, including:

- What consumers want and how much they're willing to pay for specific services and applications
- Forecasted total available markets for specific products and services such as Multiscreen Video services
- Implications of the 4G wireless evolution
- Enabling the Connected Home

Members share resources and funding for research projects that benefit either all ng Connect Program members, or a subset of members.

Proof of Concept (POC) Development

This component streamlines POC development of applications, services and devices that can then be tested by consumers and demonstrated to potential customers.

Resources available to ng Connect Program members include:

- Mechanisms for developing or sharing product requirements to enable pre-integrated solutions
- State-of-the-art POC lab facilities
- A POC software development team with a broad range of software development skills
- Program management resources
- An end-to-end Service Provider network line-up, including fixed and wireless networks, for assessing end-to-end solution requirements
- Facilities for demonstrations to target customers, the media and others

Integration and Validation

This component reduces time to market and lowers deployment costs by providing members with state-of-the-art facilities for jointly integrating and validating devices and services over real-world network and service deployment scenarios.

The lab includes:

- Wireline and wireless network equipment line-ups
- Complete video and multi-media content head-end
- Client and end-point device testing facilities
- OSS and BSS systems for testing

Customer Showcase

Demonstrating innovative and profitable services is critical to seizing market leadership and customer mindshare. ng Connect Program members have access to software development and engineering support services in world-class customer demonstration and briefing centers where they can present to customers:

- The ng Connect Program vision and mission
- Proof of Concept demonstrations
- End-to-end solutions
- Specific products and services

BY COLLABORATING ON
EVERYTHING FROM RESEARCH
TO SALES AND MARKETING,
WE'RE MAKING IT HAPPEN
NOW.





University Innovations

A key goal of the ng Connect Program is to stimulate innovation. One way we do this is by working with universities that are exploring the evolving needs of consumers and developing innovative applications and service scenarios.

Focusing on “millennials” and “baby boomers” demographics, the universities are generating service concepts, demo and prototypes and primary research data in application areas including:

- Augmented reality
- Gaming
- Entertainment
- Advertising
- Sports
- Collaboration
- Remote education
- User-generated content

Sales and Marketing

The ng Connect Program brings a strong collective voice to the market, allowing members to benefit from a level of sales and marketing visibility and reach they could not achieve on their own.

Multi-member solutions can be supported by the joint development of:

- Sales and marketing tools and collateral
- An ng Connect Program presence at trade shows, executive conferences, and marketing events
- Technical and business consulting services
- Marketing and sales training
- PR road shows and analyst briefings
- Lead generation programs and processes
- Bid and RFX support
- A sales engagement process
- Market development planning

Membership Expectation

Members join the ng Connect Program for two years, with annual renewal thereafter. There is no membership fee, but members are expected to invest in hardware, software, expertise and other relevant resources to support ng Connect Program objectives, and to contribute to an extensive ecosystem of assets and locations.





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ngconnect.org

