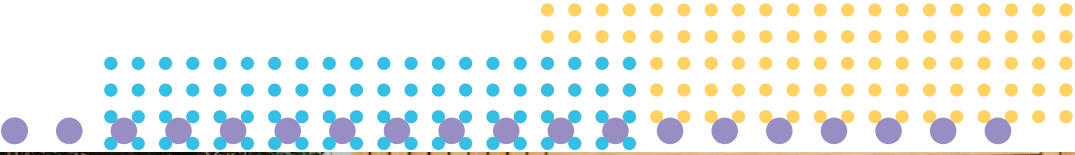


Alcatel-Lucent North America Business Partner Program



Alcatel•Lucent

Business Partner

The Alcatel-Lucent North America Partner Program blends the best of the former Lucent and Alcatel Partner Programs into one "Best in Class" partner center of excellence.

Alcatel-Lucent views its partner program as a critical component of its overall go-to-market approach and is fully committed to driving business through an indirect sales model.

Alcatel-Lucent embraces every aspect of the Partner relationship as it pertains to reselling products & services and ultimately, caring for our mutual customers.

Alcatel-Lucent provides you with an opportunity to obtain access to a broader range of products and solutions based on your qualification skills and accreditation investments. You will benefit from a comprehensive portfolio to address the fastest growing areas of business transformation - from IP routing to broadband access, to wireless, transport, software, security, applications and services all backed by one of the industry's largest research and development capabilities.

Alcatel-Lucent has in place a program that is effective, responsive and designed to support all of your partner needs.



Alcatel-Lucent North America

North America focuses on the service providers and enterprises of the United States and Canada, a region that includes the world's largest economy and is home to many of the world's leading service providers and multinational enterprises. This region is headed by Ben Verwaayen, CEO Alcatel-Lucent North America.

The region enjoys a strong position in four major telecom market segments:

- Voice and data networking
- Optical networking
- Access
- IP

Alcatel-Lucent is the leading high-speed Internet access supplier in North America.

Alcatel-Lucent North America Market Growth

Over \$17 billion in acquisitions and growing.

Alcatel-Lucent Fast Facts

Chairman of the Board
Philippe Camus

Chief Executive Officer
Ben Verwaayen

Incorporated in
France

Executive Offices
54 rue la Boétie
Paris 75008, France

Europe and North:
Antwerp, Belgium

North America:
Murray Hill, New Jersey, USA

Asia-Pacific: Shanghai, China

No. of Total Employees
77,000

Worldwide presence
130 countries

Revenues
17.8 billion

Sales Distribution
1/3 Europe, 1/3 North
America, 1/3 Rest of World
(RoW) (RoW: CALA,
MEA, Asia & Pacific region)

Traded on
Euronext Paris and New
York Stock Exchange

Stock Symbol
ALU

Shares Outstanding
2.3 billion

Research & Innovation
2.7 billion in R&D investment
More than 25,000 active patents
6 Nobel Prizes in Physics (shared
by 11 scientists)

Portfolio Highlights
#1 in wireline
#3 in wireless
Top 3 in services
#1 in Europe for enterprise
communications solutions
#1 in Contact Center software
(Gartner named Genesys as a
leader in Contact Center
Infrastructure in North America,
APAC and EMEA)
#3 in Contact Center agent
positions worldwide in 2005
(Alcatel-Lucent & Genesys
combined) (Gartner Dataquest)
#1 in Enterprise Telephony,
Western Europe in 2005 (Gartner)
#1 in Total PBX, EMEA in 2005
(Dell'Oro Group)
#1 in Enterprise Telephony, EMEA
for Q2 2006 (Canalys)
#1 in Voice Self-Service Portals
worldwide (Gartner)
#1 in IP Address Management
Software (IDC, 2005)
65 million telephony lines shipped
overall
More than 1600 network
management customers
12.8 million Ethernet ports
shipped, 3Q 2005 (Dell'Oro Group)



Different Types of Business Partners

System Integrator (Levels)



Indirect, non-contracted partner
Purchase through distribution

Requirements

- Authorization by Channel sales manager/business division
- Purchase through distribution only
- Unknown SIs bringing deals greater than \$50k require registration

Benefits

- Standard distribution discount
- Review for inclusion as a certified SI
- Access to all training



Business Partner Agreement with Alcatel-Lucent

Purchase through distribution or direct

Sales volume commitment of \$300k-\$1.5M

Pre-sales, sales and post-sales training and certification

Requirements

- Direct or indirect purchasing
- Trained and certified personnel per each contracted product focus
- Business Partner Agreement
- \$300K+ yearly sales commitment
- Ability to establish a \$25K+ credit line

Benefits

- Designated discount pricing by product focus
- Co-op 2% (direct purchases only)
- Partner locator listing by product
- Website access by product focus
- Electronic literature for co-branding
- Welcome kit
- Lead generation
- Continuing education
- Partner communications
- Seminar-in-a-box
- Service contract discounts



Business Partner Agreement with Alcatel-Lucent

Purchase through distribution or direct

Sales volume commitment \$1.5M+

Multiple product focus supported (2 or more)

Pre-sales, sales and post-sales training and certification

Requirements

- Direct or indirect purchasing
- Trained and certified personnel per each contracted product focus
- Multiple product focus areas supported (2 or more)
- Business Partner Agreement
- \$1.5M+ yearly sales commitment
- Ability to establish a \$150K+ credit line

Benefits

- All Certified level benefits *plus per product focus*:
 - Volume discount available
 - Partner locator listing preference
- Plus general*:
 - Quarterly lead generation activity
 - Quarterly seminar speaker
- Annual free seminar/webinar
- Trade show in a box
- Service contract discounts

Briefing Centers are available to our Partners

Bring customers face to face with Alcatel-Lucent's product experts

See equipment that will fit your customers' needs in an operational environment

Explore Alcatel-Lucent's support capabilities

View our product line in action

View our Vertical Showcase, create an immersive experience with modular environments to support multiple demos

NA Locations: Plano, TX • Murray Hill, NJ
Ottawa, Canada • Lisle, IL





Direct purchasing from Alcatel-Lucent

Provides additional stocking and distribution capabilities

Sells product to System Integrators

Requirements

- Business Partner Agreement
- \$1 million inventory
- \$6 million sales volume commitment
- Multiple product focus areas supported (3 or more)
- Established credit line
- Expert level trained and certified personnel per each contracted product focus

Benefits

- Co-op 2%
- Sales volume incentives
- All SI Expert Partner benefits

Alcatel-Lucent Partner Program Recognized

2008 Annual Report Card Survey

- Networking Infrastructure Enterprise (LAN and Voice)
- Voice-over-IP Technology



VARBusiness 500 Issue



CRN 2008 Emerging Technology Vendors Directory



XChange '08



Print

Global (USA/Europe/Asia)	<i>Journal</i> <i>New York Times</i>
<i>Financial Times</i>	<i>Wired</i>
<i>Economist</i>	France
<i>Newsweek</i>	<i>Les Echos</i>
<i>IHT</i>	<i>La Tribune</i>
<i>Business Week</i>	<i>Le Figaro</i>
<i>Fortune</i>	<i>Challenges</i>
United States	
<i>Forbes</i>	
<i>Fast Company</i>	
<i>Wall Street</i>	

On-Line

Global (USA/Europe/Asia)	<i>CNNMoney.com</i>
<i>IHT.com/NYT.com</i>	<i>Forbes.com</i>
<i>Economist.com</i>	<i>Newsweek.com</i>
<i>WSJ.com</i>	France
<i>FastCompany.com</i>	<i>Les Echos</i>
<i>FT.com</i>	<i>Figaro.fr</i>

TV

CNBC (Europe) *MSNBC*



Partnering with Alcatel-Lucent means....

Co-op accrual for direct purchases

Comprehensive co-marketing tools & opportunities

In-depth, yet simple Training and Certification program

Access to the Business Partner portal at www.alcatel-lucent.com

Training

Product and solutions training is an integral piece of Alcatel-Lucent’s overall Business Partner strategy. Training for the North America Business Partner Program prepares Alcatel-Lucent partners to support their customers through out the entire sales process.

The training curriculum provides Business Partners with the opportunity to demonstrate and develop their technological skill and knowledge of Alcatel-Lucent products and solutions.

Partners that are trained and certified to design, quote, sell, and install Alcatel-Lucent products are both an asset to their customers and to Alcatel-Lucent itself. Alcatel-Lucent Business Partner certification training focuses on two areas: products and solutions.

Product Training

Product training educates Business Partners on specific product lines and covers each stage of the sales cycle: sales, pre-sales, and post-sales installation and support.

SALES TRAINING	SALES ENGINEERING	INSTALLATION & SUPPORT
Product overviews	Product details	Technical details
Value propositions	Analysis of customer needs	Installation
Competitive positioning	Features and functions	Configuration
How to win	How to quote	Troubleshooting

Upon completion of training participants undertake certification exams, the successful completion of which entitles them to receive the associated product certification.



Solution Training

Solution training educates Business Partners on solutions that may include a range of products from more than one business division or product line. Solutions can be focused on a specific vertical market or designed to address specific business needs and solve customer specific challenges.

It is critical for Partners taking solution training to have a fundamental understanding of all products included in the solution. Partners must have completed product training for all products contained in the solution prior to registering for solution training.

Alcatel-Lucent offers a blended delivery model that includes both instructor-led classroom and web-based courses. This model significantly lowers training costs and travel expenses and allows Alcatel-Lucent to tailor the learning method to the content being delivered and to the audience.

Business Partner Programs

The Alcatel-Lucent Marketing Program offers materials, messaging and assistance for targeted vertical markets that allows Partners to co-brand with their logo, URL and contact information. This program is designed to augment existing Partner Marketing efforts.

Co-Marketing Activities

- Newspaper, magazine and trade publication advertising
- Partner created literature
- Alcatel-Lucent direct mail pieces
- Lead generation and telemarketing
- Trade shows and conferences
- Web page development
- Webinars
- White paper and case studies
- Co-branded marketing
- Promotional and incentive programs
- Alcatel-Lucent demonstration lab and evaluation equipment
- Alcatel-Lucent training/certification classes
- Sponsorship of dedicated Alcatel-Lucent personnel at Partner sites
- Seminars and lunch & learns
- Tours and demos at Alcatel-Lucent facilities
- Mutually agreed upon activities
- Promotional merchandise

Co-Op Program

Alcatel-Lucent offers an exciting cooperative (co-op) marketing program for Alcatel-Lucent's Business Partners that have met the requirements to sign a direct contract agreement. This program represents Alcatel-Lucent's continued commitment to ensure that its valued Business Partners have tools and resources to effectively market the Alcatel-Lucent product line to their customers.

The spending of accrued co-op funds is a cooperative decision between Business Partners and Alcatel-Lucent. The Alcatel-Lucent Channel team will gladly assist in developing a marketing plan that ensures the effective use of these funds. The plans will be designed to fit Business Partners' needs as they relate to growth strategies for their Alcatel-Lucent business.



Web Links for Additional Information

Please send your questions to reseller.info@alcatel-lucent.com or feel free to visit our North America Business Partner web site at www.alcatel-lucent.com

If you are interested in becoming a Partner, please fill-in our North America Business Partner application form:

http://www1.alcatel-lucent.com/us/partners/app_form.html

Contact Us: http://www1.alcatel-lucent.com/us/partners/contact_us.html

www.alcatel-lucent.com

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