



Derek Peper
Vice President Enterprise
Sales, North America
Alcatel-Lucent

Alcatel-Lucent is a leading provider of enterprise data and voice solutions that understands the current market conditions. Alcatel-Lucent is aggressively looking for new business partners in 2009. We currently have a special, limited-time offer for recruitment of new business partners.

Contact us today to join a winning team! Find out how you can minimize your risk and enhance your business continuity by switching to Alcatel-Lucent today.

Alcatel-Lucent 

Limited time offer

You can switch to the Alcatel-Lucent Business Partner Program with limited up front investment and immediate revenue opportunities.

Join the team that offers:

- Minimum upfront investment
- Simplified training requirements
- Demo programs
- Profitable margins



Channel Chief View

Partnering with Alcatel-Lucent Means Success for Solution Providers

Q} What opportunity are you offering solution providers?

A} For many years, Alcatel-Lucent has held a lead market share position for enterprise voice and data solutions in Europe. Our North America business partners can leverage the fact that we offer the number one selling suite of IP telephony products in the rest of the world. We have deployed over 11 million lines on our Alcatel-Lucent OmniPCX Enterprise communication system. We offer our partners a broad portfolio, which enables them to provide the highest quality solutions for their end customers. All of this, from a company that also provides our partners with access to the latest innovations from our R&D team in Bell Laboratories.

Q} What role do solution providers play in your success?

A} Solution Providers play a critical role in our growth plans in North America, especially in the small to medium business market. We currently sell about 80% of our enterprise voice and data solutions through partners worldwide, and we are looking forward to enhancing North America business partner programs by expanding our partner base.

Q} What is your business proposition

A} Our business proposition to our partners is straightforward: we offer a unique combination of a broad portfolio and a complete partner program - a combination that enables our partners to satisfy their customers' needs, while allowing the partners to capture value and margins that satisfy their own business needs. Our portfolio allows our partners to deliver solutions that go from the core of the network, to the device in the users hand... and literally

every other critical point within the customers' network. No other provider in North America can offer that to their partners. Alcatel-Lucent's program offers incentives to motivate partners in addition to a successful joint marketing program as well as lead generation.

Q} What do you want partners to know about your solutions in 2009?

A} Our portfolio includes solutions in key enterprise areas including IP communications, (VoIP, unified communications, IP based contact centers, IP based video, enterprise LAN infrastructure, and information security, as well as mission critical solutions in the areas of optical networking, wireless networking and broadband. Our enterprise voice and data solutions have been widely deployed in Europe, and we offer our partners the opportunity to leverage our strong portfolio to engage with us on a "ground floor" opportunity to help us capture a much larger piece of the North American market.

Q} What markets are ripe for your solutions?

A} Healthcare is one key vertical market for which our solutions portfolio is particularly well-suited. We have captured key wins here in North America, and our partners are leveraging this market presence to significantly grow their business with Health Care customers. Other vertical markets where our solutions play well include education and hospitality. We are also building momentum in deploying mission critical solutions to our customers in the state and local government, utilities and transportation markets.

Alcatel-Lucent has captured key wins in each of these verticals in 2008, and we look forward to continuing this path with our partners in 2009.

Act NOW by sending an email to reseller.info@alcatel-lucent.com or call 866-778-8750 to find out how you can be part of a strong team with solid financial outlook!