



ALCATEL-LUCENT OVERVIEW 2012

AGENDA

1. Alcatel–Lucent - AT THE SPEED OF IDEAS
2. Eastern Europe South Presence
3. Capabilities in Eastern Europe South Region
4. Conclusions





Alcatel-Lucent AT THE SPEED OF IDEAS

Alcatel-Lucent at a glance



VISION

TO REALIZE THE POTENTIAL OF A
CONNECTED WORLD.

OUR MISSION

TO DELIVER THE INNOVATION OUR
CUSTOMERS NEED TO STAY AHEAD,
TO EVOLVE, TO BECOME MORE EFFICIENT,
AND TO MOVE AT THE SPEED OF IDEAS.

CORPORATE SIGNATURE

AT THE SPEED OF IDEAS.



ALCATEL-LUCENT

REALIZING THE POTENTIAL OF A CONNECTED WORLD



“Broadband everywhere is speeding up life and business. It takes no time to go from having a new idea, to touching peoples lives. We must innovate – and help our customers innovate – at the speed of ideas”

Ben Verwaayen
Chief Executive Officer

FAST FACTS

- Headquarters: Paris, France
- Annual Revenues: approx. €16 billion
- Employees: 77,000 +
- 130 countries
- R&D Budget: €2.5 billion
- Active Patents Held: 27,900
- Patents Awarded in 2010: 2,400
- Nobel Prizes Won: 7

BELL LABS INNOVATING AT THE SPEED OF IDEAS

GLOBAL REACH

PRESENCE IN 8 COUNTRIES

- Belgium
- China
- France
- Germany
- India
- Ireland
- South Korea
- United States

A HERITAGE OF INNOVATION

LIFE-CHANGING TECHNOLOGIES

- DSL
- PON
- WiMAX
- WDM
- The transistor
- Digital signal processing
- CCD
- Communications satellites
- The laser
- Cellular telephony

MARKET IMPACT

- 27,900 active patents
- Collaboration with >250 universities worldwide
- Multiple Open Innovation Initiatives

DEFINING THE FOREFRONT OF THE INDUSTRY

2010 BREAKTHROUGHS

- lightRadio™
- 100G optical transmission
- DSL Phantom Mode

GLOBAL REACH

% of 2010 revenues

N. America: ~36%

Europe: ~32%

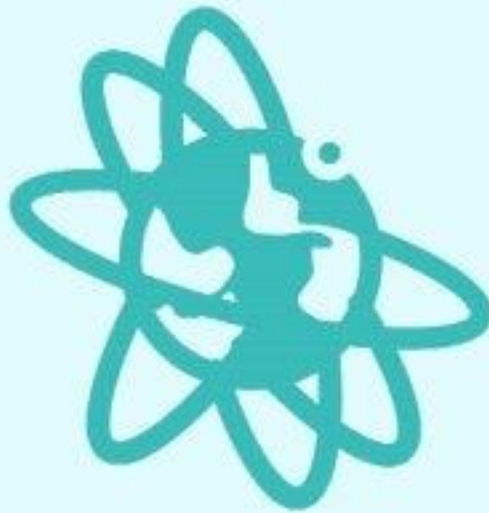
Asia Pacific: ~18%

Rest of world: ~14%



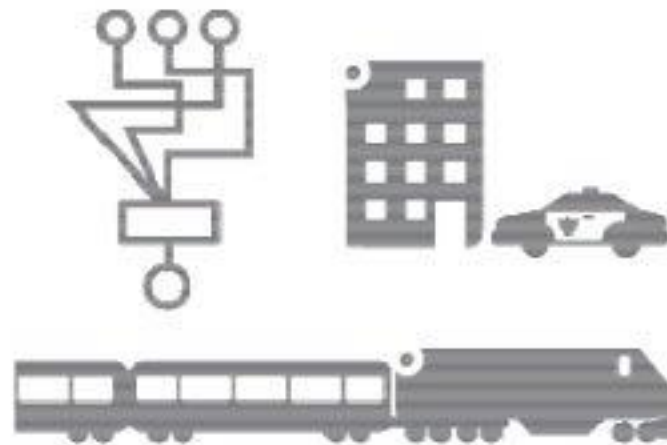
CUSTOMERS WE SERVE

SERVICE PROVIDERS



A leader in mobile, fixed, IP and optics technologies, and a pioneer in applications and services, we offer complete solutions that help service providers and their customers realize the potential of a connected world.

STRATEGIC INDUSTRIES



We provide end-to-end turnkey communications integration that improve quality of life through better energy management, efficient transportation and improved government services.

ENTERPRISES



We help our enterprise and government customers worldwide interconnect their networks, people, processes and knowledge to make money and save money.



Eastern Europe South Presence

Alcatel-Lucent - Regional



Do you know what set
of professional
activities for the
Communications
Infrastructures we
offer?

**Alcatel-Lucent Eastern Europe South
has *endless* capabilities**

...Consult and Design, Integrate and
Deploy, Operate and Maintain for
complex end-to-end turn key
projects

Alcatel-Lucent in Eastern Europe South



OPERATIONAL MODEL

Indirect Sales:

Based on Representative Offices and Local Partnerships that function in EES8

– Moldova, Macedonia, Albania, Montenegro, Bosnia and Herzegovina, Croatia, Slovenia, Kosovo

Alcatel-Lucent Romania – Capabilities

Endless
possibilities

Alcatel-Lucent University

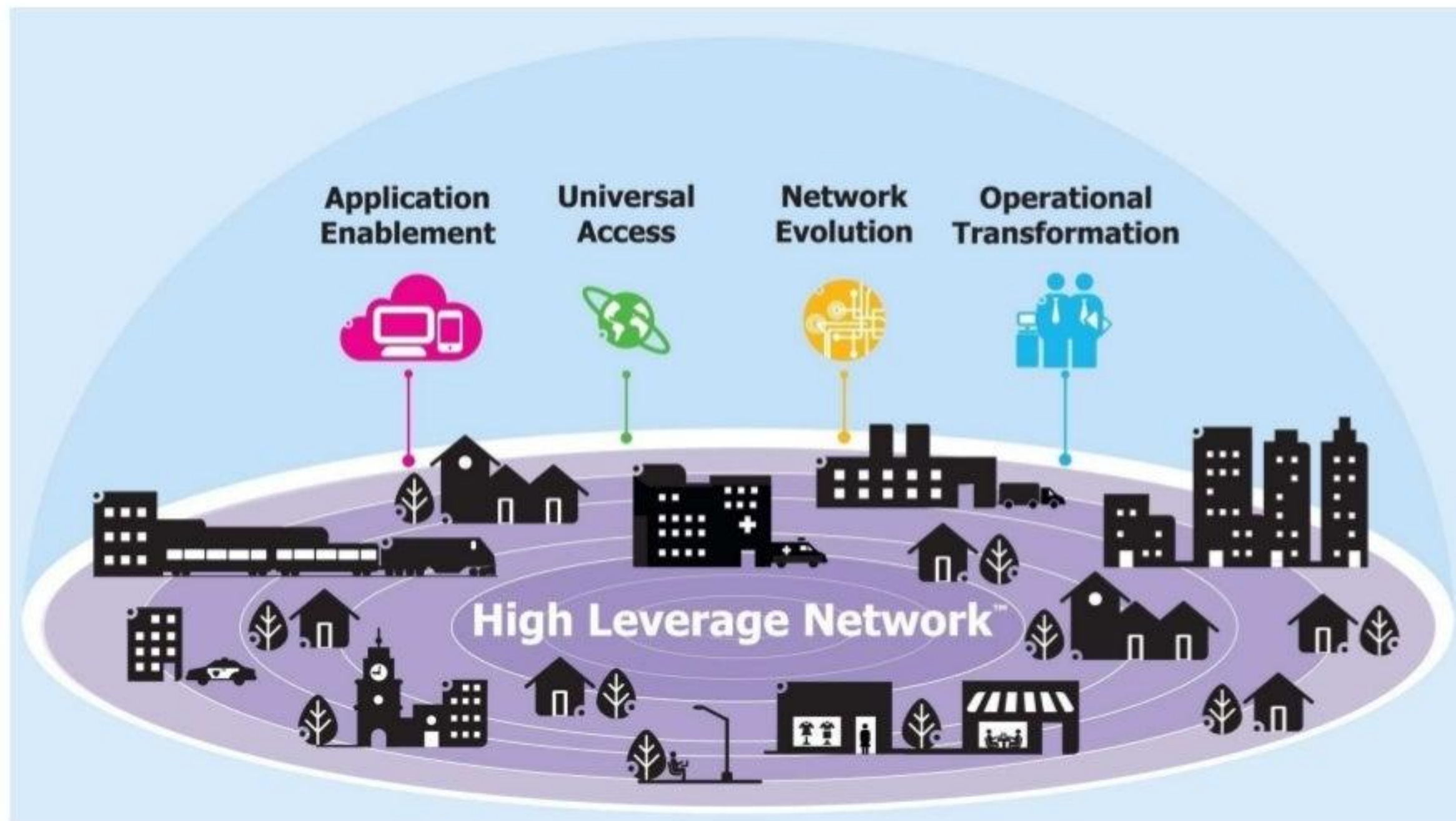
- one of 21 global training centers
- global qualification and learning solutions for clients, partners and employees
- partnerships with Technical Universities in Timisoara, Bucharest, Cluj-Napoca, Arad
- course development for university curricula together with the academics



Capabilities in Eastern Europe South Region

Alcatel-Lucent - Regional

HIGH LEVERAGE NETWORK™ (HLN)



HIGH LEVERAGE NETWORK™

A PLATFORM FOR VALUE CREATION

UNIVERSAL ACCESS



PROVIDE BROADBAND EVERYWHERE

- Deliver wireless all around
- Enable open access for all
- Bridge the fixed and mobile worlds

APPLICATION ENABLEMENT



CAPTIVATE YOUR CUSTOMERS

- Pioneer new media, new content, new applications
- Manage the real-time end customer experience

NETWORK EVOLUTION



LEVERAGE YOUR NETWORK

- Address the data explosion
- Deliver service innovation at speed
- Transform and simplify your network

OPERATIONAL TRANSFORMATION



TRANSFORM YOUR OPERATIONS

- Optimize costs
- Increase focus on superior QoE and growth drivers
- Mitigate transformation complexity and risk

IDEAS FOR GROWTH

MARKET GROWTH PROGRAMS

WIRELESS ALL AROUND

Innovating and defining business models to support mobile data demand and new applications

CUSTOMER EXPERIENCE TRANSFORMATION

Creating and providing ways to attract and retain customers managing end user experience

APPLICATION AND CONTENT VALUE CHAIN

Creating new & profitable opportunities to use network capabilities and shape the new application and content value chain

CLOUD

Offering ways to use network capabilities and claim a vital role in the Cloud of the future

CRITICAL NATIONAL INFRASTRUCTURE

Providing ubiquitous broadband access, security and reliability for critical national and strategic industries infrastructure

INTERNET OF THINGS

Offering alternatives and reducing complexity (business models, ecosystem and standards) to achieve the potential of The Internet of Things



References/proof of our expertise



THE DYNAMIC ENTERPRISE



ENABLE DYNAMIC CUSTOMER ENGAGEMENT

- Interactive Voice Response & voice portals
- eServices & social engagement
- Intelligent workload distribution
- Workforce optimization
- Analytics & performance management



FOSTER COLLABORATION

- Collaboration applications
- Voice, web & video conferencing
- Mobility
- Desktop phones & end points
- Communications platforms



PROVIDE APPLICATION FLUENT NETWORK

- Service-aware networks
- Converged networks
- Data centers
- Managed access services

STRATEGIC INDUSTRIES

Delivering critical national infrastructure and helping improve quality of life through better energy management, more efficient transportation and improved government services.

THE CUSTOMERS WE SERVE

- **TRANSPORTATION**

- Railways
 - Highways
 - Airports

- **ENERGY**

- Utilities
 - Oil
 - Gas

- **PUBLIC SECTOR**

- Defense
 - Public Safety
 - eGovernment

WHAT WE DELIVER

End-to-end communications systems integration from initial design to complete operation of the network.

We integrate:

- Alcatel-Lucent network hardware and software
- Third party products
- Alcatel-Lucent applications.

AN ENGINE FOR GROWTH

2010 ORDERS: €1.2 billion
GROWTH IN 2010: 12%

We leverage stimulus programs, government development funds and private public partnerships aimed at helping both developed and developing countries improve quality of life and drive economic development.