



# ALCATEL-LUCENT ENTERPRISE: MARKETING

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14,4 B€ REVENUE

62.000 EMPLOYEES

## BELL LABS: LIFE-CHANGING TECHNOLOGIES



32,000+  
ACTIVE  
PATENTS

3,000+  
PATENTS  
IN 2013

R&D BUDGET  
€2.4b

7  
NOBEL  
PRIZES

TR50  
MOST  
INNOVATIVE  
Companies  
2013

#1 IP  
Telephony in  
EMEA in Q4  
Dell oro, Feb2014

Telephony,  
Contact Center  
and UC since  
1968

# We are ALCATEL-LUCENT!

# ALCATEL-LUCENT: BUSINESS FOCUS

## SERVICE PROVIDERS



We provide **products and innovations in IP and cloud networking**, as well as **ultra-broadband fixed and wireless access** to service providers and their customers-

## ENTERPRISES



We deliver **application fluent networks** that enable collaborative **communications experience**, improving how people work and make business

ALCATEL-LUCENT  
ENTERPRISE



# ACCELERATING BUSINESS IN ENTERPRISES



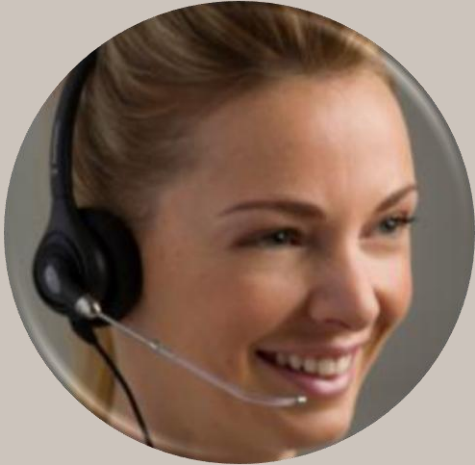
OUR  
FRAMEWORK  
TO ADDRESS  
MARKET  
TRENDS

User experience:  
**COLLABORATIVE  
CONVERSATION**

Technology transformation:  
**APPLICATION FLUENT  
NETWORK**

New models:  
**SHIFT TO THE  
CLOUD**

# THE MARKETS ALU ENTERPRISE ADDRESSES



## Global companies

Cloud solutions

BYOD Enablement

Processes transformation



## Enterprises

Enhance collaboration

Shift to the cloud

Application fluent networks



## SMBs

Collaboration solutions

Easy network deployment

Cloud solutions

# MARKETING ACTIVITIES

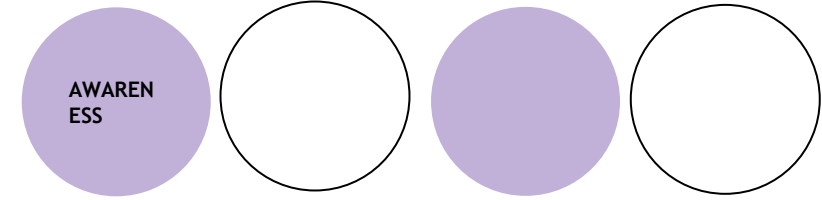
**AWARENESS**

**LEAD  
GENERATION**

**CUSTOMER  
MARKETING**

**PARTNER  
MARKETING**

# AWARENESS



## MEDIA COVERAGE

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- Online media
- Printed press

## ALUE LOCAL WEBSITE

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- Local Websites
- Corporate websites

## SOCIAL PRESENCE

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- ALUE linkedin
- ALUE facebook
- ALUE twitter
- ALUE Utube
- blogs

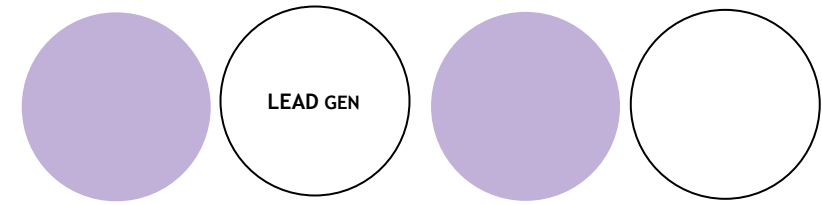
## Business Partner COMMUNICATIONS

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- Bus. Partner portal
- Email communications
- Social groups (By Country, solution, business....)

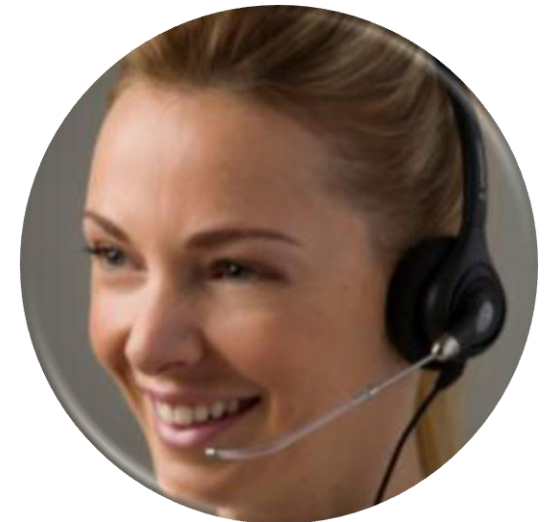


# LEAD GENERATION

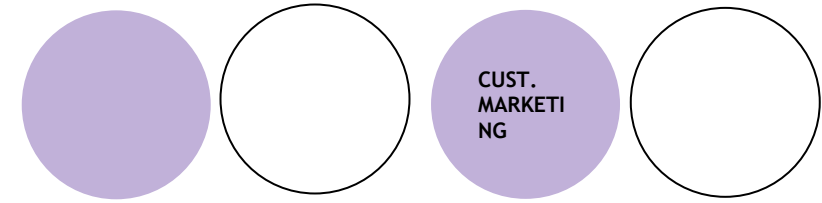


- ✓ Corporate integrated campaigns
- ✓ Local telesales activities
- ✓ Local email campaigns

Powered by:



# CUSTOMER MARKETING



## ALUE CUSTOMERS

ALUE EVENTS  
ONLINE EVENTS  
BRIEFING CENTER VISITS



## VERTICAL MARKET

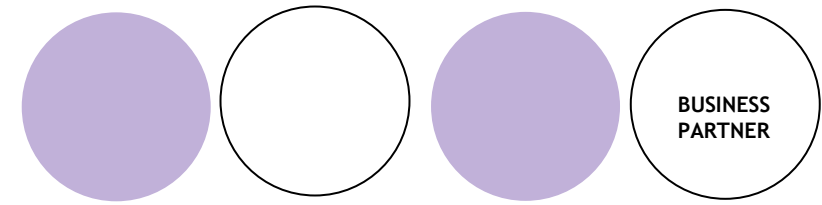
EVENTS SPONSORSHIPS  
ALUE SEMINARS (According to Geography)



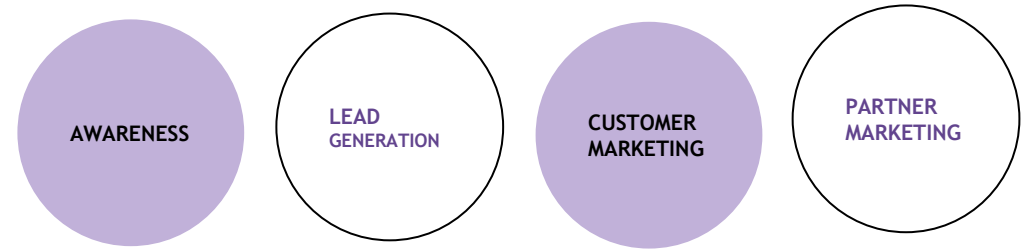
## PROSPECTS

EVENTS SPONSORSHIPS

# BUSINESS PARTNER MARKETING



# OUR AMBITIONS



- ✓ **AWARENESS:** orchestration
- ✓ **LEAD GENERATION:** pipeline acceleration
- ✓ **CUSTOMER MARKETING:** tracking results
- ✓ **BUSINESS PARTNER MARKETING:** drive the transformation

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