



# PARTNERING WITH ALCATEL-LUCENT ENTERPRISE

all about Growth

| Enterprise  
Partner Program

# A POWERFUL BRAND YOUR ENTERPRISE CUSTOMERS TRUST

- Alcatel-Lucent Enterprise is a leading provider of enterprise communications solutions and services; from the office to the cloud, for businesses of all sizes serving more than 830,000 customers worldwide.
- Best of Interop Winner Award for Intelligent Fabric Technology 2015<sup>(1)</sup>
- Global “Leader” Gartner Magic Quadrant for Corporate Telephony 2014<sup>(2)</sup>
- TMC Communications Solutions Product of the Year – OpenTouch Conversation 2014<sup>(3)</sup>
- Global “Visionary” in Wired and Wireless LAN Access MQs 2014<sup>(4)</sup>
- TMC Communications Solutions of the Year – Deskphones 2014<sup>(5)</sup>
- “Very Strong” Data Center Switching Infrastructure 2015<sup>(6)</sup>
- Product Differentiation Excellence Award, Unified Communications Development Strategies Global 2014 <sup>(7)</sup>
- “Strong Performer” Forrester Wave™: On-Premises UC&C 2014<sup>(8)</sup>
- TSIA Certified Support Staff Excellence Center for Networks 2014<sup>(9)</sup>
- Worldwide presence: 100+ Countries

(1) Interop  
(2) Gartner, 2014  
(3) TMC  
(4) Gartner, 2014  
(5) TMC

(6) Current Analysis  
(7) Frost and Sullivan, 2014  
(8) Forrester  
(9) TSIA



## Enabling collaborative conversations worldwide

We deliver solutions and services across three business segments to more than 830,000 customers from public and private sectors worldwide.

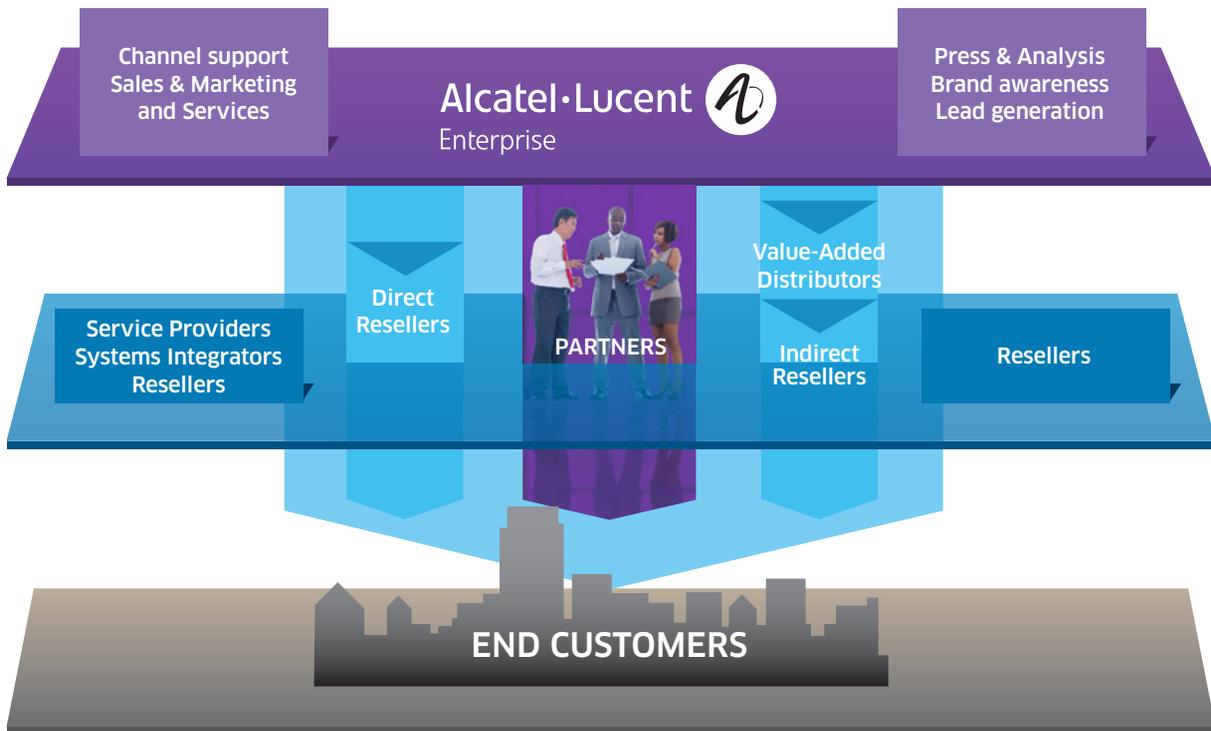
- **Communications:** Enabling collaborative conversations through communications platforms, applications and endpoints, unified communications, multimedia collaboration and customer service applications
- **Networks:** We create the intelligent infrastructure to enable the delivery of real-time applications across converged campus and data center networks and support the adoption of cloud-based services.
- **Cloud:** We help partners and enterprises accommodate a new way of delivering and consuming network infrastructure, applications and services.

Enterprise **Services** complement business and technical expertise of Business Partners through the entire communications or networks solution lifecycle. Services include consulting, design and deployment of complex customer projects, software and hardware support under best-in-class SLAs, managed services for the operation of the customer technology, training to accelerate Business Partner product expertise and user adoption.

## A TRUSTWORTHY PARTNER TO TRANSFORM THE WAY PEOPLE COMMUNICATE:

We work primarily through an indirect sales model. Business Partners are major players in our overall go-to-market. The Enterprise Partner Program drives expertise and recognition of Business Partners to ensure the highest level of quality to sell, deploy and support our solutions through a profitable model. The program offers a flexible and scalable framework which allows Business Partners to meet their business goals now and in the future with a long-term mutually beneficial relationship. The company's indirect distribution channel is made of a network of more than 2,900 Business Partners, including resellers, system integrators, hardware vendors and independent software vendors, supported by our sales and services teams in all regions.

### OUR DISTRIBUTION MODEL



# The program in a nutshell

The Enterprise Partner Program provides you with benefits and capabilities based on your qualifications, skills and investments. Your benefits increase with your investment in the program. As a Business Partner, you have a clear choice of options and associated benefits, based on your investments in Certification, Specializations and Accreditation

- **Certification:** The certification process recognizes the skills and knowledge acquired through training and qualification in pre-sales, sales and post-sales capabilities for an Alcatel-Lucent Enterprise product or solution. Several levels of certification reflect the level of training undertaken and skills achieved.
- **Specializations:** A Business Partner acquires specialization in a product or solution through the certification of individuals in the company, reflecting the level of employee expertise and business activity.
- **Accreditation:** To become accredited, Business Partners must meet requirements in three areas: business engagement, service capabilities and specializations. Accreditation enables you

to be recognized for your specialist expertise and be promoted among customers. Multiple levels of accreditation are available, enabling you to differentiate yourself and obtain a competitive advantage.

- **Certified, Expert and Premium** accreditation, granted to direct and indirect resellers, is based on the number of specializations achieved, and the business volume.
- **Value-Added Distributors** are direct resellers accredited to sell to other Business Partners, and to provide essential support and services.
- **Global partners** are direct resellers that have a very broad range of activities and a worldwide scope.



- Benefits and capabilities based on qualifications, skills and investments
- Benefits increase along with investment in the Program



## Accreditation: Getting recognition

**Partners meeting requirements:** Business engagement, service capabilities and specializations

## Specializations: Aligned to your business goals

**Package of certifications:** For a product or solution

## Certification: Training your workforce

**Awarded to individuals:** Sales, Pre-sales, Post-sales



## Partnering Benefits

The Enterprise Partner Program is a key component of our go-to-market strategy: we supply an array of comprehensive training, support and professional services along with co-marketing activities and services, promotions, sales incentives, and rewards program to support your business.

### TRAINING

The Education Services offers multi-disciplinary training in fields that include sales product knowledge, pre-sales design and post-sales engineering.

A variety of training methods are available, enabling Business Partners to lower their training costs, reduce training time and minimize travel expenses.

### TECHNICAL SUPPORT

Support Services ensure smooth solutions operations and system stability, protecting customer investment through proactive maintenance and evolution.

With a Software Support contract, Business Partners get access to the extensive technology and product experience of our Technical Support experts, providing them with assistance around the clock and software updates.

Our Hardware Support Services include repairs or replacements of defective parts, offering Communications and Networking products the same service levels.

### PROFESSIONAL SERVICES

Our Professional Services complement Business Partners' existing post-sales capabilities in the implementation, customization and integration of Alcatel-Lucent Enterprise solutions. The global team of over 300 engineers provides their highly-skilled assistance to secure complex deployments while transferring knowledge to help Business Partners ramp their skills up.





## BUSINESS SUPPORT

We offer comprehensive business support, including dedicated channel resources, together with a professional marketing organization featuring loyalty programs, incentives, co-marketing activities, a client reference program, partner communities events and much more – all designed to help you boost revenues and margins.

- **Dedicated channel resources:** A Channel Sales Manager manages all aspects of the sales relationship and business investment, while providing sales support and facilitating contact with the wider Alcatel-Lucent Enterprise.
- **Sales-generation programs:** To increase end-user outreach, we develop sales-generation campaigns, and we offer a privileged access to one-stop shop for full marketing support.
- **Co-marketing activities:** Co-marketing activities are jointly funded and range from lead-generation activities and demos to co-branded collaterals, campaigns and customer events.
- **Client reference program:** This program is designed to publicize Business Partner implementations of Alcatel-Lucent Enterprise solutions through press releases, case studies, events, web-casts, video presentations, etc.
- **Business Partner loyalty programs:** To motivate your sales teams and boost sales, the Business Partner loyalty program–VitalizeR–rewards your sales efforts.
- **Enterprise Business Partner Portal:** A dedicated business partner website provides product and solution information, product catalog, order management, sales tools, training resources, technical support, news and events, success stories and more.

# JOIN TODAY AND ENJOY THE BENEFITS OF PARTNERING WITH A LEADER

The Enterprise Partner Program provides the means, the motivation and the opportunity for value-added resellers and systems integrators to differentiate themselves from the competition and grow their businesses. By matching your business aspirations with our cutting-edge products and solutions, we ensure your investment brings rich rewards. With the program, you will be able to:

- build or extend your expertise in our industry-leading solutions,
- differentiate your company and market effectively to customers,
- leverage the name, the support and the financial advantages of the Enterprise Partner Program to close deals and grow your business.

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