

# Because Broadband is Always On

October 8, 2007 - Berlin, Germany

Michel Rahier

President, Carrier Business Group

Broadband Opens the Doors to the

*Fixed-Mobile-Media Convergence*

**Anticipating** the demands of an always-on, video-centric broadband world



- *Consumers want an easier experience over copper, fiber, air*
- *New business models will be increasingly advertisement-funded*
- *Fixed and wireless networks are compelled to transform to all-IP to deliver multi-media services over broadband*
- *Service providers strive to simplify their networks to avoid the ARPU/OPEX pinch*

**Worldwide Lab**  
at Alcatel-Lucent



## Marketing to the **millennials** and beyond

- Growing consumer adoption across all age groups from 8 to 88 years old
- Unique opportunity to develop new services and tap into new revenue streams
- Succeeding with versatile offers for shortened time-to-cash



# The Business Rules of the Broadband Economy

*Media is consumed on multiple-screens  
PC, TV, Phone*

*Paid-for and free-on-screen TV content co-exist*

*Consumers choose the brand and the ease of use*

*Advertising & sponsoring to play major role in new media distribution & consumption*

Helping Telcos tap into the advertising market



Interactive Advertising

Alcatel-Lucent 



User Profiling

Alcatel-Lucent 



Presence Management

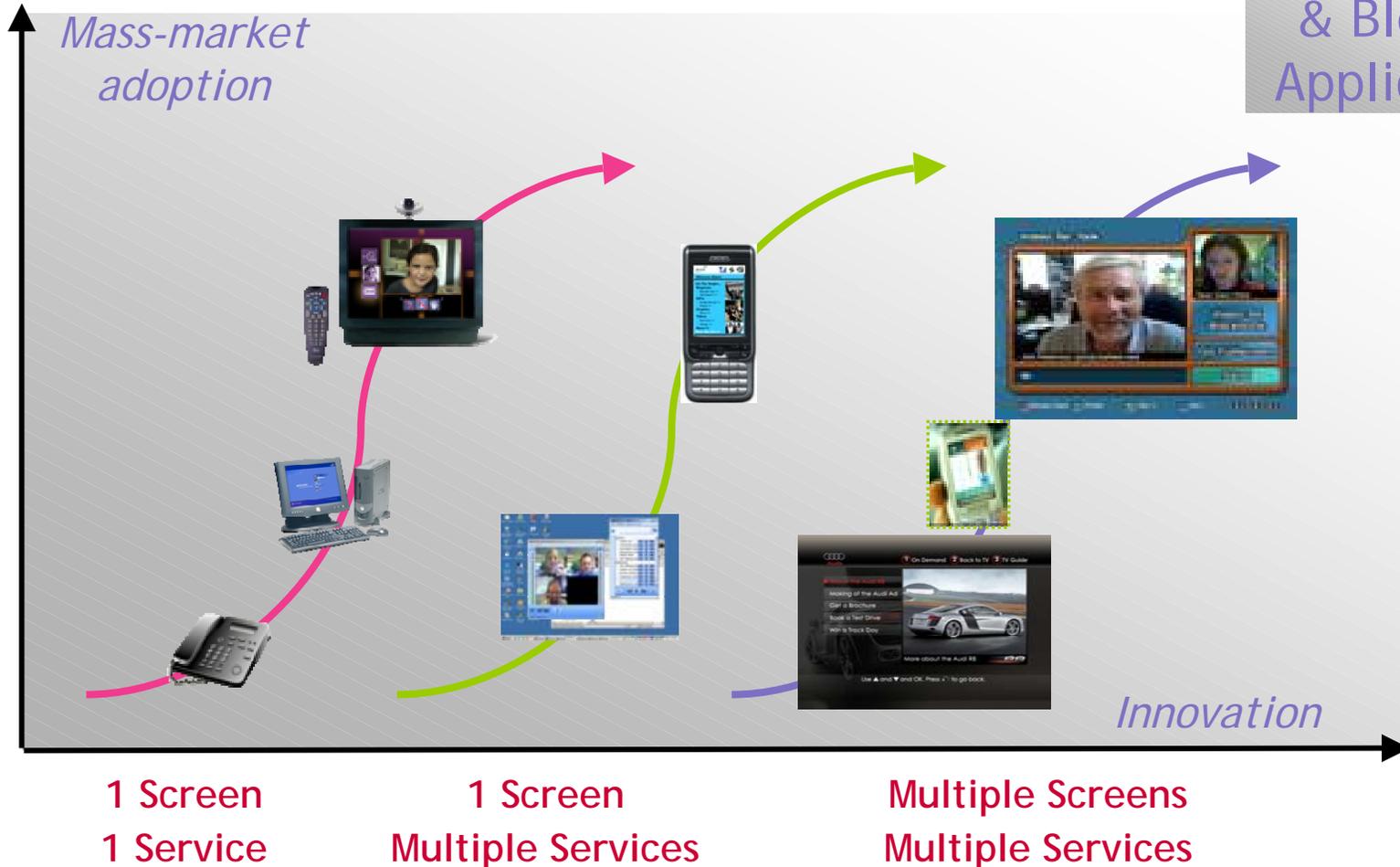
Alcatel-Lucent 

# Alcatel-Lucent vision of the multi-screen experience enabled by broadband

*Monetizing the session before, during & after*

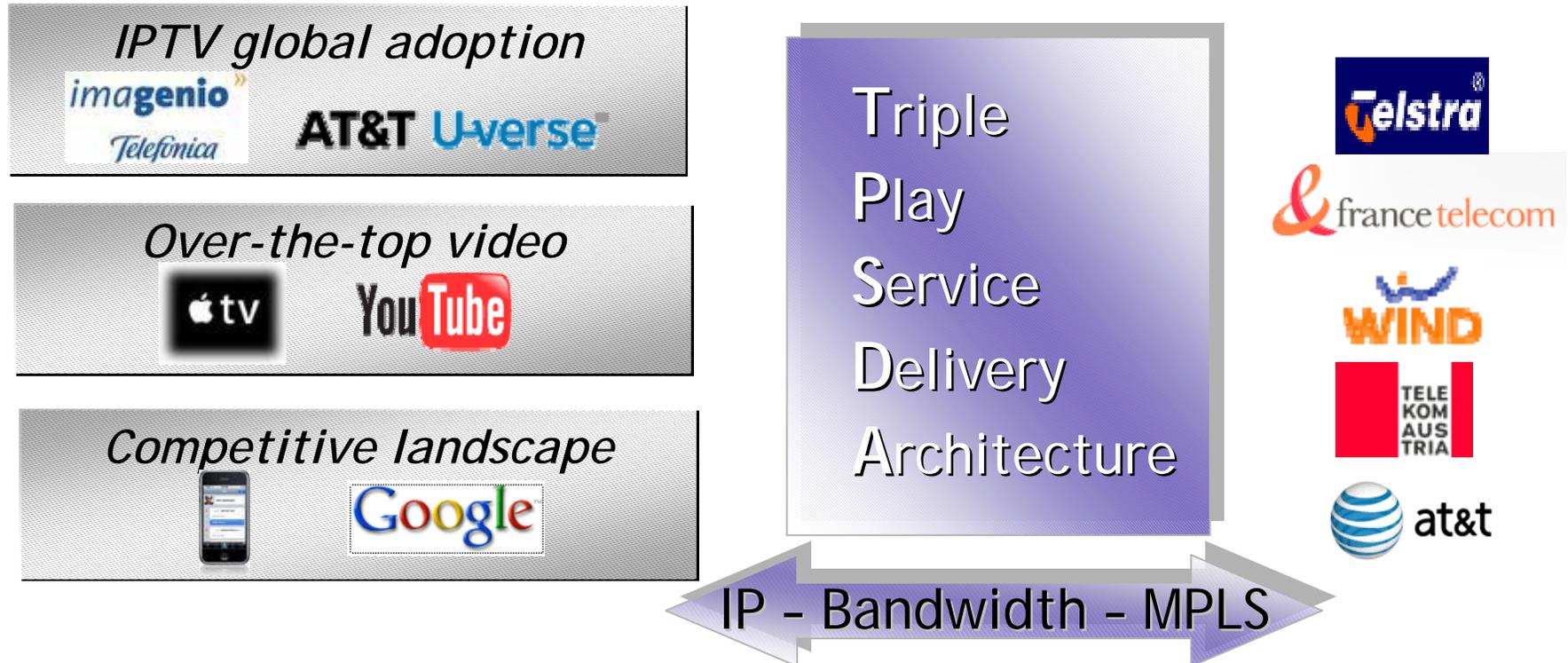
## Creating value by differentiated end-user experience

Personalized  
& Blended  
Applications



# Fixed Operators Transformation Strategy

## *Taking Triple Play to Mass Market*



*"With the announcement of its 50th TPSDA customer, Alcatel-Lucent has proven that its solution to broadband service delivery resonates with many of the world's most progressive service providers".*

Mark Bieberich, Yankee Group

# Leading the Triple Play Innovation with VDSL & GPON



**Martin Blomdahl**  
**Jönköping Energi**



# Leading the Triple Play Innovation

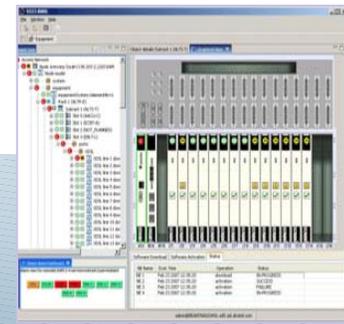
## *Introducing at the BBWF Europe '07*

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### 5520 Access Management System

#### Integrated Broadband Management

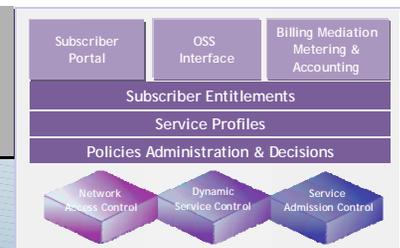
- ✓ Copper & fiber access
- ✓ Java-based modular architecture
- ✓ "Connected Partner Program" OSS partners



### 5750 Subscriber Services Controller

#### Policy Management

- ✓ Centralized Control
- ✓ Distributed intelligence
- ✓ OSS - LDAP - HSS Interfaces



### 1626 Light Manager

#### Multi-reach WDM

- ✓ Fully tunable ROADM
- ✓ Remote provisioning
- ✓ Any mix of 10G and 40G on same fiber



## Mobile Service Providers at a Defining Point

The **challenging** business of mobile operators as traffic ramps up

- *Increasing transport network congestion & complexity*
- *Threatening CAPEX & OPEX pinch*

*Mobile data  
traffic grows faster  
than ARPU*

*5B Mobile  
subscribers by 2011*

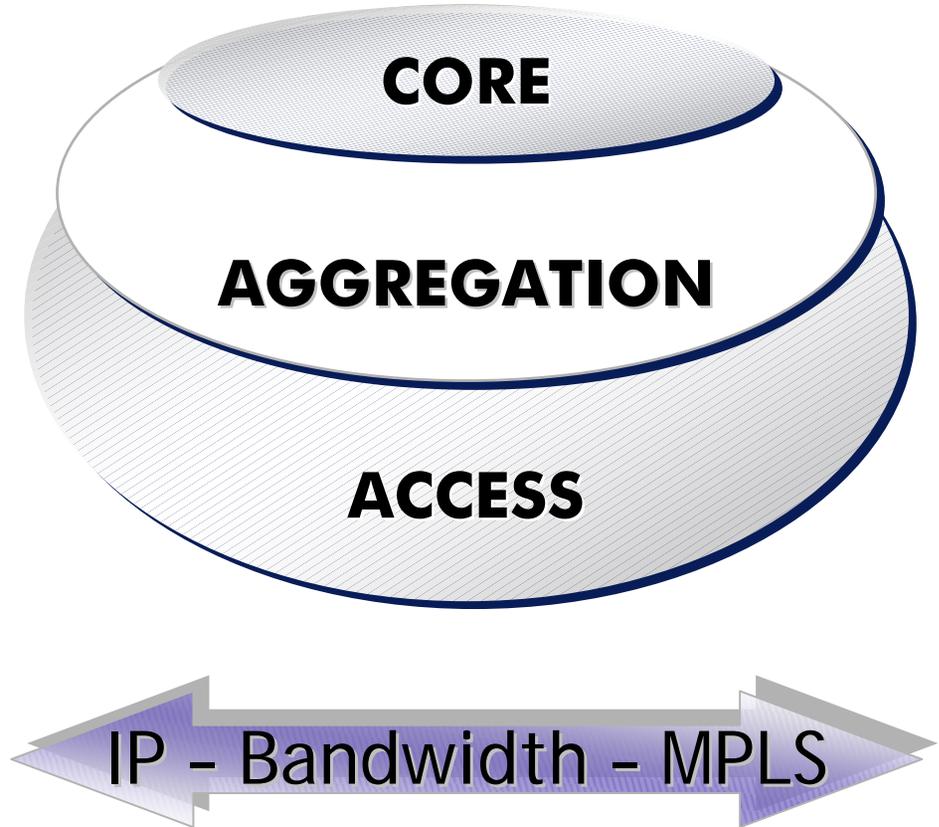
*Mobile voice  
ARPU decline*

*Transition to 3G  
& emergence of  
WiMAX*

# Cutting Cost & Complexity out of Today's Mobile Transport

*Flexible Evolution to all-IP to Enable a Broadband World*

Mobile  
Evolution  
Transport  
Architecture



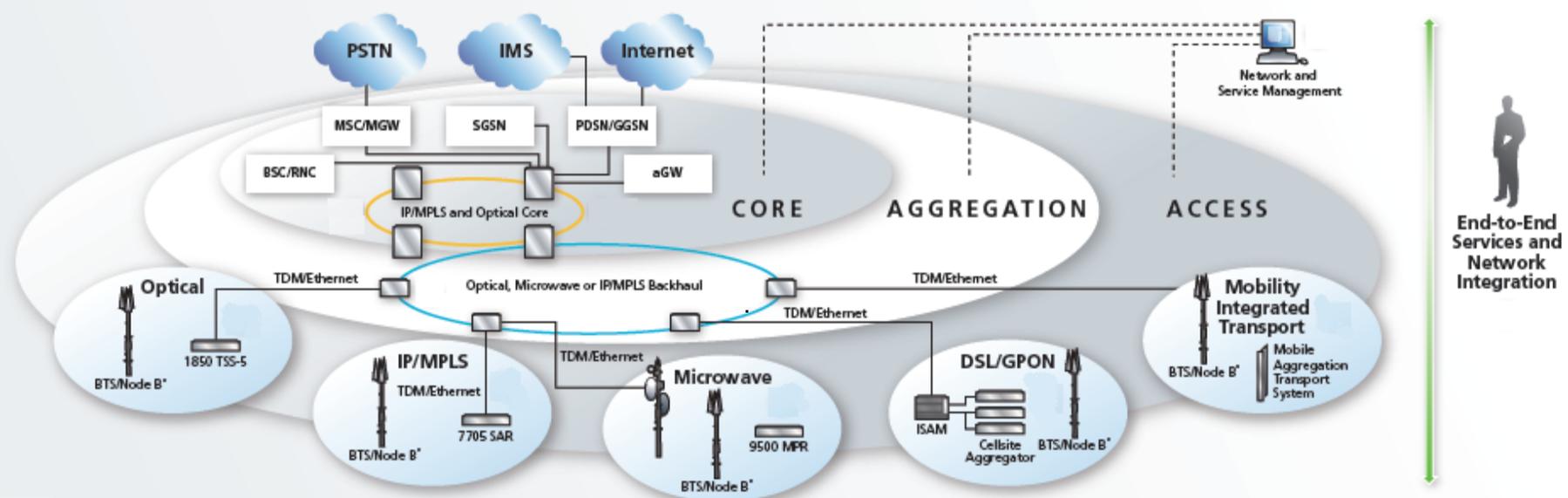
*"META is one of the industry's most comprehensive end to end frameworks for mobile transport evolution to all-IP".*

Patrick Donegan, Heavy Reading

# The Industry's First and Most Comprehensive Architecture for *Leveraging a Portfolio and a Track Record*

## Mobile Evolution Transport Architecture (META)

ENABLING THE PROFITABLE EVOLUTION FROM TDM TO ALL-IP TRANSPORT



7710/7750 SR, 7670 RSP, 1850 TSS, 166X, MDR 8000 OR 9600 LSY

7750 SR, 1850 TSS, 16XX



### 1850 Transport Service Switch - 5



#### Migration over Hybrid Transport

- ✓ TDM migration to Ethernet
- ✓ Support for TDM Native & PWE3), Ethernet
- ✓ Layer 1 and Layer 2 focus

### 7705 Service Aggregation Router



#### Convergence over IP/MPLS

- ✓ Service Aware IP / MPLS
- ✓ Support for ATM, TDM, & Ethernet PWE3 IP/MPLS
- ✓ Layer 2 and Layer 3 focus



### 9500 Microwave Packet Radio



#### Evolution to Packet Radio

- ✓ Microwave migration from TDM to Packet
- ✓ Service driven packet adaptive modulation
- ✓ Layer 1 and Layer 2 focus

# Alcatel-Lucent Customers

## *Successfully Transforming Their Networks Across the World*

Managing the **bandwidth surge** with a trusted partner



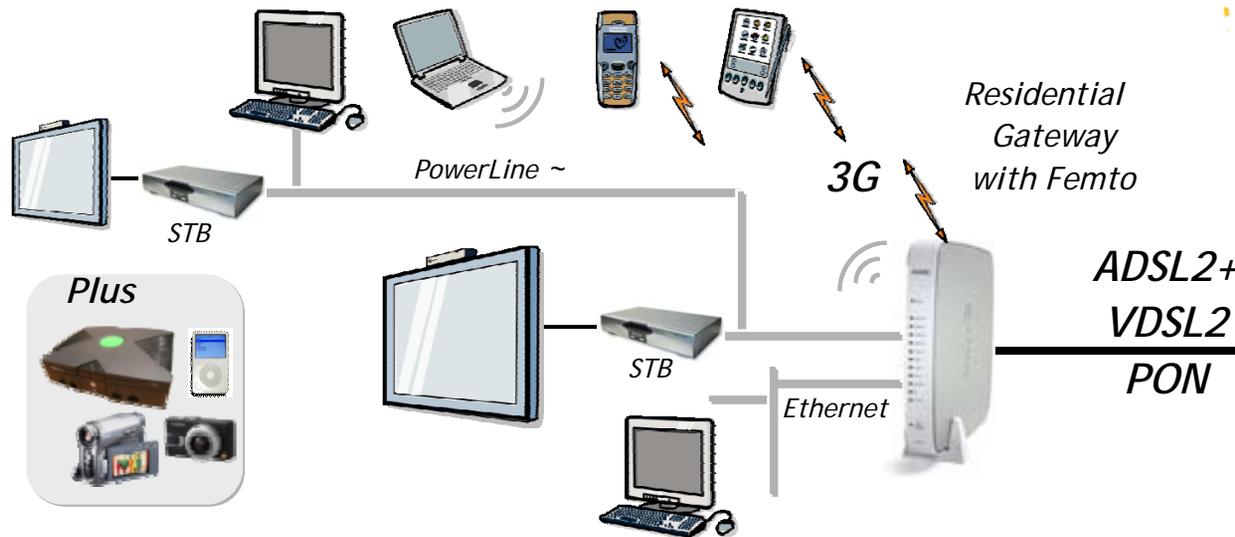
**Jean-Marie Spaus**  
**PT Luxembourg**



# The Next Frontier in Networking

## *Bridging the fixed/mobile divide through Innovation*

### Executing on our vision for the **Connected Home**



Leadership on the Residential Gateway innovation trail

**2WIRE**



*Introducing at the BBWF*

UMTS Femto BSR

Leveraging Alcatel-Lucent's flat-IP architecture

Giving consumers easier access to bandwidth for multimedia interactions

# The Broadband Opportunity

## *Billions of Users Around the World*

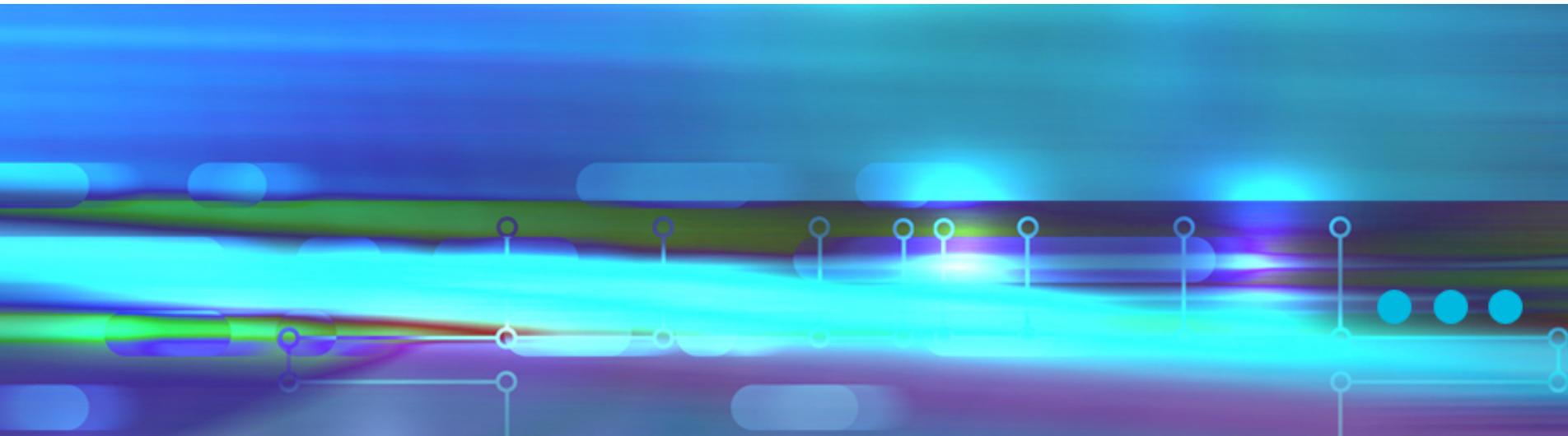
Enabling service providers to succeed in tomorrow's **always-on** world



- *A growing market & revenue opportunity driven by the thirst for communication & entertainment*
- *A comprehensive portfolio to optimize time-to-cash and manage cost & risk*
- *A proven integration & partnership expertise to realize the promises of broadband*



**Helping** *our customers transform their networks to profitably deliver differentiated services to consumers & enterprises*



[www.alcatel-lucent.com](http://www.alcatel-lucent.com)