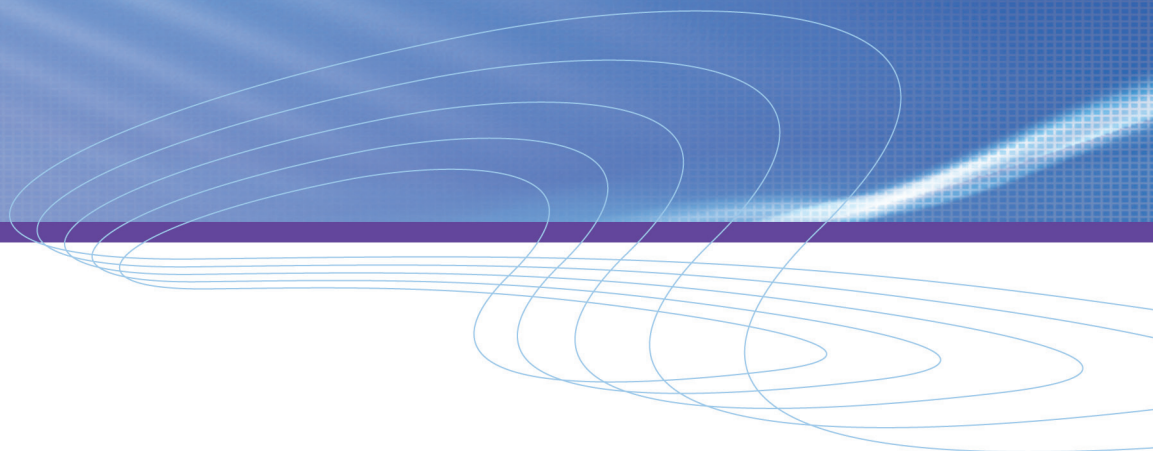# Alcatel·Lucent

# VoIP for Enterprise Solution

VoIP for Enterprise Solution

Introduction

Service providers are striving to create offerings that deliver business value to their clients as a means to grow revenue and improve margins. That means selling more than bandwidth. Network-based service delivery of applications such as IP Telephony and messaging are the foundation on which more value-added services can be provided.

Service operators want to capture the market opportunity for Hosted IP Telephony, which is anticipated to experience steep growth, particularly with small and mid-size businesses, multi-sited companies and Centrex users looking to upgrade to a VoIP solution.

Alcatel-Lucent's VoIP for Enterprise Solution enables service providers to offer Hosted VoIP services to their clients. This solution offers three delivery models 1. Network-based VoIP 2. Alcatel-Lucent Managed IP PBX Service 3. Alcatel-Lucent Hosted IP PBX Service.
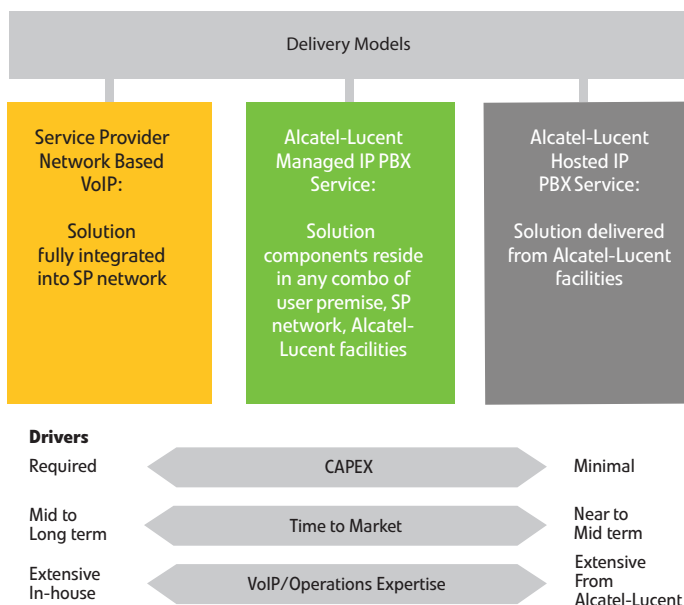
The third-party hosted service model, such as the Alcatel-Lucent Hosted IP PBX Service, supports service operators as they strive to reduce time to market and manage the financial and market risk associated with new services.

Alcatel-Lucent's Hosted IP PBX service meets these business requirements through a service delivery approach based on an innovative business model:

- The solution is owned, hosted and managed by Alcatel-Lucent
- Alcatel-Lucent commits to solution availability and Key Performance Indicators (KPI)
- The service is delivered to the end user through the service operator's network
- The service is paid based on usage (e.g. per user per month) with a set-up charge and a monthly fee
- Typical contract is for three – five years

VoIP for Enterprise Solution, Alcatel-Lucent Hosted IP PBX Service: Definition and Deliverables

The Alcatel-Lucent Hosted IP PBX service enables Service providers to quickly provision carrier-class VoIP services for business customers, while limiting their own financial and technical exposure.

The Alcatel-Lucent Hosted IP PBX Service includes:

- Hosting of advanced IP PBX and messaging functionality from an open, SIP standard, highly scalable, carrier-class platform
- Operations, management and maintenance of equipment and applications from our carrier-grade, secure, redundant Global Network Operations Centers
- An end-to-end OSS/BSS solution with standard interfaces to the carrier network
- Multivendor CPE solutions
- Tier two and three support for equipment and applications
- Options for 1. Premises implementation and management services 2. Fixed Mobile Convergence solutions 3. Managed Security Services
- Marketing and sales expertise to accelerate revenue

Delivery Models

Service Provider Network Based VoIP: Solution fully integrated into SP network	Alcatel-Lucent Managed IP PBX Service: Solution components reside in any combo of user premise, SP network, Alcatel-Lucent facilities	Alcatel-Lucent Hosted IP PBX Service: Solution delivered from Alcatel-Lucent facilities

Drivers

Required	CAPEX	Minimal
Mid to Long term	Time to Market	Near to Mid term
Extensive In-house	VoIP/Operations Expertise	Extensive From Alcatel-Lucent

Alcatel-Lucent provides the applications, network operations center infrastructure, network interfaces and back-office systems to integrate with service providers infrastructure.
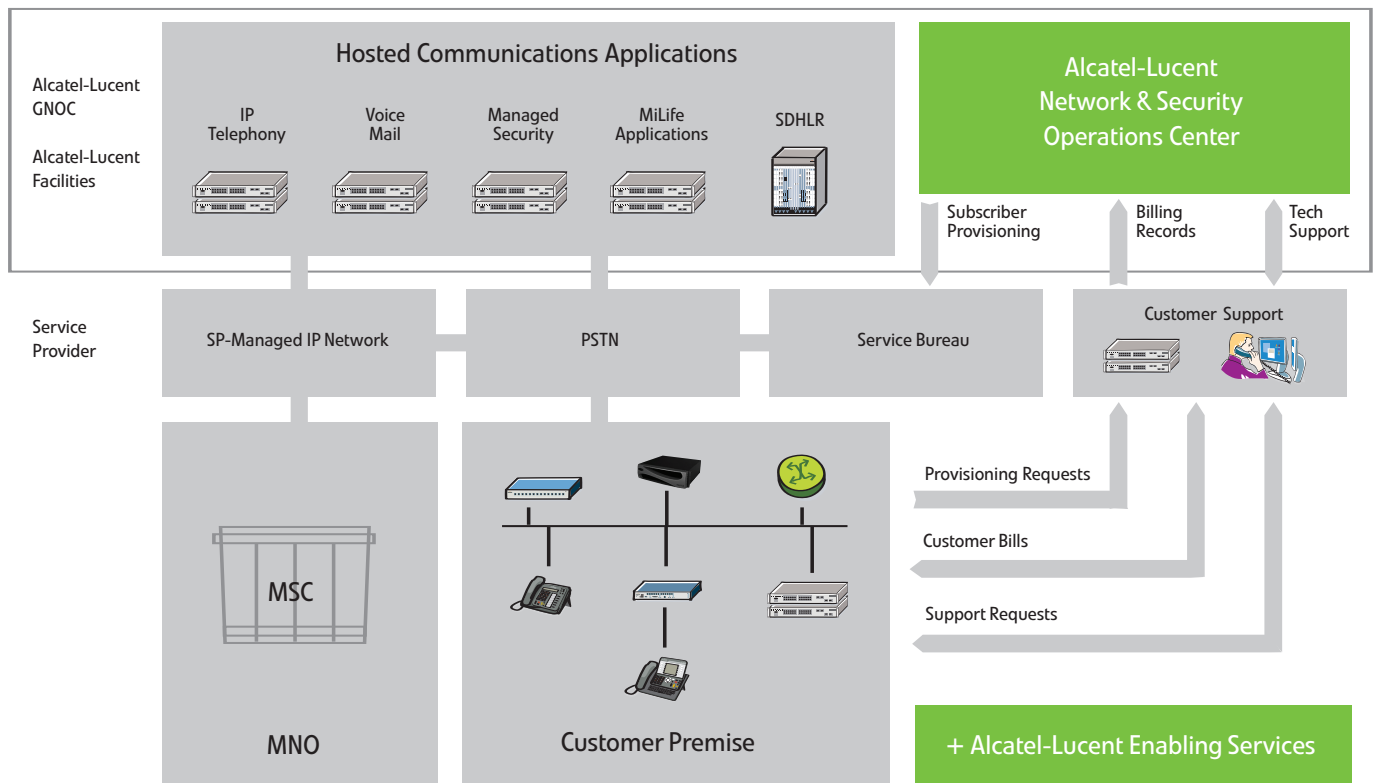
The Alcatel-Lucent Hosted IP PBX Service methodology consists of the following phases:

Assess	Plan & Design	Implement	Manage, Operate, & Maintain
Methodology Review existing network topology, OSS/BSS architecture, network operations and security processess, customer care policies and processes, and enterprise customer data (target sites, subscriber numbers, features etc) Develop scenarios for offers, architecture and operations **Output** • Determine service, network and operational approach	**Methodology** Develop: • Network architecture & call flow design • Operations, OSS, & BSS interface specifications • Security management plan • SLA's, pricing and other commercial terms **Output** • End-to-end operations plan • Terms sheet • Project implementation plan	**Methodology** Deploy and integrate: • Network elements • OSS/BSS • Features & capacity Execute: • Network and service validation Testing: • Process/M&P training • Operational Readiness testing Output Test results Service launch	**Methodology** On-going management, operation, and management of the IP PBX Solution and OSS/BSS solution: • Subscriber provisioning • Enterprise CDR transmittal • Tier 2/3 technical support • Collaboration for continuous improvement Output Operational/SLA reports: • Weekly document • Monthly face to face • Quarterly management review

Additional services capabilities available as part of the VoIP for Enterprise Solution:

Premises professional services

High quality VoIP implementations require thorough planning, preparation, and training as well as methodologies for ongoing management of the network. Alcatel-Lucent can assist the service provider in ensuring smooth client implementations with a full portfolio of premises professional service designed to ensure smooth migration and management of VoIP.

Alcatel-Lucent's Professional Services portfolio provides comprehensive offerings spanning the full services lifecycle:

Pre-Deployment	Deployment	Post-Deployment
Objectives • Ensure the existing network can support the QoS required for voice calls • Plan for implementation	• Deploy a fully functional network in accordance with contracted specifications	• Ensure user is fully versed in the features/functionality • Provide high network availability • Create/execute plan for growth
• Voice readiness assessment • Network planning and design • Security assessment • Dial plan creation • Subscriber migration plan • Detailed project plan • Staging • Station review	• Physical site review • Installation • Network integration • OSS integration • Provisioning • Existing user migration • Dial Plan implementation • Security implementation • Data network upgrade • Program management	• Administrator training • End-user training • Remote technical support • On-Site technical support • Repair & exchange service • Growth planning • Change management • Network management • Consulting

Market Advantage Program – Marketing and Sales Acceleration Services

Alcatel-Lucent has been working hand-in-hand with clients to support successful sales and marketing campaigns that help providers meet revenue targets for new Hosted VoIP services.

The Market Advantage program portfolio includes:

• Go-to-Market Services

• Primary research data, target market definition, offer definition, competitive analysis, channel analysis

• Sales and Marketing Tools and Collateral development

• End user collateral, sales documentation and training, TCO analysis tools

• Demand Generation

• Lead generation program development and support; pilot sales program development and support main Customer benefits

Alcatel-Lucent's VoIP for Enterprise Hosted IP PBX Service provides the following benefits:

• Accelerate Time to Market

Service Providers gain speed and agility to launch new services by utilizing Alcatel-Lucent's network operations center infrastructure, end-to-end OSS/BSS solution, streamlined processes and integration expertise. Providers can focus on driving revenue through successful sales and marketing initiatives and may choose to augment their own expertise with Alcatel-Lucent's Market Advantage Program capabilities.

• Optimize Investments

With minimal upfront investments in the CAPEX and operations infrastructure needed to launch a service, and a pay-as-you-grow business model, the Alcatel-Lucent Hosted IP PBX Service enables the Service Provider to align OPEX costs with revenue. The Provider gains flexibility with minimal risk and the ability to quickly launch new services.

• Lay the Groundwork for Future Network-Based Service Delivery

The Alcatel-Lucent Hosted IP PBX Service provides the platform onto which additional network-based services such as fixed mobile convergence, managed security, presence and location services can be delivered. The hosted services model provides a flexible model for introducing new services based on customer demand and is backed by the innovation, carrier-grade technology and operational expertise delivered in the Alcatel-Lucent Hosted Solutions model.

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