

# NETWORK!

FOR PEOPLE IN THE NETWORK SYSTEMS BUSINESS OF LUCENT TECHNOLOGIES

## NS-CIO Spotlight

### New Software Helps NS Sales Teams Track Orders

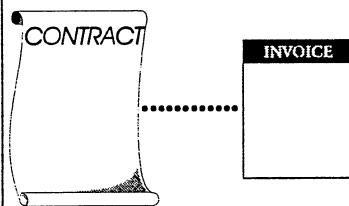
From the signing of the contract to the paying of the bill, keeping track of customer orders is critical—especially when they're as large and complex as those in Network Systems. Customer satisfaction is at stake, and cash flow is crucial. You want to get it right the first time.

Enter OMS, for Order Management System. An integrated package of off-the-shelf software programs, OMS is now helping Network Systems sales teams process and track customer orders to the tune of \$1 billion annually.

The billion-dollar mark represents an important milestone for OMS, which began deployment in 1995. "The dollar volume that OMS now processes gives confidence that further Network Systems deployment can continue on schedule and without glitches," says Bruce Rudolph, a technical manager in the Network Systems Chief Information Officer (CIO) organization who has been involved in the project.

Put simply, OMS electronically links together several sales organizations that once relied on cumbersome standalone systems. These older systems required multiple entries of the same data, and paper handoffs from one organization to the next. Lots of time consumed. Lots of room for mistakes.

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## NS Announces

### Lucent to Supply Optical Line System to China

Lucent Technologies has won a contract with China's Ministry of Posts and Telecommunications (MPT) to supply and install a high-speed, high capacity Optical Line System (OLS) in the fiber optic backbone telecommunications network. The OLS uses optical amplification and dense wavelength division multiplexing (DWDM) to increase the capacity of an existing optical fiber network without the cost of adding more fiber. It does this by transmitting more than one optical signal on a single fiber. This is the first use of DWDM in China's MPT network.

Under the contract, which is worth more than \$10 million, Lucent will install the DWDM optical

networking system in the route between Xi'an and Wuhan. Service on the route is expected to begin in the first half of 1998. While Lucent has the largest deployment of DWDM systems worldwide, this win in China—with the potential future business there, as the country continues to upgrade its communications network—greatly enhances Lucent's reputation as a premier supplier of DWDM-based Optical Line Systems. □



## Executive Changes

### New Network Systems EMEA President Named

Lucent Technologies announced the appointment of Eric Arthur van Amerongen to the position of president and CEO, Europe, Middle East and Africa (EMEA), Network Systems.

Van Amerongen will join the company on November 15. He will be responsible for all sales, marketing, operations and new business opportunities for Network Systems

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## NS in the News

### Telecom on the Edge

James Bodycomb, vice president of 5ESS®-2000 product management at Lucent Technologies, pointed to three important social trends that are directly influencing Lucent's business:

- Growth in non-income generating, home-based work
- Revolution in home-schooling
- Continued explosion of home-based businesses and telecommuting

Bodycomb—and by extension Lucent—is not thinking of opportunities in terms of technology itself, but of the overall impact technology is making on people's lives. Technology changes people's lives. When people's lives change, it affects technology. (*Telephony, August 18*)

### Van Amerongen Appointment

Following the example set earlier this year by PTT Telecom boss Ben Verwaayen, Hollandse Signaal Apparaten (HSA) CEO Eric Arthur van Amerongen is ready to move to Lucent. Van Amerongen will lead Lucent Network Systems in Europe, the Middle East and Africa. Most employees of HSA were shocked at the news that they were to lose their boss. Van Amerongen is a popular figure at the company, seen as the man who saved the firm. Although the company had to go through a drastic restructuring, it is now making money, has a well-filled order book and is looking to expand its workforce. (*Les Echos [France], August 28*) □



## New EMEA President

Continued from page 1

throughout the EMEA region. Europe, alone, is expected to account for approximately 27 percent of overall telecommunications market growth by the year 2000 while deregulation and privatization are expected to accelerate demand for telecommunications systems throughout the region.

For the past six years, van Amerongen was the chief executive officer of Hollandse Signaal Apparaten BV in Hengelo, the Netherlands. Signaal designs, develops and delivers advanced electronics for defense and control purposes, and is part of Thomson-CSF. Van Amerongen managed a major restructuring of Signaal's activities, transforming it into a cornerstone of Thomson's worldwide export activi-

ties. At the same time, he was chief executive officer of Thomson NCS France SA, and divisional managing director of naval electronics at Thomson CSF in France. Before joining Thomson-CSF, van Amerongen was managing director of Alcatel Nederland B.V., a subsidiary of Alcatel in Paris.

Says van Amerongen of his new position: "The growth potential of Lucent Technologies, specifically in Europe, offers an important challenge and I am looking forward to shaping the future with my new colleagues within the Network Systems group."

Van Amerongen succeeds David Rogers who will be moving to a new assignment within Lucent. □

## Of Interest

### New Cheetah Video Now Available

A new 11-minute videotape about the Cheetah Program and a discussion guide are now available. The videotape and discussion guide can be used to promote discussion about the latest Cheetah developments. Requests for videotapes and discussion guides should be directed to Advanced Media Solutions in Holmdel, New Jersey. The cost of the materials is \$10. Ask for "The Cheetah Program, Getting Up To Speed." Be prepared to provide your organization code and pertinent billing information. To order the videotape, contact Advanced Media Solutions, Video Department: 732-949-3488.

### Day of Caring Web Site

On Sept. 20, employees around the world will volunteer in celebration of Lucent's 1997 Global Day of Caring. Information about the Global Day of Caring—and

how you can participate—is available at <http://home.lucent.com/caring>. The Web site provides a list of Day of Caring project coordinators who can help you get involved in volunteer work in your community. The site also contains general information about the day, suggests sample volunteer projects and displays a photo essay of the 1996 Global Day of Caring.

### Life After High School

If your child is college-bound, a Family Resource Program consultant can give advice about preparing for college entrance exams, identifying colleges, getting ready for college visits and completing applications. If your child is not planning on attending college, a consultant can provide information to help him or her explore other options. U.S.-based employees can call 1-800-635-0606 to speak with a consultant, Monday-Friday from 7 a.m. to 9 p.m. Eastern time and Saturdays from 9 a.m. to 3 p.m. TDD access is 1-617-278-4205 and after-hours message service also is available. □



## Industry Briefing

### About Our Competition...

#### **Ciena**

**Ciena to Supply AT&T**—Ciena Corp. [won] another significant piece of the dense wavelength division multiplexing [DWDM] market, signing a contract to supply AT&T with DWDM equipment over a five-year period. Sprint and World-Com already have chosen Ciena as a supplier. Lucent Technologies is already under contract to upgrade its eight-wavelength systems already installed in AT&T's network. Primary vendor status is still up for grabs, according to George Gawrys, transport planning director for AT&T. (*Telephony, August 18*)

**Multiplexer Competition** — What has endeared Ciena, and its stock, to its small but growing army of Wall Street followers is a big market for its products, its competitive edge, a substantial revenue stream and that it's the technological leader in its chosen field. However, Wall Street's enthusiasm for Ciena may be overdone. The basic problem is that Ciena has one product, dense wavelength division multiplexers (DWDM), and only two customers, Sprint and WorldCom. Moreover, Ciena has competition the likes of Lucent, Ericsson, NEC, Nortel, Alcatel and Pirelli. Ciena is ahead of its rivals, but probably by year's end, a number of them will have caught up. (*Barron's, August 25*)

#### **Ericsson**

##### **Ericsson to Launch**

**Breakthrough Switch**—Ericsson will launch a breakthrough switch this autumn which can handle phone calls, Internet services and broadband traffic, a trade publication said. The switch—which will not be able to handle broadband traffic until 1998—will be crucial for Ericsson's position as a global supplier of switches. (*Reuter, August 20*)

### About Our Customers...

#### **AT&T/SW Bell**

**AT&T, SW Bell Expanding Service**—AT&T is expanding its offering of residential phone service to nearly all of Texas, and Southwestern Bell plans soon to ask for permission to sell long-distance telephone service here. AT&T has been selling local, residential service in Texas City and Galveston since mid-July, and earlier this week made it available to almost all of Bell's customers in the state. As for Southwestern Bell, it needs to prove significant competition exists in the local market before state and federal regulators will let it get into the long-distance business. (*Houston Chronicle, August 21*)

#### **BT/MCI**

**FCC Approves BT/MCI Merger**—The Federal Communications Commission [FCC] approved the [BT-MCI] merger, saying it was in the public interest. The FCC was the last major regulatory hurdle for what would be the largest international acquisition of a U.S. company. (*Reuter, August 21*)

**BT/MCI Review Merger Terms**—British Telecommunications (BT) said it was pressing ahead with its merger with MCI, but on an agreed cut in valuation for MCI shares. A BT spokesman said the company would pay around \$17 billion to take control of the merged company, Concert, which analysts said was a cut of over 20 percent from around \$20.1 billion originally negotiated last November. The terms were renegotiated following a shock announcement last month that MCI's losses from local market operations would climb to \$800 million this year. (*Reuters, August 22*)

**Concert's Future**—Concert will have 43 million customers and a six percent share of a global telecoms market worth \$670 billion. BT said local markets in the U.S. remained a "primary strategic imperative" and that MCI would continue its aggressive approach. (*Reuters, August 22*)

### About the Industry...

#### **Telecom Gear Sales Soaring in**

**China**—The Chinese government has reported that infrastructure purchases totaled \$3.8 billion during the first half of this year, up 33 percent from the first half of 1996. China's Ministry of Posts and Telecommunications said the continuing surge in equipment purchases was driven by a 33 percent growth in telecommunications services. Virtually all of the major wireless-product vendors—including Fujitsu, Ericsson, Lucent, Mitsubishi, Motorola, NEC, Nokia, and Siemens—continue to report multimillion-dollar orders in China as they jockey for market position. (*Electronic Buyer's News, August 25*)

**New Qwest Project** — Qwest, continuing the construction of its \$2.3 billion advanced fiber-optic network, announced a \$350 million project to extend its system deep into Florida and California, giving the startup a broader footprint for providing its high-powered transmission to Internet service providers and phone companies throughout the United States. The new project follows closely a push by Qwest into Mexico and is expected to give Qwest the firepower to sign up clients for its services and broaden its existing transmission pacts with customers it already has. (*Wall Street Journal, August 26*)

#### **Strides in Internet Telephony**

—Some long-awaited reliability improvements for voice-over-Internet Protocol (IP) are near. Lucent, Vienna Systems and Vocaltec say they are close to releasing product upgrades that will allow voice-over-IP calls to fall back to the public network in situations where connectivity reliability is threatened. A public network fall-back capability will be a key motivator for network operators that have wanted to invest in Internet telephony technology but have worried that reliability questions would hurt service value. (*Telephony, August 25*) □

# New Order-tracking Software Continued from page 1

"Now everything's integrated end to end," points out Rudolph. "The information goes into the system just once—and then it can be shared by all the participating organizations: order quoting, order entry, order servicing, invoicing, and sales activity reporting."

In addition, when the invoice is generated, OMS electronically alerts the corporate and Network Systems finance organizations that there's money to be collected.

The new system replaces an "alphabet soup" of legacy systems: EMS and EMS-1 (for Edit, Merchandise and Service); DPP (Direct Product Provisioning); CBIS (Customer Billing Information System); and ICISS (Interactive Customer Invoicing Support System).

The OMS system is much easier and faster than the ones it replaces, says Peter Bitzer,

Global Commercial Markets (GCM), Central America and Latin America (CALA) sales team leader. "It's much more efficient. It provides up-to-date customer information, and we can get our sales and accounting reports from this same system." The GCM-CALA customer team is one of the first to use the new system, along with Network Wireless and the China customer team.

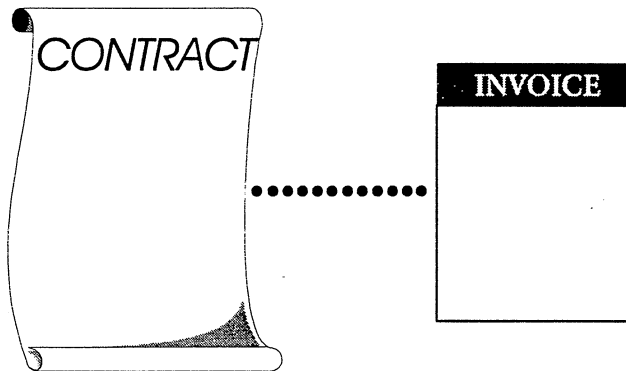
Plans are under way to expand OMS throughout all Network Systems sales organizations, according to Rudolph, with the AT&T customer business unit slated for cutover this

month and a roll-out to other sales organizations throughout 1998.

Based on a product of the German enterprise-software vendor SAP, OMS plays a central role in Network Systems' Cheetah project, which is aimed at streamlining the entire "quote-to-cash" cycle—all the processes involved from the moment a customer asks for a quote to the moment that same customer pays the bill.

As a part of Cheetah, OMS links electronically with two other sophisticated software packages: one that helps generate new-product configurations, known as Trilogy; and one that streamlines product delivery to the customer through Global Provisioning Centers, known as GISA-Mfg/PRO. □

—Larry Chase



## Letters to the editor



**NETWORK!** will publish signed letters as space permits – reserving the right to edit for clarity. Please include

your name, work location, and a contact number where we can reach you. Opinions expressed in the Letters section do not necessarily reflect the views of Network Systems management. See our contact information at right.

## NETWORK!

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August 29, 1997 Vol. 6 /Issue 37

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