

NETWORK!

FOR PEOPLE IN THE NETWORK SYSTEMS BUSINESS OF LUCENT TECHNOLOGIES

And the winners are ...

Thanks to the more than 130 employees who took the Lucent Technologies challenge by sending in their quizzes.

Hats off to the following winners, or shall we say hats on?

Congratulations to **Bob Doss, Judy Dougherty, Laurie Juskiewicz, Tom Kristensen, C. L. McDonald, Sharon Muse, Eric Schnell, Etta Stewart, Beth Turner, and Gena Turner.** They are the proud recipients of a Lucent Technologies baseball hat.

Here are the correct answers to the quiz:

Q. Who is the chief executive officer of Lucent Technologies?

A. Henry Schacht

Q. In how many countries does Lucent Technologies have offices?

A. 47

Q. What percentage of Lucent Technologies employees are neutral about the new name?

A. 47 percent

Q. Which Lucent Technologies employee received the new company flag from Rich McGinn on the Murray Hill stage?

A. Jason Ripper

Q. Who was Angus McDonald?

A. A lineman who was photographed during the 1888 blizzard while patrolling the New York-Boston-Maine telephone line. A famous drawing, based on the photograph, has become a symbol of the dedication of Bell System workers.

Try again next month

If you're not one of the lucky winners, don't despair. Every month in *Network!* we'll have monthly quizzes and prizes. In the future, to

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New GSM center to open in Europe

Lucent Technologies recently announced its intention to open a United Kingdom (U.K.) center for the global system for mobile communications (GSM) network infrastructure business.

The facility will be located at Windmill Hill Business Park, West Swindon, approximately 70 miles from London. Lucent Technologies plans to start its phased occupation of the building in March 1996.

"Our GSM business will be located in the U.K.'s equivalent of Silicon Valley," says Richard Snyder, project director of Lucent

Technologies' U.K. GSM business.

Strategic location

"Swindon is an excellent location for our business, with the advanced infrastructure, people skills, and communications links needed for truly global communications."

Swindon will be the center for product development and marketing to central and western Europe, the Middle East, Africa, and the Asia/Pacific region.

Lucent Technologies' GSM manufacturing will continue to be based in Germany. □

GTE and Lucent get green light on video network

With the city of Thousand Oaks, Calif., unanimously approving GTE's cable TV franchise earlier this month, Lucent Technologies will soon begin construction of a hybrid fiber-optic-coaxial network to provide cable TV and enhanced video services to nearly 122,000 households in the state.

"This was an important decision for both our companies," says Judy Louie, director, video program management, GTE Customer Team.

"Without this approval, we would not have been able to start our work. Now, it's full speed ahead."

Since last July, the Lucent Technologies team also has been working around the clock to build GTE's video dialtone network in Clearwater, Fla. Many of the network elements are now being put into place, with service expected to be offered this spring.

Seven million homes targeted

Lucent Technologies was awarded the contract from GTE last year to become the company's systems integrator and primary vendor in its video rollout.

GTE ultimately intends to build video networks in 66 markets, reaching about seven million U.S. households by 2003.

"Right from the outset of our cable offering, due to our fiber-optic and coaxial network, GTE's customers will have superior cable TV picture resolution, with stereo broadcasts and CD-quality sound over 78 channels, and easy navigation with an enhanced remote device," says GTE Media Ventures President Rick Wilson.

The new video dialtone networks represent an important revenue stream for both GTE and Lucent in 1996 and beyond. □

Your stationery is on the way

If you recently ordered Lucent Technologies business cards or stationery, please be patient ... your order will be delivered shortly.

What's the holdup? Many orders placed to date on the AT&T Business Stationery Order Form did not contain complete information. Some business unit requirements are still being worked out. Also, some orders include too much information to fit the space provided. The Lucent Corporate Identity and Global Procurement Organizations, along with Landor Associates (design agency) and Howard Press (printer), are working to resolve these issues.

Use the new form

A new Lucent Technologies Business Stationery Order Form (HP96) has been created and delivered to each location. If you did not receive a copy, check with your local mail room or call 800-762-6333. The HP96 is a serialized form and should not be duplicated. To avoid delays, please complete all information requested, check the appropriate BU/Division, and avoid lengthy titles and department identification.

All incomplete/incorrect order forms are being returned to the senders. Attached to the form will be a new order form marked "Priority Order." These orders will get special attention when resubmitted.

Global Procurement apologizes for any inconvenience; however, an initial effort to contact customers for required information has proven unsuccessful and is delaying the process even further.

Order from Howard Press

Employees should order business stationery from Howard Press until other suppliers are qualified. This will ensure that your printed material conforms to corporate specifications, since Lucent uses a private-label paper for business cards and letterhead, and a custom-formulated ink for printing on uncoated paper. Employees who do not have customer-contact responsibility are asked to wait until March 15 to place their orders. For special requirements, contact Howard Press at 800-762-6333.

Check in with Purchasing

Corporate Purchasing is in the process of qualifying internal and external suppliers, both domestic and international. If you are using or plan to use local suppliers, please have them contact Corporate Purchasing at 201-606-2778 for a free "Reproduction Kit."

If you have questions regarding stationery specifications or company standards, please contact Corporate Purchasing at 201-606-2778, or send a fax to 201-606-3205. □

The way to new fiber grating products

If someone shows you the way to San Jose, Calif., this week, you may want to stop by the Optical Fiber Communications Conference. That's where Lucent Technologies is unveiling six new fiber gratings, bringing our total number of fiber grating offerings to 21.

The fiber gratings, which are designed by Bell Labs, can selectively reflect or transmit various wavelengths of light. The gratings are embedded within optical fibers and allow for improved performance of fiber-optic devices. They also can enhance the performance of optical components and systems.

Multiple applications

The gratings are sold to original equipment manufacturers for use within erbium doped optical amplifiers and semiconductor pump lasers. The amplifiers and lasers are used by telephone, cable TV, and other communications companies.

"Each of these new fiber gratings, when integrated into other high-tech components, can make for more efficient, better-performing lightwave component products," says Carl Soccolich of the Bell Labs Specialty Fibers Department. All six fiber gratings will be available this year. □

China JV passes telecom milestones

The switching joint venture (JV) in Qingdao, People's Republic of China (PRC), recently passed several noteworthy milestones. On Feb. 8, Bell Labs quality auditors gave Tool Made Sample (TMS) approval for the first circuit pack manufactured by the Qingdao JV. This approval allows the JV to manufacture, test, and ship the MPA23 (ISLU2 Line Card) to customers.

"This is a remarkable feat, considering that the Qingdao JV is less than a year old and funding for capital facility purchases was not approved until August 1995," remarked Ken Radivoy, support engineer-Regional Operations, Lisle, Ill. The Qingdao JV relocated into a new building in November 1995 and began to manufacture cables, cabinets, and circuit packs in January of this year.

On March 4, the Qingdao JV will attain its second major milestone by shipping the first 5ESS® Switch central office, which was partially manufactured at this JV for a host office located in the city of Wenzhou, PRC.

The Qingdao JV currently has 302 employees, including four U.S. expatriates, and plans to double its workforce by the end of the year. Production in 1996 is expected to increase to more than a million terminations (lines and trunks) with 12 different types of circuit packs being manufactured, according to Bill Buford, support engineer-Global Engineering Control Center, Oklahoma City, Okla. □

Closing the sale with help from MWBEs

There are many key factors that affect the closing of a sale. Price, quality, service, and delivery are all factors. But in the big business of providing network cable, software, and switches, where multi-million dollar deals are commonplace and the competition is fierce, a company needs an edge to distinguish it from the rest of the pack. Many times, for Network Systems, it's our Minority- and Women-Owned Business Enterprise (MWBE) program.

Setting goals

Last year, the NS business surpassed its MWBE total program goal by \$165 million. This year, the MWBE Program Team hopes to increase its program by 10 percent. The 1995 results are one giant step forward toward reaching the lofty "century goal" of \$7 billion of cumulative value by the year 2000.

Ron Angner, MWBE Business Development/Product Migration Strategy director, is highly optimistic. He believes NS will achieve the century goal ahead of time, and has even set interim goals.

"From the inception of the program in 1992, we achieved \$2 billion of value through 1995, so there's no question that this can be done," Angner says. "In fact, we've gone even further and set an internal goal of reaching \$1 billion in one year by the year 2000. The fact is this program provides us with a competitive advantage that positively impacts our financial results, and I have no doubt that our success will continue."

An EVA mover

When it comes to financial results, Anger says MWBEs are an active contributor. Many times we close sales that we "would not have gotten were it not for our successful MWBE program."

Think of it as a food chain. When one small, but able company, let's call it ABC Inc., makes the components we need to build our products, it needs capital. At the same time, as long as we keep closing multi-million dollar deals, we'll need the high-quality, low-cost components that ABC Inc. produces. ABC's business and ours depend on economic growth. As our business does well, ABC's business is likely to grow.

PVA shaker

The MWBE team is a lesson in teamwork. It includes the NS MWBE Leadership Team, which develops strategy and creates new initiatives; the Results Team focuses on producing results and consists of representatives from throughout the Network Systems business of Lucent Technologies; and the Executive Council, chaired by Business Assurance Vice President Walt Gibbons, representing all customer teams, factories, product lines, and common-support functions.

Gibbons says the leadership of the business is behind the MWBE program 100 percent. "Our MWBE program is one of the four components of our diversity strategy," says Gibbons. "It's important that our

people know that we value this program not just for what it does for customer satisfaction and for our bottom line, but also for the opportunities it presents to display diversity in action, an essential part of our PVA initiatives."

A CVA booster

With the recent passage of the telecommunications bill, the industry is sure to change rapidly. That's where customer service becomes an even more important factor in closing the sale. After all, a satisfied customer will buy from us again. As it turns out, NS's relationship with MWBEs enhances our opportunities with our customers.

"Many of our customers are in the business of providing local telephone service -- which by the way is going to become even more competitive as more players get involved and as consumers have more choices," says Aurelie Shuleshko, MWBE Business Development Manager. "In that business and in others, community involvement is an imperative. We're simply helping our customers differentiate themselves from the competition. These kinds of things play into CVA."

More partnerships ahead

"As the business gets more competitive, we'll need more creative ways to close deals and beat our competitors," Angner adds. "That's why our 1996 plan involves more partnerships with the customer teams and marketing."

Shuleshko adds that an expanding customer base means more potential markets for NS to explore. This year, NS will rely on its success with enabled sales (sales via distributors and value-added resellers) and incremental sales ("new" or recaptured sales due to MWBE participation) to continue the MWBE success.

For example, last year the Pacific Connexion Team, a partnership with MWBE vendors, provided an "all Lucent Technologies" product solution for Pacific and Nevada Bell. Not only did customers enjoy one-stop shopping, but they also received special contract prices and more efficient configurations.

"This product solution contributed more than \$13 million in sales, and Pacific Bell achieved a major contribution to its MWBE purchases," says MWBE Business Development Manager Rachel Montemayor. "Pacific Bell is committed by a public utilities commission mandate to meet certain thresholds of MWBE content. Our NS MWBE program supports our customer in achieving this requirement."

It is sales like these that will fuel NS's 1996 MWBE success. "Now more than ever, NS needs to expand its world-class MWBE program and continue to be the leader in providing the best products and services for our customers," Angner says. "The success of Lucent Technologies depends on it." □

Interesting stuff

Making ends meet

On the information superhighway, optical fibers are used as the transport medium for voice, data, and video applications. These fibers are joined by connectors that manually attach the ends of the sending and receiving lines.

However, connecting fibers with a core size of 8 microns (1/12 the thickness of paper) is not an easy task. Jerry Anderson, technical manager, and colleagues from Norcross, Ga., recently received a patent for a new fiber-optic connector. Previous connector designs were much larger and required more training to handle. New connectors must be user-friendly, so that anyone servicing the superhighway can install them.

Anderson, along with Norm Lampert and R. Wayne Mock, has made connecting the fibers simpler using a design similar to an apparatus most people already know how to operate: a conventional telephone plug. Many designs were evaluated; however, the RJ45 telephone plug seemed the perfect solution to make the connector user-friendly.

Poland team achieves ISO recognition

The 5ESS-2000® development organization at AT&T Telfa - Bydgoszcz, Poland (a Lucent Technologies company) recently achieved the quality recognition of ISO 9001/TickIT from British Standard Institution (BSI) and PCBC, a Polish organization, for 5ESS-2000 development and customer technical support.

Founded only three years ago, AT&T Telfa has significant manufacturing, development, customer support, and sales activities in Poland, and is committed to achieving ISO 9001 certification for all major activities of the company. The 5ESS-2000 Development was the first step in this plan. The team has established strong links with colleagues in Hilversum, the Netherlands; Malmesbury, U.K.; Madrid, Spain; and Lisle/Naperville, Ill., and is now an expertise center within the global development team. □

FYI

Extra! Extra! Get your electronic logos here

Need an electronic version of the new company logo for that presentation? The Software Technology Center (STC), as part of its Electronic Paper Platform (EPP), provides free and immediate access to the latest corporate identity information.

High-quality, space-efficient, scaleable logos are available in BMP, EPS, GIF, JPG, TIF, and WMF formats. Users of DWB, Framemaker, and Word will find templates to ease document preparation. You can also check out authorized guidelines and access templates. The logos and information are available only on the World Wide Web at <http://www.stc.att.com/EPP>.

Lucent Technologies employee co-edits book

Curtis A. Siller, Jr., of the Lucent Technologies Network Systems business, has co-edited a book along with Mansoor Shafi of Telecom Corporation of New Zealand.

The book is entitled *SONET/SDH: A Sourcebook of Synchronous Networking*. In addition to a comprehensive introductory tutorial, the book brings together 42 papers by internationally recognized authors on such topics as: deployment plans and architecture issues, network performance, and the future of SONET/SDH.

Get your AT&T PrePaid Card today

Time is running out to get your AT&T PrePaid Cards. The cards are now on sale at AT&T Phone Centers in a buy one, get one free special.

The cards can be purchased in denominations of 10, 15, 25, 50, and 100 units. The retail price of the cards is \$4.50, \$6.75, \$11.25, \$22.50, and \$45, respectively. Each unit is worth 45 cents, and one unit is equivalent to one minute of calling within the United States. International calls cost three to five units per minute, depending on the country called.

Don't forget, this special sale is only available at AT&T Phone Centers while supplies last and until all stores are closed on April 15. For the location nearest to you, call 800-462-1818, prompt 3.

FREE directories -- Get 'em while you can!

Who said nothing is for free? You can order free 1996 AT&T Toll-Free directories for your clients and customers who want them before the second editions are offered to the public in April. There are nearly 16,000 business directories available, which normally sell for \$24.99.

If you want a shipment of 50 copies or more sent to a single address, send e-mail to Cindy Colvin at lccolvin. If you want to keep a stock of 50 or more in your office so you have copies to hand out as the need arises, feel free to request them for that purpose. □

Letters to the editor

"Give me an L, give me a U ..."

Looks and sounds like the cheers of the pom-pom girls in high school, but that's how Lucent inspired me to be innovative and come up with a different idea for a team-building exercise.

Our group, the Enterprise Architecture Organization, had its first organization meeting last week, and as an ice-breaker and as a way of introducing ourselves to one another, I distributed the L-U-C-E-N-T letters to the group. I then asked all the L's to group together, the U's, C's, and so forth. Each team was asked to come up with a one-word description (starting with their letter) -- a word that would identify their team or themselves with Lucent. Then the fun started:

Now, give me an L

L - leadership

U - unified, unique (no, we're not U-seless!)

C - clarity (clarity of purpose, of vision, of mission and goals), customers (they're important to us!)

E - Enterprise Architecture - that's our group!

N - new (yes, we're a new group with fresh/new ideas working in a company with a new name)

T - team (we're a team!), teamwork.

At the end of the exercise, we realized that those very words are what will link us all together at Lucent as we move forward, "wearing" that innovation ring.

-- Lily R. Romero, Warren, N.J.

Web-Wise

In the Feb. 15 issue, you advised readers to subscribe to *Lucent Technologies Today* via an attmail shared folder. For many people with web access, a cheaper way is to read from <http://linus.att.com/pubs/>. Not being an attmail subscriber myself, via this site I read *AT&T Today*, as well as your publication, *Network!*

I think the earlier *Lucent Technologies Today* goes on the web, the earlier we start saving !!!

-- Henk Nijman, Hilversum, the Netherlands

Editor: Thanks Henk. *Lucent Technologies Today* can be accessed from <http://linus.att.com/pubs/lt.today> or

Winners Continued from Page 1
allow for the time differences among NS locations, we've decided to randomly pick 10 winners from all the correct entries we receive within three days of the issue's release.

The next quiz will be on March 21. The questions will be taken from the next four issues of *Network!*, so happy reading and good luck! □

<http://www.att.com/lucent/>. *Network!* can be found at <http://linus.att.com/pubs/network>.

Get on with it

Now that we have a name and logo, we need to get on with business. I would rather hear how we are improving the lag time on products being shipped from our manufacturing, improvements on material inventories at our Materials Management Centers, and why when we call an engineer or shipping personnel the only thing we hear is "this call is being answered by Audix." Let's all pull together to get things done NOW and done RIGHT.

The way we functioned under AT&T will not make us a leader in the markets of today or tomorrow. What we need to hear now is how all the old problems are being solved, old rules that were not workable then are now being dropped, and new rules written to make things happen and improve our viability in the marketplace.

Sure it's all exciting, but I am the person at the bottom. I am the one with the skinned knuckles out here in the field facing the customer everyday. I am the one who needs all of Lucent's resources to make me/us look good.

-- Dale L. Meisenheimer, Pleasanton, Calif.

Just think of the possibilities

I feel great with the announcement of Lucent Technologies and of my being chosen to be part of this new company. I have 30 years with AT&T, am 55 years young, and am looking forward to 10 more very exciting years with Lucent.

Think of the growth possibilities: our company has the capacity to invent, manufacture, and sell state-of-the-art hardware that all the telephone, cable, TV, and other communication companies need. With the government taking down the barriers of telephone and cable cross-competition, there will be a spending spree on hardware.

-- Joe Frankowski, Maitland, Fla.

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. Opinions do not necessarily reflect the views of NS management. □

NETWORK!

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