

NETWORK!

FOR PEOPLE IN THE NETWORK SYSTEMS BUSINESS OF LUCENT TECHNOLOGIES

Ad campaign breaks tradition

You're free to compete. We're free to help you.

Has a nice ring, doesn't it? It's the headline on Network Systems' new ad, which "broke" at SuperComm '96, the largest U.S. conference for the communications industry. Those nine words tell NS customers that we're "serious, on our own, and ready to help," according to NS Advertising Manager Sue Sienko.

The new ads mark a departure from ad campaigns of the past. In recent years, NS advertisements carried an AT&T Network Systems logo and had a look designed to distinguish NS from AT&T's corporate image. Now, NS is coming to the marketplace as Lucent Technologies. Not Lucent Technologies Network Systems, just Lucent Technologies. And the new ads have the same "look and feel" as Lucent's corporate ads. Naturally, they include Lucent's corporate tag line, "We make the things that make communications work."

A more strategic approach

Another unique aspect of the new ads, explains Sienko, is that they are more closely aligned with key strategic messages developed by the Global Marketing organization.

"Our advertising used to be 'product' oriented. We highlighted only one product per ad and explained it with heavy copy," adds Sienko. "On this campaign, we worked very closely with Global Marketing to make the ads more strategic and in line with Lucent's key messages, and we focused on offers and total solutions instead of single products."

Continued on next page

NS inks \$500 million PCS deal with Cox Communications

Cox Communications is gearing up for the next generation of wireless communication — to the tune of a half billion dollars. And Network Systems is providing the infrastructure to make it all possible.

Cox California PCS Inc., a subsidiary of Cox Communications Inc., announced this week that it will purchase approximately \$500 million in PCS network equipment and services from Network Systems (NS) to build a digital personal communication services (PCS) system.

The new system will supply state-of-the-art communications services in an area measuring 122,000 square miles in the southwestern United States, including San Diego, Los Angeles, Las Vegas, and northwestern Arizona. The system is expected to cover a population in excess of 20 million people.

"This is a significant project that adds to our already impressive list of

CDMA wins in North America," says Bill Nelson, vice president of Global Commercial Markets.

"What's more, it underscores Lucent's flexible architecture, enabling our wireless systems to be easily integrated with existing networks, such as Cox's cable system, to provide innovative communications solutions."

The Cox digital PCS system, which uses CDMA technology, will be the first to integrate existing cable infrastructure into the network. Not only will consumers in Southern California and Nevada have more choices in wireless communication services, but they'll also have unparalleled sound quality, advanced features such as data storage and retrieval, text message paging, e-mail, and Internet access, coupled with high quality 24-hour customer service.

Continued on next page

MWBE alliances spotlighted

Telecommunications industry insiders from around the world were on hand this week at the annual SuperComm '96 trade show to learn about the latest advances in communications technology. This year, attendees also learned about another emerging trend — the benefits of teaming up with minority- and women-owned business enterprises (MWBE) — at a special seminar hosted by Network Systems.

NS, and specifically the Southwestern Bell Communications (SBC) Customer Team, was asked to host the seminar because of our successful MWBE track record. Entitled

"MWBE Programs: Participating in the Information Age," the program focused on the advantages of a three-company partnership, and involved NS, Southwestern Bell, and an MWBE, LRA St. Louis, Inc.

Critical role of MWBEs

More than 80 people attended the seminar to hear Walt Gibbons, NS Business Assurance vice president, lead a panel discussion on MWBE strategies such as joint ventures, technology transfer, subcontracting, network ownership, and service provisioning. Gibbons was joined by Ron Angner, NS MWBE Busi-

Continued on next page

SUPERCOMM '96

NS Advertising Continued from previous page

CoFor example, a new ad debuted on July 1 featuring our long distance offer. The ad copy focuses on our network-design capabilities and describes how we can help customers turn their existing plat-form into long distance money-makers.

Mayer of Network Planning and Design are featured in the ad for our long distance offer.

The new campaign will run in print trade publications, such as *Telephony* and *Interactive Week*, targeting senior managers with

You're free to compete.

We're free to help you.

Something else that's different: instead of models, the new ads include photos of actual Lucent employees. Bill Byrne and Cathy

purchasing decision power.

For more information about the new ads, contact Sue Sienko at 908-559-6436 or Bob Cort at 908-559-6437. □

MWBE alliances Continued from previous page

ness Development director; Michelle Page, NS SBC Customer Team account manager; Maureen Merkle, Southwestern Bell director, Sourcing, Network and Computer Systems; and Gil Lee, president and CEO of LRA St. Louis, Inc.

"With the sweeping changes in the communications industry, MWBEs will play a critical role that will result in stronger communities and broader markets for products and services," said Gibbons. "The fact that Super-Comm devoted a three-hour seminar to the subject of MWBE programs underscores its importance. Even more significant is the fact that Network Systems was asked to play a leading role."

Angner described Lucent's MWBE program and the philosophy behind it. "MWBEs are an integral part of our business environment. The key to a successful MWBE program is to be customer-driven. To succeed, the MWBE projects we take on must exceed customer expectations and be a 'win-win-win' situation for us, our customers, and the MWBE," Angner said.

"Well-established companies are buying from minority businesses as never before, and are forming effective alliances with MWBEs,"

Page said. "As a result, minority entrepreneurs are beginning to emerge as bigger players." Page is currently working with LRA on an agreement that would allow the MWBE to refurbish 1AESS(R) switches to be used by SBC for advanced services such as voice-activated dialing.

Key ingredients for success

"In a global economy, the ability to create alliances gives companies a significant competitive edge," said Gibbons. "Successful alliances involve collaboration, partners that value each other's skills, and interpersonal connections and internal infrastructures that enhance learning and information-sharing."

The three companies demonstrated how those key ingredients can result in strategic alliances with MWBEs that benefit all involved.

"Teaming up with an MWBE often allows a small company to step in and help two larger companies solve a problem — and save a considerable amount of money," added Lee of LRA. "The bottom line in all MWBE projects, such as those between NS and Southwestern Bell, can be summed up in three words — 'win-win-win.'" □

New CDPD capability boosts wireless data

Where there's innovative technology, there's Network Systems. And now, where there's wireless voice service, there's cost-effective data with Network Systems' new circuit-switched cellular digital packet data (CDPD) capability.

On display recently at the CDPD Forum in Minneapolis, the new offer helps cellular network operators cost-effectively deploy and support data-service offerings on a much wider basis.

With circuit-switched CDPD, users can connect to the CDPD network wherever there is cellular service — even in areas where there aren't existing CDPD-equipped base stations.

"CDPD is most prevalent in metropolitan areas where operators have installed the required equipment," says Ed Coleman, NS CDPD product team leader, Wireless Infrastructure. "But mobile workers frequently need data services while traveling in rural areas as well. Fortunately, circuit-switched CDPD uses the existing analog infrastructure to extend wireless coverage economically and seamlessly."

General availability of the circuit-switched CDPD offer is expected next January. □

Cox Communications

Continued from previous page

Bruce Crair, vice president and general manager for Cox California PCS Inc., was quoted in the July 3 *Wall Street Journal* saying the megadeal makes Cox closer to becoming "a full-blown communications company." Media coverage also includes *The Newark Star-Ledger* and the Associated Press and Bloomberg news services.

This week's contract represents our sixth CDMA win. NS is a supplier to the top three U.S. PCS service operators: Sprint Spectrum, of which Cox is a member, AT&T Wireless Services, and PrimeCo. □

FYI -- For Your Information

Your link to standards information

Nearly everything you'd ever want to know about Lucent Technologies' standards activities can be found on the Standard Link Web site, <http://standards.web.lucent.com>.

The site is designed to be an up-to-date information resource about Lucent's external standards activities and participation. Employees can learn about important standards issues and locate other standards groups in which Lucent participates. The site also includes pointers to trip reports, card catalogs of standards libraries, e-mail explorer lists, and access to Web sites of external standards organizations.

Tell us what you think

Beginning Thursday, July 11, through Tuesday, July 30, you can tell the Employee Communication team what you think about the information you're receiving. During that time, the Lucent Technologies Corporate Communications Research group will conduct a random telephone survey with management and occupational employees.

This research study will assess employee opinions about the company, company publications, and other information sources.

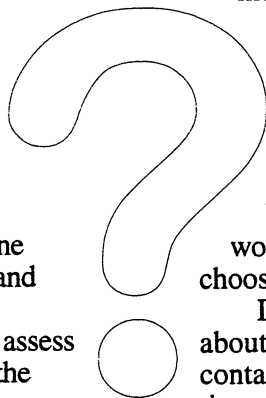
Interviewers from Response Analysis Corporation of Princeton,

Human Resources Operations & Systems Hotline

Not sure how to get into ECOS (Employee Career Opportunities System)? Have a question on vacation eligibility? Need a contact to discuss tuition reimbursement? Have a position you want to fill? You can find answers to these and other HR-related questions by calling the HR Operations & Systems Hotline Center at 201-386-4003, or by sending e-mail to atmail!aanewell. The center is staffed 8 a.m. to 6 p.m. EST, Monday through Friday. □

N.J., on behalf of Lucent Technologies, will conduct 20-minute phone interviews with employees at either their home or work locations. Interviews will take place between the hours of 5:30 p.m. and 9 p.m. (local time) at employees' homes, or at employees' work locations at a time they choose.

If you have any questions about this research, please contact Corporate Communications Research Manager Steve Crane by phone, 908-582-5845, or by e-mail: atmail!scrane. □



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 to the right.

NETWORK!

NETWORK! is published weekly for people in the Network Systems business of Lucent Technologies. It is available as hard copy or through AT&T Mail shared folder [!nsnews:network](mailto:insnews:network), at <http://linus.att.com/pubs/network>, and in NetNews under the lucent.pub.network group.

NETWORK! is not intended for distribution outside Lucent Technologies.

MANAGING EDITOR
Maria Sariego

CONTRIBUTORS
Delitha Morrow Coles, Denise Panyik-Dale,
Jason Ripper

Industry watch

Qualcomm PE racks up \$850M in handset pacts

Qualcomm Personal Electronics (PE) won significant handset contracts from Sprint Spectrum L.P. and PrimeCo Personal Communications L.P., with a combined value of \$850 million.

The Sprint Spectrum agreement requires that Qualcomm begin shipping Code Division Multiple Access (CDMA) phones next month.

"This agreement is expected to give us the inventory we need to launch our service in the time-frame we have projected," said Bernie Bianchino, chief business development officer for Sprint Spectrum.

This is Qualcomm's first contract for PCS CDMA handsets in the U.S.; it supplied cellular CDMA handsets for AirTouch Communications Inc. for a network launch in May.

Sprint's three-year agreement with Qualcomm PE is valued at \$500 million and calls for CDMA phones that operate at 1900 MHz. Sprint also will distribute the PCS phones through its cable partners, which collectively claim to have 36 million customers.

The PrimeCo agreement calls for two different CDMA phones, one that operates at 1900 MHz and one that operates at 800 MHz, because PrimeCo is tied to CDMA networks at both frequencies. The bulk contract is valued at \$350 million. □

VOL. 5/ISSUE 27

July 3, 1996

Do you have an opinion to share or a story suggestion? Write to **NETWORK!**, Lucent Technologies, Room D3B09, 283 King George Road, Warren, NJ 07059. Fax to 908-559-1257. Send AT&T Mail to atmail!nsnews.

Copyright (C) 1996 Lucent Technologies. All rights reserved.

Lucent Technologies
Bell Labs Innovations

