

# NETWORK!

FOR PEOPLE IN THE NETWORK SYSTEMS BUSINESS OF LUCENT TECHNOLOGIES

*Take the Lucent Technologies Challenge!*

## Win a cool coffee mug

So you think you have a good memory? Here's your chance to prove it and win a Lucent Technologies ceramic coffee mug. The answers to this month's quiz can be found in the last four issues of **NETWORK!** (including this one).

1. What are the four Network Systems priorities?
  - 1.
  - 2.
  - 3.
  - 4.
2. What is a terabit?
3. Who is the NS employee who was selected to carry the 1996 Olympic torch?
4. Which NS manufacturing facility is "green" with pride?
5. Who are the two new regional presidents in CALA and EMEA?

For fastest delivery, either fax your completed quiz to 201-606-3309 or e-mail it to attmail!CUNNINGHAML. To allow for time differences among NS locations, we will randomly pick 10 winners from all the correct entries we receive by March 26.

Don't forget to include your name, address, room number, and phone number so **NETWORK!** can notify you if you win. □

## NS appoints new regional presidents in CALA and EMEA

On Monday, March 18, Network Systems announced the appointment of two new presidents to lead its sales, marketing, and new business development operations in the Europe, Middle East, and Africa (EMEA), and Caribbean and Latin America (CALA) regions. Both executives are new to Lucent Technologies and bring with them a diverse background of telecommunications and business experience.

David Rogers, formerly chief executive of AMSTRAD Plc, a consumer electronics business in the U.K., will lead Network Systems' EMEA region. Rogers, whose assignment is effective April 1, succeeds Dan Hesse, who recently returned to the U.S. as vice

president and general manager - AT&T Online Services.

Art Medeiros, formerly executive vice president with Nortel (CALA) Corp., will lead NS's CALA region. Medeiros, who started March 18, takes over for Roger Dorf, who recently retired.

### Nearly 25 years of experience

Rogers, 48, has nearly 25 years of experience in the electronics and telecommunications industry. Prior to AMSTRAD, Rogers was with Philips Electronics and Plessey Telecommunications, where he held a variety of jobs in marketing, manufacturing, and strategy and development, including CEO of

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## Let your voice do the dialing with new voice-dialing software

Have you noticed that it takes more time to use the telephone these days? New area codes are being added to many metro areas and more people are making international calls. Add to that the increasing popularity of custom-calling features, and it adds up to a whole lot of numbers to memorize and lots of digits to dial.

With Network Systems' intelligent-network-based voice-dialing services software, now available nationwide, consumers can give their fingers -- and their memory -- a break. They can now place calls or use custom-calling services, such

as last-call redial and automatic call back, simply by speaking a person's name or phone number, or the name of a custom-calling feature.

### Maintaining the focus on customers

The software, already used by Sprint's local telephone customers in Las Vegas and Orlando, Fla., is just one more example of Lucent Technologies' efforts to find new, innovative ways to meet the needs of its customers -- and their customers -- quickly.

Voice dialing is made possible through Network Systems' current

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## More guidelines on using the new name and logo

Ever since the new name and logo made their debut on Feb. 5, employees have been anxious to get anything with the Lucent Technologies name on it. In some cases, employees have created their own fax pages, business cards, and coffee mugs, often resulting in inconsistent use of the name and logo.

Determining the proper placement, color, size, and use of the name and logo is part of a global branding effort going on now. The task is an enormous undertaking that has to take into account hundreds of local laws and regulations around the world. Making sure all 131,000 Lucent Technologies employees use the new brand correctly will be an important part of the global branding effort.

Initial guidelines concerning the use, placement, and look of the name and logo have been developed and are available. Templates also have been created for fax/memo pages as well as view-graph/overhead slide projections. These templates are designed to take the guesswork out of using the new name and logo, and some of them are available as part of the "Identity Guidelines 101" package.

### Stick to approved suppliers and templates

Unless there is a specialized need, employees should stick to previously developed templates and approved suppliers for all business card, stationery, and gift item needs. In the United States, Howard Press (800-762-6333) should serve as the one-stop shop for all stationery needs. Employees needing banners can contact Judy

Shapiro at 201-606-4203. For flags, employees can call Andy at The Flag Lady at 614-263-1776. For the next five months, employees wanting gift items can call Hermann Marketing at 800-494-9221. Outside the U.S., employees needing gift items can contact Graham Sanders in the U.K. at 44 1277 631 532.

Stationery guidelines for Europe, Middle East, and Africa (EMEA) employees have been distributed to local in-country contacts. The ordering process for business cards and stationery will depend on the registration process of the Lucent Technologies name in each country. Employees in the regions should stay tuned to their local employee publications for details on when they can order business cards and stationery.

### Don't throw out your AT&T stuff

Lucent Technologies employees don't have to throw out all their AT&T envelopes, brochures, and memo pads. Instead, they should continue using their existing stock of AT&T stationery until their supply is used up. The look and feel of many marketing communications items is also being developed now. Until those guidelines are out, employees should continue using their existing stock of AT&T brochures.

To receive a copy of "Identity Guidelines 101" or for any brand-related questions, employees should contact Rick Hoffman at 201-606-4239 or [atmail!rhoffman](mailto:atmail!rhoffman). □

## Presidents Continued from Page 1

Philips Advanced Communications Enterprise.

"David brings to Lucent Technologies a broad background of experience and business acumen that will help us seize new opportunities and offer our customers networking solutions they need now and for the next century," says Bill O'Shea, president - International Regions and Professional Services.

Rogers is fluent in English, French, Japanese, and Dutch. He received his degree in business management with honors from Lanchester College in 1968.

His office is located at Lucent's EMEA regional headquarters for Network Systems in Hilversum, the Netherlands.

### Worldwide expertise

Medeiros, 52, started his career with the Nortel Corp. in 1974 following military duty with the U.S. Army Special Forces and as a member of General Staff. During his 22-year career with Nortel he held a number of senior positions, including sales, business development, and marketing responsibilities for cable, switching, transmission, enterprise networks, and wireless products. He is a veteran in the international business world with experience in North, Central and South America, and Japan.

"Art brings tremendous experience in developing networking solutions for customers throughout the region. We are extremely fortunate to have him on board," says O'Shea.

Born in Massachusetts, Medeiros is a graduate of Bryant University. He also attended advanced executive programs at Harvard Business School, Queen's University, and Stanford University. He is fluent in English and French, and is conversant in Spanish. His new office will be located at Lucent's CALA regional headquarters for Network Systems in Coral Gables, Fla. □

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# FYI

## Happy birthday to you, happy birthday to you ...

During March, the AT&T Learning Center is celebrating its one-year anniversary. And with a 97 percent quality rating average, it has much to celebrate. But customers have reason to cheer too, because the Learning Center will keep its 1995 conference rates the same for 1996. Customers are also invited to celebrate -- and do a good deed -- by signing the giant anniversary card on display in the main lobby. It's more than six feet tall. For every signature, the AT&T Learning Center will make a donation to the Basking Ridge, N.J., Fire Department.

Looking for a new way to get information on the Learning Center? Just go to the Learning Center's home page on the Web at <http://lguest.mh.att.com>.

To check availability of space for your next conference, contact the sales office at 908-953-3045 or send a fax to 908-953-3105. □

## The overview we promised you of recent changes in Network Systems is coming soon. In the meantime, remember the four NS priorities:

- Focusing on customers and flawless execution;
- Investing in people (training);
- Demonstrating innovation and product vision;
- Overhauling our internal systems and processes.

*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.

## New voice-dialing software

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A-I-Net® family of advanced intelligent network products, and also will be supported by the new "Advantage" intelligent network platform. The Advantage platform will allow communication service providers worldwide to offer customized subscriber services faster and more economically than ever before.

"That's why we think voice dialing will be a valuable service that phone companies and their customers will need and appreciate," says Ramesh Barasia, vice president of Advanced Network Services.

"It will be a time-saving feature that consumers value and appreciate."

### Bringing products to market faster

Bringing new and innovative products to market

quickly is a priority at NS. Not only is a fast response to customer needs a competitive advantage, but it's also a major contributor to customer satisfaction. As a result, the team that brought the voice-dialing capability to market was given a "very aggressive schedule," according to Advanced Network Services Product Manager Dan McHatton, and the team came through with flying colors.

"Our people really went the extra mile to make this project a success -- quickly," McHatton says.

*"Our people really went the extra mile to make this project a success -- quickly. We're talking about lots of extra hours, lots of cooperation."*

*-- Dan McHatton,  
Advanced Network  
Services product manager*

"We're talking about lots of extra hours, lots of cooperation. The fact that our team really met the challenge shows that we're charged by all the opportunities Lucent has, and we're proud to have a stake in creating that success."

### Creating more revenue for communication service providers

Using the new software, consumers will be able to activate custom-calling services -- such as last-call

redial and automatic call back on busy signals -- without having to remember the feature's numeric code, such as \*66 or \*69, for example.

For local telephone companies that offer these services on a pay-per-use basis, the new software could very well mean an increase in revenues. The convenience and ease-of-use of the new voice-dialing software means customers will be more likely to use the services.

The voice-dialing software, which is based on robust speech-recognition technology developed by Bell Labs, is one of the newest of many software-based capabilities supported by NS's A-I-Net family of advanced intelligent network products. □

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