

# NETWORK

NEWS ABOUT NETWORK SYSTEMS, ITS PEOPLE, CUSTOMERS AND COMPETITORS

## *NS Announces*

### DC Ranch Selects HomeStar® Wiring System

Lucent's HomeStar Wiring System, a residential wiring network, will be installed at DC Ranch, an 8,300-acre community under construction in Scottsdale, Ariz. DC Ranch is planned as a "connected" community that will link together its residents via technology and neighborhood layout. With the HomeStar system, DC Ranch homeowners, for example, will be able to link together and access home computers, printers, monitors for watching children, televisions and security systems throughout different locations in the home. They will be able to access the community intranet, send electronic mail, or manage stock portfolios online at faster speeds than with the standard wiring installed in most homes. Residents also will be able to interact with neighbors, the DC Ranch K-12 school campus and community center in addition to local businesses via e-mail, interactive services and video conferencing. □



## Colson to Retire

Joe Colson, president, Network Systems International Regions and Professional Services, this week announced plans to retire after more than 29 years of service. He will continue to support, in a part-time capacity, Chief Operating Officers Dan Stanzione and Ben Verwaayen effective Jan. 5, 1998. In his new role, he will help with the changes in our business processes needed to link our product and technology realization with our global markets.

Colson began his career in 1968 with Bell Laboratories. During the mid-1980's he was responsible for research and devel-

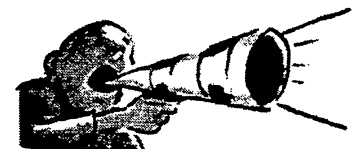
opment associated with the genesis of Network Systems' international switching systems business, leading the team that put Network Systems' first 5ESS® switching system in Europe and the Asia Pacific region. A part of that responsibility included managing the technology transfer of 5ESS technology to the joint venture with Philips. Colson also headed the switching systems business unit for the U.S. market and, before his current assignment, was president of the AT&T Customer Business Unit.

In the following letter, Colson talks about his reasons for retiring:

Continued on next page

## *Feature*

### Voice of the Customer: *The Art of Listening*



Customers are talking, and we need to listen. How do we know? "Because from the customer's point of view, things need to keep pace with their expectations," says Diana Risell, director of Lucent's Voice of the Customer (VOC) initiative.

"The art of being a great listener is in knowing how to use what you've heard," says Risell. "That's what we're hearing from customers, and that's what Policy Deployment's Voice of the Customer is all about. It means listening to what they're tell-

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## D'Amelio, Lessek Appointed To Switching/Access Leadership Team

**Frank D'Amelio** and **Peter V. Lessek** have been appointed to vice presidential positions in Lucent's Switching and Access Systems group, effective November 1, 1997.

**D'Amelio** leaves the position of vice president and chief financial officer for Network Systems and takes the position of vice president, Product Marketing and Management. He supports the product marketing and management organizations across the Switching and Access Systems group. Additionally, he supports the Special Customer Operations unit also to be part of the group. **D'Amelio's** past leadership positions include access controller in the Network Services division, controller for Business Communications Services, chief financial officer for Network Systems Transmission Systems group and Network Systems controller.

**Lessek**, formerly AT&T Customer Business Unit (ACBU) Product Realization vice president and Toll Switching, Voice & Signaling (TSVS) Business Leadership Group head, is now vice president, R&D and Technical Support for the Switching and Access Systems group, supporting the R&D and technical support function. Over the years, **Lessek** has played key leadership roles in OS product development; the 5ESS® product business and the TSVS Product group. He will remain a member of the AT&T Customer Business Unit Strategy Council and the AT&T Strategic Partnership Council in support of the AT&T customer. □

## Letter from Colson

*I am writing this letter with mixed emotions. For personal reasons, I have decided to retire from Lucent Technologies. However, I intend to continue to support Lucent's global competitiveness in a part-time capacity beginning January, 1998, working with Dan Stanzione and Ben Verwaayen in their roles as Chief Operating Officers. I want to take this opportunity to share with you some of my thoughts as I take this new bold step in my life, and offer some of my observations about our business and our challenges.*

*I have reached the point in my life where I want to spend more time with my family—more time than I can possibly provide given the responsibilities of my current position with Lucent. For almost 30 years I've worked at balancing work and family, and feel I have done a reasonable job in that balancing act. Several years ago I promised my family, and myself, that when I neared the 30-year service milestone, I would assess my situation and make a conscious decision about how to spend the "second half of my life." I took some time to make that assessment, and finally concluded that I wanted to put even more emphasis on family, friends and community than I have up to now. And that is what I plan to do.*

*When I informed Dan Stanzione a few weeks ago of my decision, I told him that Bell Telephone Laboratories, Bell Labs, Network Systems and now Lucent Technologies have been and continue to be the best companies I could ever imagine working for. And I intend to continue to have a relationship with Lucent after I retire, but on a less intense level. The difference*

*between Lucent and other companies lies in the people. Over my career I have been blessed with the opportunity to work with the most intelligent, most innovative, highest integrity, most committed group of people on the planet. That is the key to Lucent's future, and the reason I could come to work every day knowing that I'd enjoy the experience.*

*As has been said repeatedly in the last few weeks, fully 70 percent of our market opportunity lies outside the U.S. And I feel confident that our leadership team, led by Art Medeiros, Mike Butcher, Randy Yeh and Eric van Amerongen, is the right team to profitably grow our global business. We have fixed many of the problems that plagued us in past years, have focused our energies on profitable growth, and have a plan that, if executed flawlessly, will produce the outstanding result we have all awaited—a profitable year for our service provider business outside North America. Ben Verwaayen has brought a fresh insight and a global perspective to the accomplishment of this goal, and his leadership is already being felt by our people and our customers around the globe.*

*Leaving Lucent is like finishing a good book. You want the story to continue but realize that it won't. But the characters and scenes will remain as good memories forever. I'll mostly miss the people of Lucent. You have made what otherwise might have been "just a job" into a career and a passion.*

*Thanks and take care.*

**Joe Colson**

# Voice of the Customer:

## The Art of Listening

Continued from page 1

ing us and taking personal accountability to take action. It also means closing the loop and verifying with the customer that the action we took met with their expectations.”

The components of capturing formal and informal customer feedback, analyzing the feedback to identify root causes, responding to the feedback by taking action and then verifying the resolution with the customer all add up to CARV (Capture-Analyze-Respond-Verify), Risell notes. “CARV is a quick way to remind ourselves of the discipline we need when dealing with customer issues. It expresses a discipline that we need across organizational lines to demonstrate that we are listening to our customers, and that we are able to act quickly on what we’ve heard.”

According to Risell, our competitors are not lagging behind in this area. “Many of them are using techniques and technology that keep the

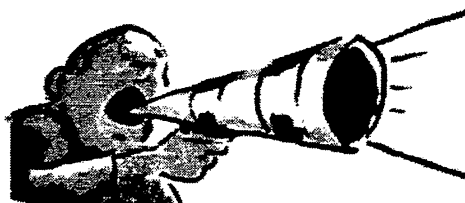
customer front-of-mind,” she says, “and that’s what Voice of the Customer will do for Lucent. VOC is about deploying the CARV process to everyone in the business and in fact deployment work is beginning this month with several pilot teams around the world.”

VOC will help embed the CARV process into how we serve customers and through the creation of virtual teams around customers will help break through traditional organizational lines to meet their needs and expectations.

“We’ve created some terrific partnerships with the Opportunity Room [see the Feb. 20, 1997 issue of *NET-WORK!*], and the Sales Force Automation Team so that we can give

sales people access to customer results,” notes Risell. “Providing both our sales people and our customers with timely information and putting contingency plans in place when things don’t go as planned are key to demonstrating our responsiveness and sensitivity to customers’ issues.”

Historically, Lucent has proved to be great in a crisis, says Risell. “We need to adopt the attitude that failing to listen to and act on customer issues is just as critical,” she says. “We need to muster the same energy, passion and commitment to teamwork that we’ve shown then, and I believe implementing VOC worldwide will help provide some tools to do that.” □



## NS in the News

### Lucent Provides TDMA in St. Louis

AT&T Wireless Services introduced its advanced Digital PCS service in the metropolitan area surrounding St. Louis, Mo. Lucent Technologies has provided the network infrastructure for the St. Louis market using Time Division Multiple Access (TDMA) technology. Also known as the IS-136 standard, TDMA enables users to access the premium wireless service offered by AT&T Digital PCS. The infrastructure equipment includes mobile switching centers, New PCS Minicells with ACELP (Algebraic Code Excited Linear

Predictive) voice coders, which significantly improve voice quality. The new enhanced vocoder utilizes higher processing speeds to reconstruct the digitized bits resulting in a clearer voice connection. (*Business Wire, November 6*)

### Lucent Receives Oklahoma's Environmental Leadership Award

Michael Patton, president of the Oklahoma Recycling Association, was one of several officials on hand at the meeting where [Oklahoma] Gov. Frank Keating presented the recycling association's annual Environomic Leadership Award to Lucent Technologies for recycling

efforts at its Oklahoma City plant. Southwestern Bell economist Craig Knutson, whose term as the recycling association's first president just ended, said the word “environomic” reflects both the environmental and economic aspects of recycling. “This isn't just an environmental issue. This is a business issue,” Knutson said. “Obviously Lucent sees it.” Yash Fozdar, manager of infrastructure and site engineering for the local Lucent plant, said, “Our recycling program includes cardboard, plastic, paper and wood products. This volume is currently approaching 100 tons per month.” The plant, which assembles high-tech telecommunications systems, also monthly returns more than 27 tons of reuseable materials, like plastic trays, wooden pallets and cardboard containers, to vendors for reuse, officials said. (*The Daily Oklahoman, November 12*) □



## Feature

# Fiesta in Phoenix Celebrates 40 Years

If you walked into the Phoenix Global Provisioning Center (GPC) in Arizona on October 29, you would have found yourself in the middle of a Mexican fiesta. You could have feasted on Mexican food; listened to the stirring and romantic chords of a strolling *mariachi* band; whacked a *piñata*; and delighted to the sight of *señores, señoras, y señoritas* wearing *sarapés* and *sombreros*. You would have been part of the colorful, festive celebration of the Phoenix GPC's 40th anniversary.

In 1957 the building began operations as the Phoenix Distribution Center. Back then, employees repaired telecommunications equipment such as telephones and teletype machines for Western Electric. These days, the facility produces products in the Lucent Technologies SLC®-2000 Access System family and central office equipment such as a line of fuse and alarm panels, switch frames and cabinets.

The Phoenix GPC employs a total of 86 people, many of whom have a Hispanic heritage. The fiesta motif of their 40th anniversary celebration proved a lot of fun for everyone.

Along with the catered Mexican cuisine, vivid decorations and the national garb provided by the facility, prizes were also given out. All employees' names were placed in a drawing to win watches, a leaf blower, or an American flag, among other prizes. There also was a karaoke contest that was won by Louie Solorio, general repair operator, for a rousing rendition of the '50s favorite, "La Bamba," for which he received one of the watches. There was even an anniversary card

signed by many of Lucent's top executives, including Henry Schacht.

To top it all off, everyone received a day planner with a calculator, pen and clock as part of the concurrent Quality Month celebration. Great gifts; beautiful music; delicious food and a *simpatico*, fun atmosphere made the Phoenix GPC's 40th anniversary a special day.

If you would like more details about the Phoenix Global Provisioning Center, check out their web site at <http://tiho.ei.lucent.com>. □

—Rick Bossman



## Of Interest

### November Issue of Lucent Magazine Is Here

**Lucent**  
magazine

How can you help Lucent transition into a high-growth, high-performance company? Five behaviors, summed up in Lucent "GROWS" and explained in the November issue of Lucent Magazine, illustrate how each individual at Lucent can help the company grow. The issue pinpoints where growth opportunities lie, examines the growth strategies of other high-growth, high-performance companies, and explains six ways to incorporate Lucent "GROWS" into your daily work life. Also featured in this issue are year-one earnings, the new CEO, Government Solutions and the Second Annual Global Day of Caring. If you don't receive your copy by Nov. 20,

contact your mailroom. If your mailroom is unable to provide you with a copy, send an e-mail to **Barbara Takacs**

at [takacs@lucent.com](mailto:takacs@lucent.com) or call 908-582-5075.

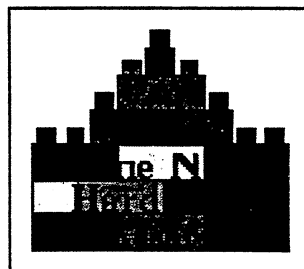
### Program Rewards Reuse of Circuit Designs

The Network Systems Hardware Functional Excellence Team has launched a program and tool to encourage and reward re-use among the circuit design community within the Network Systems unit. The program provides financial incentives

to circuit designers who submit designs to the Circuit Design Asset Library for reuse and who re-use designs from the library. The web-based library makes hardware re-use easier by providing a central catalog of circuit designs that have been "certified" for re-use. The library itself will not contain any of the source material for the circuit designs, but will have pointers to where the source material can be obtained along with pointers to the "subject matter expert" associated with each circuit design.

For more information on the re-use incentive program, access the **Circuit Design Asset Library** web page at <http://ixstar.ih.lucent.com/>

~hwassets or call **Ralph Wilson** at 630-979-1518. □



# Industry Briefing

## About Our Competition...

### **Motorola**

#### **Motorola Replaces Analog Network for Aliant Communications, Inc.**

—A unit of Motorola received a contract worth more than \$30 million to replace an analog cellular network for a unit of Aliant Communications, Inc. Motorola said its Cellular Infrastructure Group unit will replace the analog network with narrowband mobile phone service and digital code division multiple access, or CDMA, equipment at Aliant Cellular Inc. locations in Omaha and Lincoln, Neb. Aliant Communications provides local and long-distance voice and data services. (*Dow Jones News Service via Dow Jones, November 10*)

## About Our Customers...

### **MCI and WorldCom**

**MCI Acquired by WorldCom**—MCI accepted a sweetened takeover offer from WorldCom of \$51 a share, or \$37 billion, in WorldCom stock. The huge offer is likely to vanquish rival, and far bigger suitors

GTE and British Telecom, and also could lay the groundwork for a new era in the telecommunications industry. If GTE abandons the bidding and the WorldCom offer can win the faith of investors and the approval of federal regulators—events that aren't by any means iron-clad certainties—the resulting deal could roil the ranks of the world's biggest telecom companies. (*The Wall Street Journal, November 11*)

### **Bell Atlantic**

**Bell Atlantic's NY Bid Gets Criticism from Rivals**—Bell Atlantic Corp.'s bid to provide long distance service to its customers in New York was met with criticism from rivals. Long distance carriers AT&T and MCI each called Bell Atlantic's filing "premature." "Bell Atlantic has not met the requirements of the Telecom Act and any request to enter the market at this time should be denied," said Donna Sorgi, MCI's vice president for public policy. (*Reuters, November 6*)

## About the Industry...

**Demand for Internet Fax Growing**—Dataquest's study shows a strong demand for Internet fax

products and services that save companies money on their fax charges because these faxes will not have the long-distance fees that accompany traditional faxes. Based on a survey among selected U.S. companies, Dataquest said the strongest demand for Internet fax solutions is within large businesses. Medium-size and large businesses are forecast to represent 74 percent of all Internet fax traffic by 2000. (*Business Wire, November 10*)

**Finland Leads in Cell Phone Usage**—Finland has led the world in the number of cellular phones, but now it's the first country to have more than 40 mobile subscriptions per 100 people, according to a government ministry. The new figure means that more than 2 million mobile phones were in use at the beginning of November in a nation of 5 million, said Mikael Akermarck, a researcher at the Ministry of Transport and Communications. This year, about 50,000 people have opened new cellular subscriptions every month. "The main reason for the fast growth is that households have begun to buy cell phones," Akermarck said. "Before, mobile phones were mainly used by businesses." (*AP-Dow Jones, November 11*) □

## 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.

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