

Lucent Technologies
Bell Labs Innovations



Data-Centric Long Distance Solution



GAINING AN ADVANTAGE IN THE LONG DISTANCE RACE



Gaining an Advantage in the Long Distance Race

Competing in the long distance market is like running a race. If you don't start with a burst of speed, you may get left in the dust. If you stumble down the stretch, someone will pass you by.

Lucent Technologies Data-Centric Long Distance (LD) Solution provides the hardware, software, and support services you need to be a winner. We have the knowledge and experience to help ensure reliable, toll-quality voice and data service for your customers.

Improve Performance with the Data-Centric Long Distance Solution

Just as top-flight runners turn to good coaches to improve their performance, LD service providers are turning to Intelligent Network (IN) technology, such as the Data-Centric Solution, to create and deliver the advanced services their customers demand.

It is a packet-switched backbone network based on Asynchronous Transfer Mode (ATM) or Internet Protocol (IP) using an IN service platform. From this single platform, you can meet the spectrum of your customers' telecommunications needs, including such features as Advanced Toll-Free Card

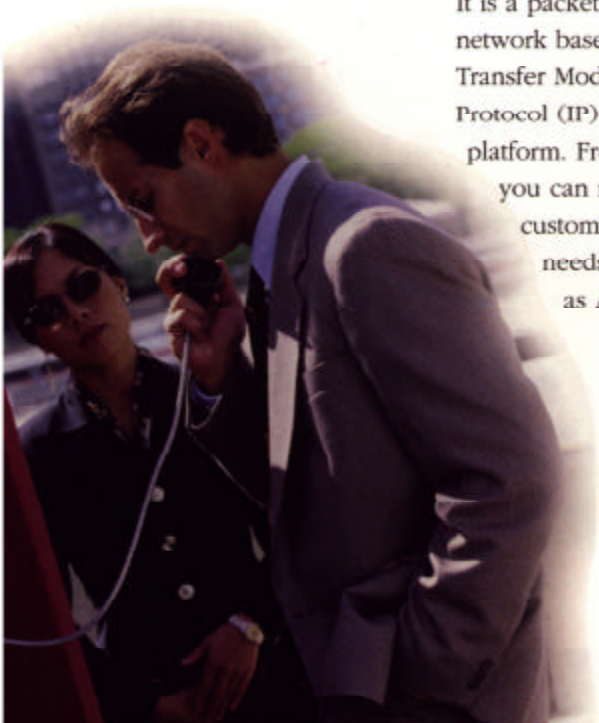
Calling Services, Virtual Private Networks (VPNs), and Internet Call Waiting. With the Data-Centric Long Distance Solution you can:

- lower start-up and operating costs
- improve speed to market
- offer your customers a variety of services
- increase market share
- deliver world-class customer care

On Your Mark... ..➔

Whether you're operating a regional, national, or global network, you need to do it better and faster than your competition. There's little room for error. With the Data-Centric Solution, you can put our innovative LD technology to work for you and put some distance between you and the rest of the field. Lucent Technologies brings a full complement of resources to the meet:

- communications software
- switching and access systems
- data networking services
- support services





Get Set...

Nothing builds pre-race confidence more than knowing you can draw on the resources of a seasoned pro for support. With Lucent's comprehensive services portfolio, you're in the race every step of the way. We offer comprehensive operations and maintenance services through our Network Reliability Center (NRC), which can monitor your operation on a 24-7-365 basis to help ensure continuity of services. The bottom line is improved customer service and reduced costs.

Go!

If you're in the race to win, exploding off the block is critical. With Data-Centric LD, you can improve your chances of generating revenue and earning market share right away.

Slash Start-up Costs

Data-Centric LD allows you to deliver a full range of global voice and data communications services over a single, secure, high-performance data backbone network. How? Consolidation.

As a service provider, you can consolidate your voice and data services on a single integrated network. Shared facilities mean reduced costs. Consolidate toll-port requirements in your server and reduce toll switching and transport costs, too.

Enhance Speed to Market

In any race, speed is essential. In the long distance race, the faster you're in the market, the faster you create cash flow. By using a single vendor, as opposed to several, you'll save the time it takes to integrate multiple-vendor services or to develop your own system.

Lucent Technologies products are designed to work in harmony — from implementation to execution. We provide all the support you need to operate and maintain your own Data-Centric Long Distance network. We help enhance your speed to market and help ensure continued delivery of high-quality services.

Provide Your Customers with Choices

An IN needs to play a critical role in your LD offerings. Toll-free services, card-calling services, and VPNs are critical to staying in the long distance race. The Data-Centric LD Solution's IN component allows you to mix and match services to create unique offerings that can separate you from your competition. You can even customize the operations of the services themselves to manage and market your products in an increasingly competitive marketplace.





Increase Market Share

You're off and running. That's great! But staying in the race is what matters now. How do you keep ahead of those nipping at your heels? Lucent Technologies has the global marketing and business programs to help increase your share of the LD pie. We have the expertise to help you attract new customers and retain existing ones, increase market penetration, and create new ways of marketing new products and services. Our portfolio of professional services includes:

- long distance business remodeling
- customer loyalty programs
- marketing and sales training
- competitive pricing systems
- co-marketing activities and programs

Deliver Exceptional Care

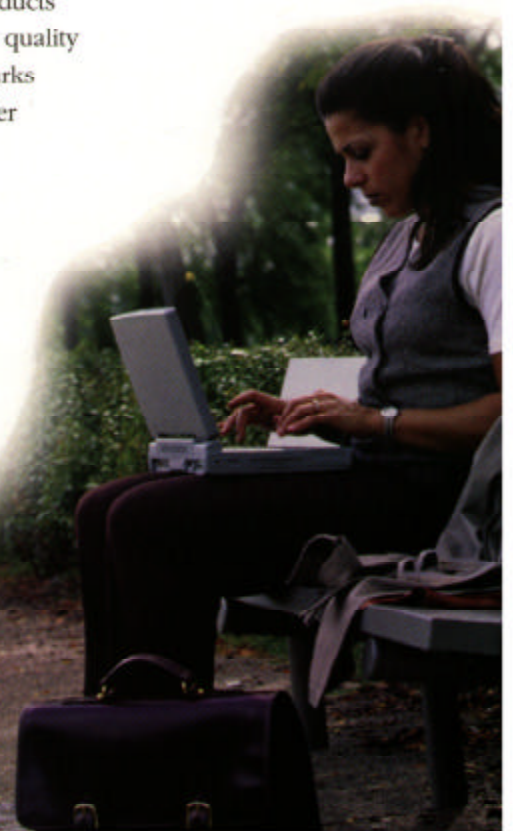
Care of your all-important customer is critical to your survival in the LD race. Missed installations and billing errors are just two customer service problems that can be hazardous to your good business health.

Lucent Technologies has outstanding experience in designing comprehensive, customized customer care

solutions. The communications software bundled into Data Centric's Service Ready™ Transport and Data Services Management Solution can help you deliver exceptional care to your valued customers. Experience the highest percentage of on-time provisioning, reduced time to repair, and reduced failure rates and enjoy the results: satisfied customers.

A dependable performance is the true mark of a winner. So is the stamina to go the distance. You get both with Lucent Technologies. Our Data-Centric LD Solution is backed by the resources of Bell Labs, which assures you a continuous stream of leading-edge networking technology. All products and services are backed by the quality and support that are the hallmarks of Lucent Technologies customer service. Choose Lucent Technologies Data-Centric LD Solution and run a winning race, from the starting gun to the finish line.

Data-Centric Dependability





DATA-CENTRIC LONG DISTANCE SOLUTION

*The hardware, software, and support services you
need to sustain a reliable, high-quality network,
offering the full spectrum of voice and data services.*



Acronyms

ATM - Asynchronous Transfer Mode

IP - Internet Protocol

IN - Intelligent Network

LD - Long Distance

NRC - Network Reliability Center

VPN - Virtual Private Network

For additional information, please contact your Lucent Technologies Sales Representative. You can also visit our web site at <http://www.lucent.com> or call 1-888-4-LUCENT.

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