

# 3G High-Speed Data Solutions for Enterprises



Lucent's 3G High-Speed Data solutions enable operators to **generate new revenues** and gain **competitive advantage**, by addressing the pent-up demand for fast, secure, mobile data services within the enterprise market.

**Lucent Technologies**  
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## Accessing new revenue sources.

Lucent's 3G programme has been tailored to address the specific needs of a new revenue source: mobile professionals. Industry analyst reports confirm that the business segment is, and will continue to be, a valuable high-profit, low-churn market for mobile operators.

Lucent's 3G High-Speed Data solutions enable operators to deliver mobile Virtual Private Network (VPN) services; plug-in 3G data cards provide laptop PCs and Personal Digital Assistants (PDAs) with secure, wireless connectivity to corporate information and applications via the operator's 3G infrastructure. In addition to VPNs, the operator is able to generate further revenue by hosting value-added services such as Location-Based Services.

What's really exciting for operators, is the market for mobile office services is virtually untapped – it has not been captured by earlier or existing wireless technologies. Only 3G (e.g. UMTS and CDMA2000) can deliver the capabilities demanded by mobile professionals on the move:



*Laptop PC with plug-in 3G Data Card.*

- **Fast:** Market research has shown that in order to deliver mobile services with an acceptable end-user experience, data rates three times faster than existing wire-line remote access systems are required. With higher bandwidth and reduced latency, only 3G can satisfy the demand of the mobile professional.
- **Secure access:** The spread-spectrum air interface used in 3G systems is inherently highly secure (more so than existing 2G technologies). Furthermore, the high bandwidth delivered by 3G means that end-to-end security (i.e. secure from terminal, right through to corporate application server) can be implemented alongside high data throughput.

- **Always-on, reliable connectivity:** Mobile workers clearly stated that, in addition to high data rates, they need fast, convenient service connection. 3G, supporting always-on, login-once, pay-per-packet capability fits the bill perfectly.
- **Wide area & 'hot spot' coverage:** High-speed coverage is required wherever the mobile workforce is located. Lucent's 3G High-Speed Data solutions provide cost-effective, high-capacity wide area coverage, with handoff to integrated WLAN (802.11) 'hot spots'.
- **Convenient:** Lucent's 3G High-Speed Data solutions utilise plug-in wireless data cards to provide wireless connectivity for laptop PCs and PDAs. For the mobile worker this means a convenient, lightweight solution, with no additional equipment to carry.
- **Fast provisioning:** Lucent's Easy Service Setup solution is aimed at tackling some of the difficulties encountered with 2.5G provisioning solutions. Incorporating a Self Care Server, it allows corporates and resellers to provision their own users and substantially reduce the time and complexity of the provisioning process.



*PDA with plug-in 3G Data Card.*

## Gaining competitive advantage

By addressing the needs of the early adopters, the Lucent 3G High-Speed Data solutions enable mobile operators to adopt an early-to-market strategy and gain significant competitive advantage through:

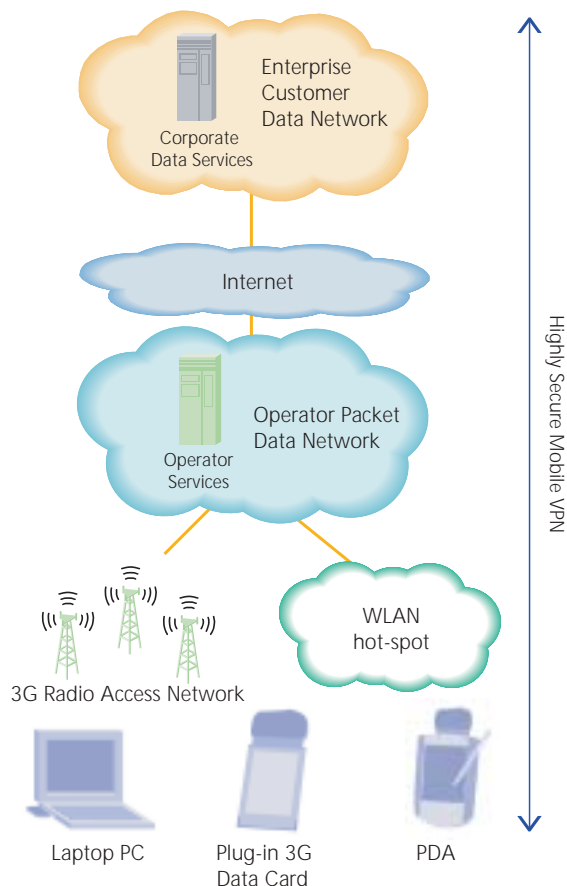
### Capturing greater long-term market share:

- Capturing the early adopters and building relationships with valuable customers and opinion formers ahead of the competition.
- Making an early start on climbing the experience curve – gaining earlier experience in the new marketplace and new technology.
- Gaining earlier and more sustainable brand awareness.
- Establish relationships with 3rd party service providers earlier.
- Boost confidence amongst investors and other stakeholders.

## Delivering 3G High-Speed Data Solutions.

- **Early availability of plug-in 3G data cards:** Lucent has contracts with leading PCMCIA card suppliers to ensure 3G cards are available to support an early-to-market strategy. The card installation process is straightforward – enabling mobile workers to get online quickly without any training or specialist support.
- **Fast provisioning:** Enterprises will only readily adopt new services if they are easy to install and provision. Lucent's 3G High-Speed Data solutions includes Easy Service Setup capability, to ensure mobile workers get online in a matter of minutes. Also, the integrated self-care functionality reduces operator costs and greatly increases customer satisfaction.
- **Rapid deployment of reliable, cost-effective Radio Access Networks:** The spread-spectrum air interface technology utilised by 3G is radically different to 2G technologies such as GSM. The complexity of spread-spectrum technology is such that just knowing the text book theory is not enough – it's experience that counts. Lucent has more commercial spread-spectrum experience than any other vendor, having deployed over 75,000 base stations worldwide. For mobile operators this means that Lucent has the knowledge and skill sets to ensure rapid deployment of reliable, cost-effective Radio Access Networks.
- **High-capacity, scalable packet data network solutions:** Lucent's vast experience in packet-data networking has resulted in a portfolio of reliable, scalable, high-quality products.

- **Secure Mobile Virtual Private Network solutions:** Lucent's 3G High-Speed Data solution supports a variety of different Mobile VPN techniques (e.g. point-to-point and network-based VPNs), providing mobile professionals with secure access to their corporate services while working away from the office.
- **Integrated Wireless LAN 'hot spot' coverage:** Lucent's 3G High-Speed Data solutions include integrated WLAN 'hot spots', providing even higher bandwidth coverage for traffic-intense locations such as airport lounges, hotels, conference centres, etc.
- **Sophisticated Operation, Administration and Maintenance (OA&M) tools:** Lucent's comprehensive suite of integrated OA&M tools ensure optimal resource utilisation, cost reduction and improved customer satisfaction.
- **End-to-end integration:** the Lucent Worldwide Services division is the most experienced telecoms services organization in the world. For the operator, this massive global resource means that Lucent has the resources to ensure rapid infrastructure and services deployment – accelerating time to market and reducing the risks associated with 3G complexity. Lucent's unparalleled '3G toolbox', containing unique, innovative deployment & optimization tools, such as OCELOT™, ensures that the operator's infrastructure is highly cost-effective – both in terms of Capital Expenditure (e.g. improved cell site capacity and coverage) and Operational Expenditure (e.g. improved service reliability and network manageability).



## The Lucent Advantage

Lucent's 3G High-Speed Data solutions enable you to access new revenue sources and gain competitive advantage, with an early-to-market 3G strategy focused on delivering secure, high-speed data services to mobile professionals.

Unparalleled experience in spread-spectrum wireless networks, coupled with expertise in packet-data wireline technology, means Lucent Technologies is your partner of choice for delivering secure, mobile high-speed data services ahead of the competition:

- Satisfying the needs of the mobile professional with fast, secure & convenient data services.
- Ensuring availability of plug-in 3G data cards to support a successful early-to-market strategy.
- Ensuring rapid service adoption via rapid installation and provisioning.
- Enabling rapid & cost-effective deployment of a reliable network infrastructure.
- Supporting integrated WLAN 'hot spot' coverage.
- Optimizing system availability & performance through sophisticated network management tools.
- Reducing operator risk with the industry's largest professional services organization.
- Delivering highly flexible & scalable solutions.

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