ALCATEL-LUCENT OPENTOUCH PERSONAL CLOUD

A Revolution in Communications
Applications for Enterprise End Users

OpenTouch™
Personal Cloud

Alcatel·Lucent
Enterprise

For the past 30 years, enterprise communications have been built around the personal computer, which has become central to our professional and personal lives.

Today, however, personal computing is being redefined. A major transformation is under way, driven by significant consumer, enterprise and technology trends. Our digital lives are no longer confined to a single device, but are accessible from multiple devices, available anywhere at any time. The content we consume, how we consume it, and how business delivers it are creating new opportunities.

Welcome to the new PC era – the Personal Cloud.

REDEFINING ENTERPRISE COMMUNICATIONS

Mobile devices, visual content and social networks are redefining the way consumers and employees communicate. These trends are well established in the "bring your own device" (BYOD) movement, as employees increasingly incorporate their own smartphones and tablets in the workplace and IT departments evolve to support them. While these trends challenge traditional communications infrastructures, they also represent significant opportunities to business as they adapt to new models of communications delivery and business interaction.

The past decade has seen the emergence of a highly mobile and digitally collaborative workforce. At the same time, mobile services and application delivery have become more important as a business strategy. BYOD is not only an example of user preferences but also highlights the convergence of devices, apps and services into a unified environment. In fact, all infrastructures will ultimately be evaluated at some point for their ability to deliver on business objectives and services through virtual environments. These and other factors have given rise to the demand for hosted communications services and applications, delivered from "the cloud".

What's more, employees are becoming accustomed to using cloud applications in their personal lives for storage, email or office productivity software, and they expect the same freedom and flexibility in their workplace. In fact, a recent study showed that almost three-quarters of enterprise IT departments' decisions about adopting cloud technologies are heavily influenced by employees' personal use of cloud applications.

Cloud-based communications and applications are proving to be highly flexible and scalable. Services can be added based on specific business requirements and can scale up or down with the needs of the business. This can also be accomplished without capital expenditures (CAPEX) or IT intervention.

The **benefits** of the OpenTouch Personal Cloud Solution are available throughout the enterprise:

+ **Employees and teams** are able to address communications needs by selecting applications that meet business requirements with minimum IT involvement.
+ **IT departments** deliver services to user communities from a range of pre-approved communications applications deployed as overlay on any existing system, that don't require capital investment or training and do not disrupt other services.
+ **CIOs and CFOs** appreciate that the Personal Cloud applications can be delivered on existing communications infrastructure, protecting cash flow, winning cost predictability and pay-as-you-go options, and shifting CAPEX to OPEX.

A CLOUD FOR EVERYONE

The Alcatel-Lucent OpenTouch™ Personal Cloud solution is a suite of business communications and collaboration applications sold as a service, designed to help communities of enterprise employees solve specific communications pain points in their day-to-day working lives. Delivered through the cloud, these single-purpose applications can be deployed as an overlay to any type of communication and network solution. No "forklift upgrades" or "rip-and-replace" of existing technology is required – OpenTouch Personal Cloud applications are easy to deploy without disrupting existing services. And because the Personal Cloud solutions are offered on an application as a service (AaaS) basis, no up-front investment is required: users pay as they go.

GLOBAL VALUE CHAIN
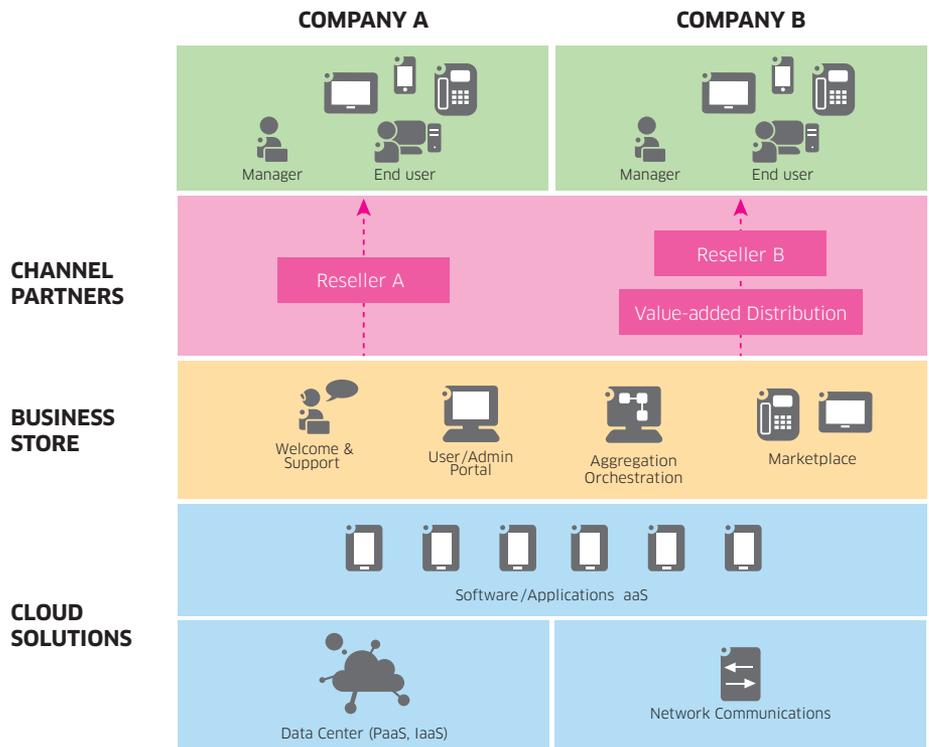
THE BUSINESS STORE MAKES IT POSSIBLE

Having access to and enabling employees and teams to use applications is not enough. Customers also need to perform administration on their accounts. Through the Business Store, designated customer administrators can create new user accounts for their employees as well as terminate users, change user settings and modify the options users have access to. Administrators also have access to their company's application consumption, so can view who's using which service.

Users can perform administration on their own accounts and view their own application consumption.

In all these ways, the Business Store empowers customers to monitor the usage of their cloud applications.

OPENTOUCH PERSONAL CLOUD SOLUTION APPLICATIONS COLLECTION

OPENTOUCH CONFERENCE

Conference calls are an essential enterprise communications experience, enabling people from different locations to exchange information and ideas. Despite their benefits, however, conference calls come with a host of frustrations that have become an accepted downside and are considered part-and-parcel of this business activity.

Common problems include: call hosts being unable to find the dial-in details to send out to guests; guests losing dial-in numbers or access codes; participants forgetting about a conference call altogether; participants not knowing who's on the call or who's speaking; and dealing with unwanted background noise. Some statistics show that one out of every five minutes spent on conference calls is wasted – but many would argue the percentage is higher.

OpenTouch™ Conference was designed to overcome these problems. It allows users to set up and attend calls simply and intuitively, and to hold better, more productive meetings without all the usual annoyances or wasted time. From the first use, business professionals – including late adopters or those who have had negative experiences with newer tools that don't work or are unnecessarily complicated – are welcomed into OpenTouch Conference's user interface (UI), which removes the classic annoyances of conference calls and exposes richer forms of collaboration, such as screen sharing in a way that is as simple as possible.

Call leaders get notifications and can view the OpenTouch Conference UI using a browser, with their Microsoft™ Outlook® client or through their mobile device (available for Android®, Apple® iPhone®, Apple® iPad® and RIM® BlackBerry®).

Features include:

- Easy call set-up through the UI with the user's preferred device – lines are available 24/7, no reservations required.
- For easy tracking, notifications are sent to call hosts about who has joined the call.
- OpenTouch Conference can dial participants on their preferred device and automatically log them into the call – no more fumbling for numbers or access codes.
- The ability to control call quality by seeing who is speaking, adding missing participants from contacts, muting individual participants or everyone on the call, and being able to record calls as mp3 files.
- Call participants are able to easily share their computer screens with one click, turning calls into impromptu web sessions and removing the need to email slides beforehand.

OPENTOUCH VIDEO STORE

Online video content is exploding. The emergence of YouTube, video-enabled smartphones and cameras, and inexpensive editing software has made video easy to shoot, edit and distribute. While perhaps not up to Hollywood standards, business video that has a clear purpose and audience focus is a very effective communications tool. This trend is changing content expectations inside and outside of organizations. As demand from employees, partners and customers increases, enterprises are capitalizing on the power of video.

The OpenTouch™ Video Store answers these needs by allowing employees to create, upload and share videos. This results in improved audience awareness, reduced time-to-information and improved employee productivity and engagement, all while containing costs.

The service is flexible, scalable and simple to use.

After a video has been posted, the service enables employees to view videos and to comment, invite other users and search by tags. Users can decide whether to upload an existing video or to create and upload videos directly into the OpenTouch Video Store using a webcam or any camera-enabled device, such as a smartphone or tablet.

Video for every application and audience
The OpenTouch Video Store is an efficient and powerful vehicle to communicate more dynamically, increasing the emotional impact and communication value of any message.

Communication with partners, suppliers and customers
- Improves interaction, articulates brand value and provides information about products, solutions and services as well as new offers and promotions

- Communicates corporate social responsibility, innovation and vision

Communication with employees
- Reduces time-to-information
- Shares information such as executive and customer interviews, recordings of internal and external events and meetings, and product demonstrations
- Provides e-learning and training
- Speeds the delivery of knowledge and know-how, such as employee training videos

Innovation and collaboration
- Develops and promotes new ideas and concepts
- Speeds the product development cycle
- Supports agile method implementation and use

THE ALCATEL-LUCENT ADVANTAGE

The Alcatel-Lucent OpenTouch Personal Cloud is a key component of the Alcatel-Lucent OpenTouch™ Suite for Cloud, which includes offerings for businesses of every size. The vision of the OpenTouch Suite for Cloud is to provide any organization with affordable, easy-to-use communications solutions as a service.

With the Alcatel-Lucent Suite for Cloud, enterprises can meet all their communications needs with a single vendor, reducing their operational, management and support complexity and costs. The suite can be deployed entirely in the cloud or as an overlay to existing premises-based telephony infrastructure.

The OpenTouch Personal Cloud enables enterprise end users to select the communications solutions that best fit their needs and deploy the solutions with no up-front costs, without having to install new technology or experience any outages in existing services.

Alcatel-Lucent is a global leader in communications and a trusted transformation partner to service providers, enterprises, strategic industries and governments worldwide. By leveraging the combined expertise of Alcatel-Lucent Bell Labs and the company's global research and development facilities, Alcatel-Lucent provides unrivaled technical and scientific expertise as one of the largest innovation powerhouses in the communications industry.

With operations in more than 130 countries and one of the most experienced global services organizations in the industry, Alcatel-Lucent is a local partner with a global reach, providing solutions for delivering voice, data and video communications services to end users and carriers.

For more information about the Alcatel-Lucent Personal Cloud solution, contact your local representative or visit: **www.alcatel-lucent.com/enterprise**.

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