

Alcatel-Lucent launches Wireless Network Optimization solution helping operators manage the mobile data traffic explosion

Applying Bell Labs expertise, new solution provides improved network capacity and utilization and increases Quality of Experience for customers such as Vivacom

Mobile Asia, Hong Kong and Paris, November 17, 2010 - Alcatel-Lucent (Euronext Paris and NYSE: ALU) today announced the [Wireless Network Optimization Solution](#), a set of services and software tools based on Alcatel-Lucent's extensive experience of network management and the modeling abilities of Bell Labs.

As multimedia devices and applications increase the hunger for bandwidth, traffic models are changing from voice- to data-centric services, leading to real strains on networks and budgets. Mobile service providers need to continually upgrade and optimize their networks to keep download times short and broadband coverage wide without sacrificing call quality or reliability. Offering *Quality of Experience* - giving users a clear perception of superior network performance - is becoming a major differentiator. The Wireless Network Optimization Service has been developed specifically to address these issues.

Building on Alcatel-Lucent's robust Network Optimization Solution, the focus on wireless adds tool sets such as RF design audits, remote network monitoring (NPA), Long Term Evolution (LTE) - TIA services suite and reverse engineering to improve network capacity and utilization and to increase Quality of Experience for mobile data subscribers. Alcatel-Lucent optimization experts have conducted over 200 wireless network assessments and optimizations around the world for customers such as Vivacom, helping network operators to each achieve up to 11 million Euro in savings, and greatly exceed subscriber Quality of Experience expectations.

"Better performance of the network allows us to offer better services to our customers including higher mobile download speeds and availability of data-rich services", said Bernard Moscheni, CEO of Vivacom. "Alcatel-Lucent brings a complete set of tools and network technology expertise that has allowed us to do more with our existing asset base which in turn improves our network performance."

Jean-Philippe Poirault, Head of Media, IT and Telecom Services for Alcatel-Lucent, said "Our specialized Wireless Network Optimization Solution delivers measurable and proven increases in utilization and performance, expands subscriber capacity and delivers an end-to-end Quality of Experience that exceeds customer expectations. This solution can improve throughput by more than 20%, decrease network costs, increase revenues and widen profit margins. The solution can pay for itself in as little as 3 months, freeing up cash for re-investment."

The Alcatel-Lucent Wireless Network Optimization Solution delivers a broad range of consulting, assessment, consolidation and optimization applications and expertise for mobile voice and data networks. The solution provides the intelligence and accuracy needed to achieve industry-best results and higher customer satisfaction, without increased costs.

"Alcatel-Lucent has its own wireless optimization services, Bell Labs' modeling expertise and experience-based data from some of the world's busiest wireless networks. It is well-placed to address operators' needs by looking at every side of the issue," said Jason Marcheck, Custom Research Director of Current Analysis.

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted transformation partner of service providers, enterprises, strategic industries such as defense, energy, healthcare, transportation, and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP and optics technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 15.2 billion in 2009 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>, read the latest posts on the Alcatel-Lucent's blog <http://www.alcatel-lucent.com/blog> and follow us on Twitter: http://twitter.com/Alcatel_Lucent.

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