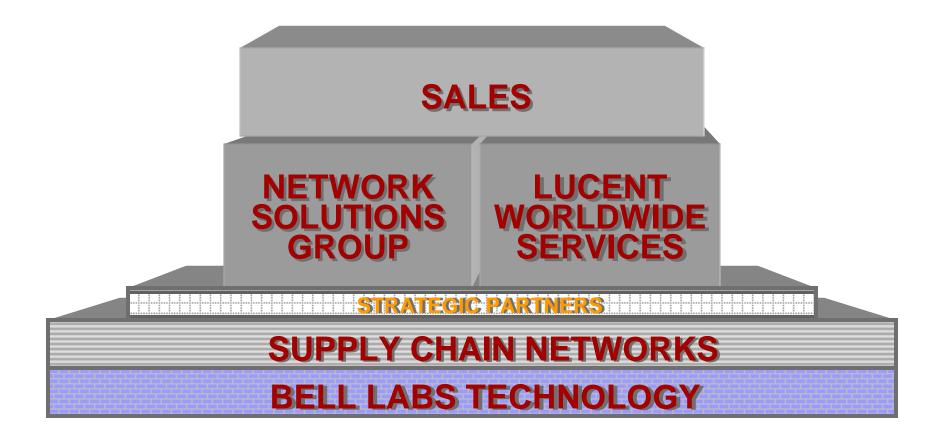
# Lucent Technologies As a Leader in Telecommunication







### **Lucent Business Model**



# Lucent: a global company with a strong European presence

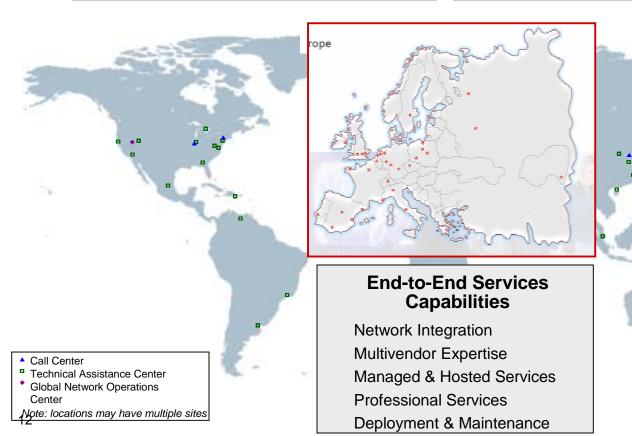


#### Track record

- Partner to service providers, governments and enterprises worldwide
  - 260+ customers worldwide, 50+ in Europe
- Presence in 16+ European countries of 65+ worldwide
- 100+ years of carrier-grade experience

#### **Capabilities and assets**

- 30.200 professionals worldwide, 6.000 in the region
- 30.000 global patents
- Four Global Network Operations Centers, one of which is in region
- 60+ engineering and technical service centers, seven facilities in Europe



### GLOBAL NETWORK OPERATIONS CENTER:

Hilversum. The Netherlands

#### CUSTOMER BRIEFING CENTERS:

Hilversum, The Netherlands Nuernberg, Germany

#### SYSTEMS INTEGRATION:

Bydgoszcz, Poland St. Petersburg, Russia Dublin, Ireland

#### BELL LABS R&D

Nuernberg, Germany



Madrid, Spain Dublin, Ireland

Enschede, The Netherlands

Hilversum, The Netherlands

Swindon, ÚK

Bydgoszcz, Poland

Lannion, France

Le Plessis Robinson, France

Milan, Italy

Rome, Italy



# How Entrepreneurs See Germany

"Germany remains an export machine that keeps running and running."

H. Schmieding, Bank of America

"If you need high productivity, very low strike disruption and zero-defect manufacturing performance, Germany is still the best place to go."

J. Scheers, Plant Location International, Price Waterhouse

"This facility [in Germany] will allow us to take advantage of the great intellectual capital and high education standards in Europe, particularly in the fields of science and technology, and it is a tangible sign of our long-term commitment to grow in this market."

N. Beccalli, President EMEA, General Electric



# Germany from a U.S. Perspective

Kompetenzzen	tren VJ	Verwaltungszentralen		VJ	Finanzholdings	
1. Deutschland	(54 %)	1. Großbritannien	(31 %)	1	1. Großbritannien	(25 %)
2. Großbritannien	(26 %) ⇒	2. Deutschland	(29 %)	1	2. Schweiz	(23 %) 🦠
3. Schweiz	(7 %) ⇒	3. Schweiz	(15 %)	1	3. Deutschland	(17 %)
4. Niederlande	(6 %) 🧪	4. Niederlande	(8 %)	1	4. Niederlande	(17 %) 🦠
5. Belgien	(3 %)	5. Belgien	(7 %)		5. Luxemburg	(7 %) 👖

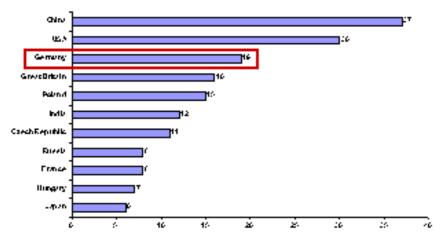
Germany is a favored location for holdings and competence centers



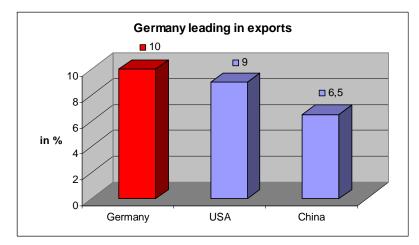
# Economics (I)

Third most attractive investment

location worldwide (Ernst & Young, 2004)



 World's nº 1 goods exporter in 2004 (Financial Times Deutschland, 2005)



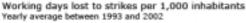


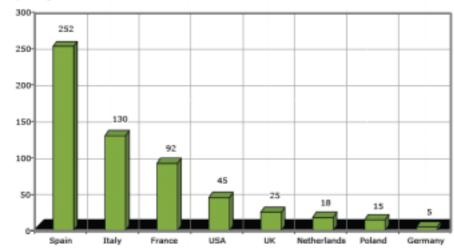
# **Economics (III)**

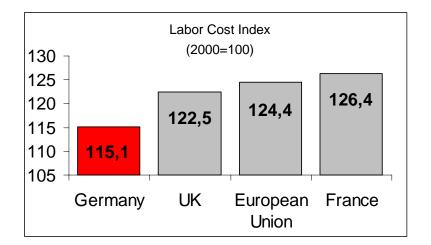
 Most stable labor environment in Europe (IW Köln, 1993-2002)

 Efficient transportation infrastructure

 High productivity rates are steadily lowering unit labor costs (Eurostat, 2006)



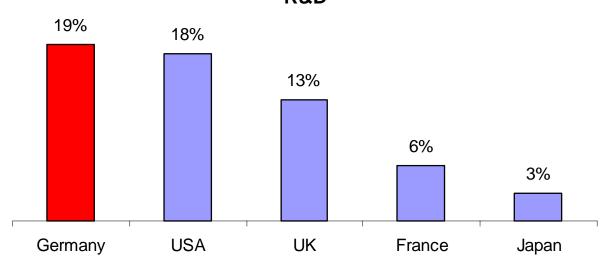






# Economics (IV)

#### Overall Ranking of the Top 5 Countries in Terms of R&D



Corporate executives were surveyed:
Germany ranked among the top5 and was in front of its European competitors with 3 first-place rankings (R&D, design centres and logistics) and two second-places (production and administrative and account back offices)

(Enst & Young, 2004)



# Lucent Germany – Overview

- Largest location in Europe
- Largest Bell Labs R&D center outside USA
- Second largest international legal entity (after China)
- Activities in all Business Units:

NSG (Wireline and Wireless), LWS, SCN, Bell Labs

- Fully equipped customer training facilities
- DTAG largest customer in EMEA





# Lucent Locations in Germany

#### Bonn



LU location at DTAG's doorstep –~ 80 employees

Neu-Isenburg



LU Germany's transport hub –~ 40 employees

### Nürnberg

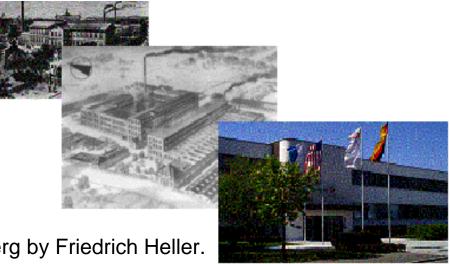


R&D centre and main LU facility in Germany –
 1,250 employees



# Telecommunication History in Nürnberg

Development and manufacturing of telecommunication equipment has a long-term history in Nürnberg.



#### Some highlights:

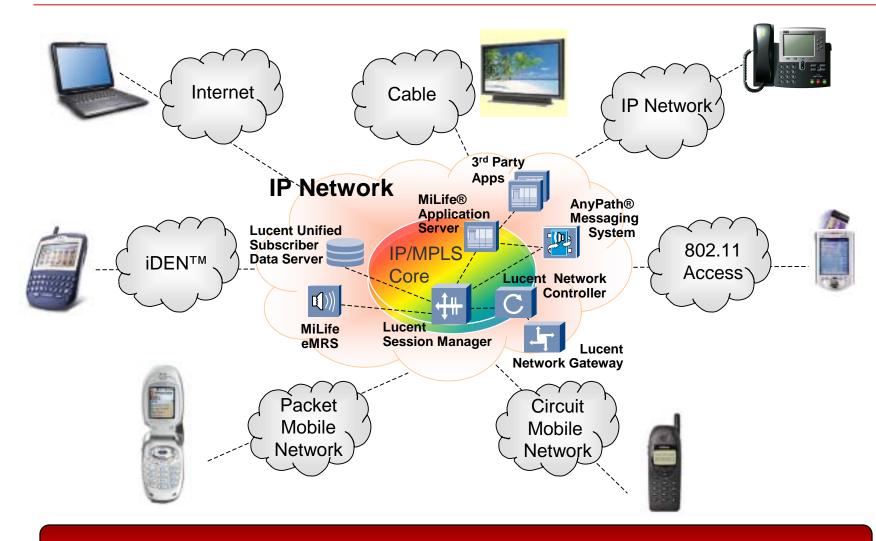
- ~ 1858 Telecommunication activities in Nürnberg by Friedrich Heller.
- ~ 1877 Heller builds his company on Bell's telephone, with own improvements.
- ~ 1906 Heller's Company is taken over by Felten & Guilleaume.
- ~ 1912 Felten & Guilleaume change into TeKaDe.
- ~ 1982 Philips Kommunikations Industry (PKI) is found.
- ~ 1991 First Digital Mobile Phone Base Station in the world
- ~ 1996 Take over of the activities by AT&T / Lucent Technologies



Friedrich Heller

# Next-Gen Convergence Model: IMS "Mays-On" Access & Device-Independence





IMS seamlessly brings the network to you