

# Executive Viewpoint

Network World Executive Viewpoint showcases your company's executive management's corporate or technology vision and establishes your company as an information technology leader among Network World's influential readers. This turnkey custom program features a one-on-one executive interview within the pages of *Network World* and promotes the posting of a supplied White Paper.

## Program Benefits

- Interview with your company's executive within the pages of *Network World* magazine
- Posting your supplied White Paper
- 200 guaranteed leads\*
- Lead report with full contact information

## Program Details

### Q&A Development

- Network World's expert Custom Solutions Group works with you to develop a Q&A interview with an executive at your company, highlighting their technology vision.

### Network World Collateral

- The interview is formatted into a standard template and will run within the pages of *Network World* reaching our 170,000 subscribers. Included is a call to action to view your White Paper posted on NetworkWorld.com.
- Supplied White Paper is distributed via syndication for up to 3 months to generate 200 leads.

### Lead Generation and Delivery

- Network World promotes the White Paper to our audience driving 200 leads in up to 3 months.
- Full profiles of the leads who register for the White Paper are delivered to client on an on-going basis.

**COST: \$20,000 Net/\$23,550 Gross**

### Executive Viewpoint Video Extension

- The 20 minute Q&A interview is brought to life in an interactive videocast discussion.
- NWW Custom Solutions Group works with you to create discussion guide and produce video.
- The fully edited videocast will be hosted and promoted on NetworkWorld.com. Included is a call to action to view your White Paper posted on NetworkWorld.com.
- Client will own all assets created by Network World and can reproduce them in any fashion.
- Video program includes additional 100 leads\* for up to 3 months.

**COST WITH VIDEO EXTENSION: \$43,500 Net/\$51,200 Gross**



**EXECUTIVE VIEWPOINT**  
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### Collaborative Integration

Alcatel-Lucent's recent merger offers a valuable view into a successful network integration project

**Elizabeth Hackenson, CIO, ALCATEL-LUCENT**  
She is responsible for managing the company's global information technology infrastructure and systems. Previously, she was the CIO of MCI.

**John Meyer, PRESIDENT OF SERVICES, ALCATEL-LUCENT**  
He manages the company's portfolio of deployment, managed and professional services. Previously, he was president of Lucent's Global Sales and Services.

Companies today face ever-changing market conditions. CIOs must evaluate and introduce new services and capabilities to ensure that their organizations are well-equipped to respond to challenges while improving overall efficiency. Alcatel-Lucent's Elizabeth Hackenson and John Meyer got together to discuss this environment and how they collaborate for successful network integration.

**What business pressures do CIOs face today that require the need for business IT transformation?**  
**Hackenson:** While CIOs face many pressures, two worth highlighting are deploying collaborative tools and leveraging technology as a competitive advantage. To support collaborative tools, always-on applications and ecosystems, companies must migrate from multiple disaggregate networks—including voice, video and data—to an IP-based network. Once a blended communication network is in place, then new services and applications can be deployed.

**Meyer:** One of the challenges that we are seeing, especially with IP transformation, is the mission-critical role that the network plays in day-to-day business operations. CIOs must not only buy and integrate technology that supports these demanding business requirements, but they must also implement operations and support processes to ensure their all-IP network continuously meets the demands of the business. That's a huge change for CIOs today. And that's why it's important that Elizabeth and I work closely together by sharing our expertise, we have an advantage in being able to collaborate to overcome these challenges.

**How can a network integrator help organizations address business IT transformation?**  
**Meyer:** Network expertise is transforming and moving a little further into the traditional IT space. When you look at moving to an all-IP network, is that transformation driven by the network operations organization or by the CIO? In most cases, these two functions must come together and be supported by a network integrator whose specialized skills can help the organization obtain true business value from the transformation.

**Hackenson:** As a customer of John's, I rely on his team's vast network integration experience, especially as we move from three networks—voice, video and data—to a global IP backbone. I can't afford to have the expertise on hand to manage those networks and the transformation required to consolidate them. The experience that John and his team bring is helping us launch innovative ideas and realize savings not just in the consolidation but also in how we implement it.

**How did the Alcatel-Lucent merger enhance the combined company's strengths in network integration?**  
**Hackenson:** On Day 1 of the merger, Dec. 1, 2006, we had to take two very large global companies and merge them together seamlessly. To put things in perspective, we manage 10 million e-mails per day, 90,000 desktops/laptops, 24 data centers, 95,000 phones, 1,000 BlackBerry, mine portals and more than 1,200 applications. Our initial approach was to integrate the two companies' networks, and now we are moving to a global IP backbone. It took a lot of behind-the-scenes work and planning, but it was vital to the start of the new company.

**Meyer:** When you create one company out of two and create one IT infrastructure out of two—one for that matter, when you embark on any major project—you're faced with a bubble of resource needs. In our integration business, we have more than 22,000 people in 110 countries. So when a multinational comes to us and says, "We want to run this as one network," we make that happen no matter where they are, tapping into that expertise. We operate, manage and monitor over 60 networks with 90,000 subscribers for our customers. We have relationships with over 800 vendors supporting over 1,200 products. These are real strengths when it comes to our network expertise.

**FOR MORE INFORMATION:**  
Check out the case study, "Empower, Transforming Electricity Operations," which describes a successful network integration. It can be downloaded at [www.cio.com/whitepapers/alcatel-lucent](http://www.cio.com/whitepapers/alcatel-lucent)

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\*Leads: Pricing represents worldwide leads. Network World removes invalid leads, duplicates and up to three client competitors. Competitors must be included on contract.