CUSTOMER SERVICES

VALUE PROPOSITION

DECEMBER 2022
CUSTOMER SERVICES
Strengthen and smoothen your Digital Transformation

Digital transformation lets you optimise new technologies to increase efficiency and create new usages.

ALE Customer Services enlarge Business Partners offer by providing vendor engagement with flexible options to deliver a connected customer experience.

Transformation Journey
Benefit from vendor expertise and commitment for a smooth transition. From solutions definition, adherence to your business and implementation.

Optimisation & Adoption
Get ALE expertise to secure your solutions availability and optimization for your business and get the assurance of a true adoption for success.

Industries & Customisation
Take advantage of ALE blueprints and pre-packed solutions and adapt them to your business.
TRANSFORMATION JOURNEY

Move from ideas to reality with agility and confidence

Consulting Services
Define the best strategy, design the solutions for your business and the plan for success

Implementation Services
Implement the solutions, integrate and validate the success plan with the latest technologies

Benefit from vendor expertise and commitment for a smooth transition. From solutions definition, adherence to your business and implementation
Optimisation & Adoption

Synergy and proximity to maximize solutions usage and Customer value

Get ALE expertise to secure your solutions availability and optimization for your business and get the assurance of a true adoption for success

Optimisation Services
Optimise ROI by ensuring availability, performance, operational efficiency and evolutions

Adoption Services
Monitor the success plan delivery, align technology with business needs and shorten ramp-up
VERTICALS & CUSTOMISATION

Enhance user experience leveraging pre-defined and bespoke use cases and industry practices

Take advantage of ALE blueprints and pre-packed solutions and adapt them to your business

Industry Blueprints
Industry use cases to provide generic value-added services plus last mile customisation

Specific Developments
Define use cases and co-develop solutions and applications
CUSTOMER SUCCESS MANAGER

Ensure end-user adoption, optimise solution value for your business, drive changes and evolution according to the needs

ALE has developed a proven methodology to execute your successful Digital Transformation and enable rapid adoption.

The ALE Approach in 4 Steps:

1. **DISCOVER**
   - Understand your business
   - Define business outcomes
   - Specify the success KPI

2. **ONBOARD**
   - Technical setup
   - Training delivery
   - Adoption plan

3. **ADOPT**
   - Monitor usage
   - Capture users feedbacks

4. **VALIDATE**
   - Evaluate and iterate
   - Best practices and opportunities map

Our ALE Partners are ready to leverage our methodology and associated tools to drive you to destination

“DIGITAL TRANSFORMATION COMPANION” SERVICES

CUSTOMER SUCCESS FRAMEWORK

- **Discover**
  - Customer path to success definition and monitoring
    - Customer business stakeholders
    - Keys for success and revenue accompaniment definition

- **Onboard**
  - Design, Build, Accompaniment activities for the Customer journey
    - Customer Success Manager
    - Define the right solution for success
    - Trigger and deliver appropriate services

- **Adopt**
  - Monitor the end-users and report
    - the solution performance, key metrics
    - the value provided to the customer
    - Address feedbacks and needs
    - Operate the solution, deliver changes

- **Validate**
  - Secure the right Business Model
    - Assess the ALE approach on the entire Lifecycle
      1. End User adoption (Staff, Individuals)
      2. Assessment of the value brought to the Customer
      3. Synchronize stakeholders on delivery and evolutions

**Transformation journey**

- 1 - End User adoption (Staff, Individuals)
- 2 - Assessment of the value brought to the Customer
- 3 - Synchronize stakeholders on delivery and evolutions
CUSTOMER SUCCESS MANAGER
The 4 steps for a successful transformation

- **Discover**: Interview the project stakeholders, specify the desired business outcomes, execution strategy.
- **Onboard**: Technical Setup process, Communication Plan & Execution, Training Plan & Execution.
- **Adopt**: Monitor usage, capture feedbacks, periodic reviews.
- **Validate**: Evaluate & Adjust, document, iterate.

**Success Plan**

**Roll-out**

**Follow-up**

**Desired outcome**
Delegate the management of communications services or network infrastructure incidents to ALE

- This service is delivered to our Partners, or directly to customer IT teams if requested by Partners, with no prerequisite certification or expertise requirement.

- Get access to our Support team through a flexible contract, based on a predefined volume of tickets covering remote diagnostics, resolution and escalation follow-up to the ALE Level 3 Technical Support.

Two service packages, BASE and PRIME, are proposed with different Service Level Objectives (SLOs).

The offer is flexible, cost-effective, and specially designed to support customers, and complement the Business Partner operations services and the ALE Level 3 Technical Support offerings.
Customers are guaranteed ‘best in the market’ expert support for their equipment. ALE ensures business continuity today, while building for the future. We assist organisations at every stage of their digital transformation with support for: architecture design and build, operation, change management and transition to a new solution.

This offer provides two service packages, BASE, and PRIME for an enhanced SLO and monitoring. In addition to these two service packages, multiple on-demand options are available when there is a need for expanded vendor engagement.
END CUSTOMER PROACTIVE SERVICES

Lead IT staff to autonomy by enhancing knowledge and productivity:

Premium Services
Open access to vendor technical documentation and tools related to their solutions:
• Incidents intelligence base
• Personalized Technical Documentation Library
• Technical Knowledge Center
• Service Requests tracking

Platinum Services
On top of Premium services, interact directly with a dedicated ALE Technical Advisor to work on long-term plans.
END CUSTOMER SUPPORT

Secure the solution sustainability with the vendor and reinforce its availability. Enhance the level of Services with options like 3rd-party chasing, simplify the support of your solution.

You can ramp up your own IT team and get the latest news, releases and updates from ALE’s resources.

Level-2 remote Incident Management of the customer’s infrastructure, plus options for enhanced SLA, 24x7 coverage, real-time monitoring and third-party chasing.

Flexible, cost effective offer designed to support Unified Communication usages, to complement Business Partner Operations Services and the ALE Level-3 Vendor Support (SPS).

For Communications solutions, the customer benefits from a direct access to ALE’s technical support with dedicated SLA.
PREMIUM END CUSTOMER SUPPORT

The dedicated link between the End-Customer and ALE TEC, allows beyond a faster response:

- Faster resolution as the dedicated ALE Support Engineers beyond their high level of expertise, provide benefit from their knowledge of the customer’s environment
- Increase efficiency through the Fast Track to R&D for spontaneous involvement in a software issue or very complex troubleshooting
- Ultimate learning benefit with regular knowledge transfers between the ALE TEC and the Customer’s IT engineers
- Proactive planning with review of changes to reduce likelihood of issues during changes

For Network solutions, the customer benefits from a direct access to an ALE dedicated engineer who manages incidents and transfer knowledge.
ALE MANAGED SERVICES

Reduce your IT spending, move to a managed infrastructure to start your seamless Digital Transformation with ALE

Ensure seamless solution management for you, by taking over the complexity of infrastructures and operations.

Managed Services cover all topologies:
- on premise
- hybrid environments
- Cloud

Services are delivered either by ALE or by a combination of ALE and Business Partners for the best fit with your business needs and topologies.

Focus on your own business
- Benefit from ALE operations
- We support your business models
- We adapt to your requirements

Optimum performance
- 24x7x365 monitoring and operations
- 4H resolution SLA
- Preventive maintenance
- Run your infrastructure “hands free”

Tailored ROI
- Adapted for your organization
- Predictable and easy to budget for
MANAGED SERVICES AT A GLANCE

- **AVAILABLE EVERYWHERE** where Alcatel-Lucent Enterprise has a local partner

- **MODULAR** Customers choose the appropriate service options according to their business specificities and geographical coverage

- **A COMPLETE SERVICES OFFER**
  - Multilingual hotline, 24x7x365 monitoring
  - Problem resolution and on-site interventions
  - Performance management and evolutions

- **HOMOGENEOUS QUALITY OF SERVICE**
  - Worldwide SLA
  - Unified quality and reporting

- **HIGH-LEVEL EXPERTISE**
  - Alcatel-Lucent Enterprise experts, ITIL® processes
MANAGED SERVICES AT A GLANCE
SEAMLESS SOLUTION OPERATIONS

**Single Point of Contact**
Dedicated 24x7x365 multilingual access that:
- handles service requests
- ensures end-user assistance

**Incident resolution - 4H SLA**
Restore the service within four hours in 95% of emergency incidents
- Troubleshoot, root cause analysis
- Incidents Resolution
- Immediate problem escalation to ALE Technical Support

**Field interventions dispatch**
- Define the intervention activities
- Trigger and drive interventions on site
- Ensure tracking
- Field interventions are essentially provided by ALE Business Partners

**24x7x365 MONITORING**
Continuous remote connection
- Events & Alerts detection and correlation
- Alarms management
- Thresholds management

**PREVENTIVE MAINTENANCE**
Identify and track analytics to prevent operational risks and incidents
- Performance and capacity management
- Data backups

**EVOLUTION MANAGEMENT**
Change and evolution management services seamlessly upgrade your software and hardware
Introduce automations
Prepare for Digital Transformation
COMMON USES CASES addressed by pre-packed solutions

Use cases around Multimedia Business Contact, Cost control/Access control, Emergency Services, PBX management, Welcome Management and IoT Hub.

Each Blueprint includes a set of user services, solution architecture, with pre-defined process, application framework and last mile adaptation assistance package.

Benefit from already existing use cases, to focus on the last mile customization. Introduce user services for new usages. Improve your customers’ experience.
API DEVELOPMENT COACHING

Provide information about the SDK, API and the solution prerequisites
- Clarify use case and customer context
- Technical guidance, coaching
- Source codes samples
- Remote development support

API coaching to enable developers to create new apps and integrate communications into existing core business apps:
- Make developers autonomous
- Confirm feasibility of use cases
- Coaching leads to best practices

Develop and integrate communications into your business applications. Developers use APIs and ALE’s support to build applications easier and faster.
HOW TO ORDER?

DETAILED STEPS

1. Alcatel-Lucent Enterprise recommends that before requesting this service from Managed Services, the qualification of End User needs be performed by a pre-sales advisor from the Business Partner, local or central Alcatel-Lucent Enterprise team.

2. Fill in the form on the ALE website MyPortal to manage and follow-up your requests, online and from end-to-end!

3. We strongly recommend to fill in all of the form’s fields to speed up the processing of your request and thus limiting additional exchanges of requests for more information.

4. When all information is received, the Services Proposal Management will then provide a Service offer with technical and financial proposal that will be attached to the initial request form and that will need to be signed for validation.
Customer can get further details on the **Public Site** in the Products & Solutions / Services section:

- [Customer Services](#)