EDUCATION SERVICES VALUE PROPOSITION

January, 2019
Agenda

1. INTRODUCTION TO EDUCATION SERVICES

2. ACCESS TO KNOWLEDGE EASIER, FASTER, AT A LOWER COST

3. EDUCATION TO LEVERAGE BUSINESS
INTRODUCTION TO EDUCATION SERVICES
OUR MISSION

AS MANUFACTURER, WE ARE UNIQUELY POSITIONED TO TAILOR OUR TRAINING TO SUPPORT OUR CUSTOMERS IN THE USE OF OUR PRODUCTS

- Worldwide delivery
- Innovative & blended learning solutions
- Certification program to validate skills for Business Partners

PARTNER RAMP UP EASIER AND FASTER

TRAINING INVESTMENT AT A LOWER COST

BUILD A FOUNDATION FOR LONG TERM BUSINESS
EDUCATION SERVICES
AT A GLANCE

TRAINING FOR ALL

• On the Enterprise Portfolio: Communications, Cloud, Verticals & Network,
• Whatever your market segment: Small, Mid or Large
• Whatever your job function
• Whatever your knowledge level (newcomer or experienced)
• Using appropriate media and delivery mode
• Standard or customized training
• At our premises or at your site
TRAINING AND CERTIFICATION FOR BUSINESS PARTNERS

CERTIFICATION TO RECOGNIZE SKILLS

Competencies are recognized and validated through a certification program with diplomas. It provides a guarantee to your customers that you are fully qualified to deliver the high-quality systems they require:

- Certification for Sales, Presales and Postsales
- Progressive program with graduated levels from the standard level to the advanced level
- Benefit for specializations required for accreditation of the company (Enterprise Partner Program)

RECOGNITION
CERTIFICATION PROGRAM FOR BUSINESS PARTNERS

- By providing a wide range of training adapted to all profiles within your organization, Alcatel-Lucent Enterprise Education is committed to helping partners and customers achieve their goals.
- The Certification Program enables business partners to be compliant with Alcatel-Lucent Enterprise Partner Program requirements and specializations.

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<tr>
<th>JOB FUNCTIONS</th>
<th>CERTIFICATIONS</th>
<th>LOGOS</th>
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| **SALES**     | ACSR (Alcatel-Lucent Enterprise Certified Sales Representative)  
For sales representatives who sell Alcatel-Lucent Enterprise products and solutions (Advanced level) | |
| **PRESALES**  | AQPS (Alcatel-Lucent Enterprise Qualified Presales)  
For System Engineers who design stand-alone projects (Standard level) | |
|               | ACPS (Alcatel-Lucent Enterprise Certified Presales)  
For System Engineers who design large/complex networking projects (Advanced level) | |
| **POSTSALES** | ACFE (Alcatel-Lucent Enterprise Certified Field Expert)  
For field engineers in charge of advanced configurations, installation and service support (Standard level) | |
|               | ACSE (Alcatel-Lucent Enterprise Certified System Expert)  
For expert engineers in charge of complex configurations, installation and remote service support (Advanced level) | |

DID YOU KNOW? ACCORDING TO A STUDY DONE BY ASTD*, THOSE THAT INVESTED MORE IN TRAINING REALIZED A HIGHER GROSS PROFIT PER EMPLOYEE. *American Society for Training & Development
EASIER FASTER AT LOWER COST
STATE-OF-THE-ART TRAINING

STATE OF THE ART
Benefit from 25 years of experience in training design and delivery

INNOVATION
Using latest technologies, multi-media, virtualization and remote access

GREEN TOUCH
Electronic format, reducing carbon footprint, secured and easy to update

SELF-PACED
Using multimedia support, multiple devices, videos and training guides
ANNUAL LEARNING SUBSCRIPTION (ALS)

Education Services innovates to help you maintain your Postsales staff competencies up-to-date and broaden technical skills via an annuity subscription for individuals at an attractive price.

The Annual Learning Subscription (ALS) service provides open access to the technical training content of both ACFE and ACSE levels available on the Knowledge Hub learning platform.

**SILVER offer**

- E-learnings + eBooks + certification tickets
- 2 Packs for Communications
- 1 Pack for SMB
- 3 Packs for Network
- Upfront payment
TRAINING UNITS

REDUCE THE NUMBER OF ORDERS BY CREATING A TRAINING ACCOUNT YOU CAN MANAGE ACCORDING WITH YOUR NEEDS OVER TIME!

You can purchase one or several training units on eBuy:

1 Training unit (Ref. UNITCTE100) = 1000 Euros FF15 (net price without discount applicable; your GG32 discount is applied in Knowledge Hub)

Benefit from the VALUE and numerous advantages of this new ordering model:

<table>
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<tr>
<th>ACCESSIBLE</th>
<th>Connect to eBUY (accessible 24/7) via the Business Portal to order training items</th>
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<tbody>
<tr>
<td>COST SAVINGS</td>
<td>Save time and money by reducing the number of purchase orders</td>
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<tr>
<td>SIMPLE</td>
<td>Get a global training units account for your company or team that you can manage directly according your needs over time</td>
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<td></td>
<td>Get ONE place to manage your training plan and budget</td>
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<tr>
<td>EFFICIENT</td>
<td>On your Knowledge hub, consume your training units assigning directly training to your employees (i-learning, classroom, certification, ...)</td>
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REMOTE LABS RENTAL SERVICE
TO EASE KNOWLEDGE ACQUISITION

Discover the VALUE and numerous advantages of this new service:

**FLEXIBILITY**
- One-day open remote access to 1 OmniSwitch LAN pod (2 participants max)
- Train yourself WHEN and WHERE you need

**EFFICIENCY**
- Acquire the practical skills required for business success
- Prepare for certification exams

**COST SAVING**
- No travel or accommodation costs
- Save money and reduce your investments

Remote Lab Rental for OmniSwitch Lan (Ref. DT00RPR200) – WPL Price: 100 € / 115 $
EASY ACCESS TO KNOWLEDGE
Worldwide presence & local access to education

ENTER OUR LEARNING AREA!

Classroom training
wherever you are located we are not far from you!

Our Own Training Centers
Training programs and strict quality
control ensure first-class education
of our course participants.
Consult our website for
Scheduling offer and Pricelist.

Our Training Partners
The warranty of the right service
level from seasoned experts of our
local authorized Partners from
registration request to invoicing.
Training partners decide their own
training schedule, location and parking.

Other learning methods
Self Study
Online
Remote Labs
Virtual Learning
eBook Training
DELIVERY METHODS

BENEFIT FROM A VARIETY OF DELIVERY METHODS

- Individual learning online,
- Virtual learning classes, Remote laboratories, learner communities and forums
- eBooks (Electronic training materials),
- Classroom learning

➢ TO MAXIMISE KNOWLEDGE ACQUISITION
➢ TO REDUCE TRAINING TIME
➢ TO LOWER TRAINING COSTS
➢ TO MINIMIZE TRAVEL EXPENSES
EASE ACCESS TO KNOWLEDGE WITH VIRTUAL LEARNING

ACCESSIBILITY
- Gain consistent high-quality instruction for a geographically distributed workforce
- Learn from the convenience of your desktop, laptop, or mobile device

FLEXIBILITY
- Business paced sessions so learners keep time for their everyday job activities
- Pick-up additional content at your own pace

EFFICIENCY
- Interact in real time with peers and expert instructors
- Get live access to hands-on labs and exercises to build skills

COST SAVINGS
- Save time and money by training without traveling while supporting corporate green initiatives
WEB BASED TRAININGS

BENEFIT FROM THE NUMEROUS ADVANTAGES BROUGHT BY THIS SELF-LEARNING METHOD ONLINE

▪ Get training at your pace and place

▪ Benefit from rich content with:
  ▪ embedded videos
  ▪ attached working documents (conversation guides, technical customer questions, templates, etc..)

ALL TRAINING COURSES FOR SALES & PRESALES ARE FREE
TRAINING EBOOK
TO ENRICH LEARNER EXPERIENCE

TO GET TRAINED FASTER, AT LOWER COST AND AT YOUR OWN PACE

▪ Multi-Device, Multi-OS (PC, MAC, IOS, Android)
▪ Search engine, Highlight, Bookmark, Add notes ...
▪ All eBooks in a library
▪ 2nd license automatically granted for mobile device: iPhone, iPad, Android (Offline mode access to eBook)
▪ Printable lab documents and technical procedures

75% CHEAPER THAN A CLASSROOM
A PERSONALIZED LEARNING PLATFORM

Knowledge Hub is your all-in-one platform for all Sales, Presales, and Postsales training covering the Alcatel-Lucent Enterprise solutions portfolio. More than 17,400 different users including customers and partners have already connected to the Knowledge Hub at least once since July, 1st, 2015.

Fast enrollment and access to training modules

Efficient learning paths

Easy monitoring of education and certifications status

Access to learner communities and forums
YOUR KNOWLEDGE HUB PERSONALIZED WELCOME PAGE
KNOWLEDGE HUB LATEST ENHANCEMENTS!

KNOWLEDGE HUB enhances your training experience providing more and more functionalities to ease access to learning and accelerate user adoption!

Discover the training search function based on job profile and ALE solutions/products

- Get general information on the training and certification offers
- Find your training
- Download the course program description
- View the worldwide scheduled sessions
- Request your training

Discover the mobile learning functionality!

Enjoy learning anytime and anywhere with a real-time connection to your Sales, Presales and Postsales (when compliant) online courses and content from your tablet or mobile phone!

To view your courses on these devices, you need to install first the “Cornerstone Mobile” application from the App store (for IOS) or Play store (for Android)
EDUCATION TO LEVERAGE BUSINESS
EDUCATION TO LEVERAGE BUSINESS

STRATEGIC
Ensuring the durability and efficiency of your investment in people

COMPETENCY TRANSFER
A strong network of experienced instructors, and a training offer for every competency

WORLDWIDE PRESENCE
Delivery capabilities around the world; regional training centers and local trainers

RECOGNITION
A Certification Program recognizing skills compliant with Partner Program

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.
— NELSON MANDELA
TRAINING:
BENEFITS FOR BUSINESS PARTNERS AND CUSTOMERS

TRAINED PARTNERS HAVE A COMPETITIVE ADVANTAGE AND:
• Stay ahead of customer technology needs, requirements and expectations
• Speed up execution while being more confident and efficient
• Win more competitive sales pitches and increase sales
• Increase customer satisfaction while increasing market share
• Feel more engaged, which reduces employee turnover

TRAINED CUSTOMER USERS AND STAFF MAKE BETTER USE OF SOLUTIONS AND:
• Increase their productivity, positively affecting the bottom line
• Improve job satisfaction, resulting in providing better customer service
• Attract and retain more customers and deliver higher quality of service
• Gain in autonomy, decreasing the need for supervision
• Contribute to the company growth and reputation

DID YOU KNOW? TRAINED USERS COST 20% LESS TO SUPPORT THAN UNTRAINED USERS
— GARTNER 2006
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- youtube.com/user/enterpriseALU

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