



Alcatel-Lucent

Optimizing Customer Interactions through a Transformational Solution

HIGHLIGHTS

- **Industry**

Transformational integrated communications solutions for business, providing a universal view and management of each and every customer interaction, based on a company's unique business criteria

- **Business Opportunity**

Manage complex solution-level requirements and their interdependencies, while at the same time tightening the alignment of product requirements with overall corporate strategy. And do all this with a hosted, scalable product that users actually find easy to work with

"We've been able to transform the way we work. Accept360 allows us to execute on complex cross-product features that are extremely difficult to define and manage during a product's life cycle."

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Customer

Alcatel-Lucent is one of the world's leading telecommunications companies, providing world-class solutions to deliver voice, data, and video to end users. Its Enterprise and Strategic Industries organization serves 250,000 businesses worldwide, delivering solutions that increase customer satisfaction, employee productivity and operational efficiency. Alcatel-Lucent is headquartered in Paris, France.

Business Opportunity

Nothing is more important to a business than ensuring its customers are treated right. In today's world, customers want – indeed, demand – efficient, effective interactions with companies, whether by phone, via the Web, or by email. Empowered by product review sites and social media, customers who experience poor interactions with companies can and do register their dissatisfaction publicly, with potential bottom-line impacts on the targeted company.

Providing solutions that optimize customer interaction in all media is a key part of the business of Alcatel-Lucent's Enterprise and Strategic Industries organization. Serving 250,000 businesses worldwide, its solutions increase customer satisfaction, employee productivity and operational efficiency.

The Enterprise and Strategic Industries organization was formed in 2010 by bringing together several groups, some of them long-time parts of Alcatel-Lucent, some more recently acquired. One of the recent acquisitions was Genesys, a California-based company that focused on the customer interaction space. With more than 4,000 customers of its own, Genesys was a true innovator within the contact center industry for more than 15 years.

When Alcatel-Lucent Genesys' leaders started planning their important Release 8.0, they recognized that the legacy tool, Doors, they had been using for requirements management wouldn't be adequate. Users were dissatisfied with its lack of flexibility, among other issues.

- **Solution**

Accept360™ Requirements provide a single source of truth for product development efforts, dynamically linking strategic objectives to execution

- **Results & Benefits**

Transformed the way teams work; providing transparency and rigor to requirements management; enabling improved management of scope, schedule and cost; and providing a powerful “common language” that unified diverse groups that are building increasingly sophisticated solutions for the company’s customers.

“I know for sure that we are much better on managing execution since we adopted Accept360. We’ve seen improvements over the years on managing scope, schedule and cost and we have opportunities to improve it even more.”

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More critically, Alcatel-Lucent Genesys was moving from a group of products to a true solution, with features that span across the entire suite. They needed a way to manage complex solution-level requirements with all their interdependencies, while at the same time tightening the alignment of requirements with overall corporate strategy.

Solution

They found that comprehensive solution in Accept360. Guillaume Lardeux, vice president for operations and quality in the Applications Software Group of the Alcatel-Lucent Enterprise and Strategic Industries organization, recalls that initial Genesys implementation. “The primary objective at the time was to provide more transparency, increase collaboration, drive innovation, and align what we deliver with the strategy of the company,” he says. “It proved to be the right platform to support us in moving from products to solutions.”

Earlier, Genesys found its product planning process to be slow and difficult to replicate from release to release. Accept360 Requirements provides a single system of record that contains all the planning data across multiple products for a multi-year, multi-phase program. This enables a consistent, repeatable, and predictable process across multiple functions for new product definition and development.

Visibility and transparency are key to the process. For example, personalized views and dashboards allow the product management team to see who requested each requirement and why, and – critically – how it is linked to corporate, product, and release strategy.

Accept360 Requirements enables them to tie any requirement directly to underlying data on market research, customers, and competitors, and to weigh every requirement in terms of importance, window of opportunity, and revenue.

Alcatel-Lucent’s users like Accept360 because it’s easy to use, making it easy to foster better collaboration around the product requirements process.

“We have achieved the objective we set for ourselves when we adopted Accept360: having a common repository, increasing transparency and access to the information between various groups, whether it’s product marketing, product management or R&D,” says Lardeux. “We have also made a lot of progress in linking strategic goals to execution.”

Lardeux sees Accept360 as much more than a planning application or a requirements solution. “We’ve been able to transform the way we work,” he says. “Accept360 allows us to execute on complex cross-product features that are extremely difficult to define and manage during a product’s life cycle.”

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Results & Benefits

The initial deployment of Accept360 Requirements has been very successful, according to Lardeux. There are approximately 500 users in his group, with more joining regularly. “I know for sure that we are much better on managing execution since we adopted Accept360,” he says. “We’ve seen improvements over the years on managing scope, schedule and cost and we have opportunities to improve it even more.”

“The ‘360’ part of Accept’s name resonates most with me,” Lardeux adds. “You get a better view of your requirements, your roadmap. It brings visibility and transparency; it allows better communications, better collaboration, and therefore it drives increased efficiency.”

This is critical to the future success of the Alcatel-Lucent Enterprise and Strategic Industries group as it works to integrate its disparate teams into a unified whole. Distributed geographically and coming from different business cultures, they cannot collaborate effectively without a common language. Accept360 is providing that common language, as it has now been adopted across groups in the consolidated organization.

The robust scalability of Accept360 is part of the reason for its wider deployment. The Software as a Service (SaaS) model of Accept360 gives all users the same up-to-date interface and frees their internal teams from the work involved in supporting on-premise installations.

The consolidation of software groups within Alcatel-Lucent comes with a strategic imperative around an initiative called applications enablement, aimed at allowing the company’s partners and customers to build custom applications to run on top of Alcatel-Lucent’s intelligent network. This requires providing those business partners and customers with APIs and interfaces that allow them to deliver key applications to their customers.

This strategy demands comprehensive support for end-to-end product management. Accept360 gives Alcatel-Lucent the option to add additional, fully integrated capabilities, such as support for Agile software development, and the power to reevaluate portfolio decisions regularly, and with ease.

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There’s little doubt that understanding customer interactions, and optimizing them, is going to be even more important to businesses in years to come. That’s why the future for this segment of Alcatel-Lucent’s business has such positive potential. And they’re using Accept360 to help realize that potential.



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About Accept Corporation Accept Corporation delivers The Product Innovation Management solution that technology-driven companies use to decide which products to bring to market for the fastest time-to-profit. The Accept360 Suite is the only complete end-to-end software solution that tightly links company and product strategy through ideation, portfolio planning, roadmaps, requirements and execution. For more information, visit www.accept360.com or call us at +1.866.423.8376

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