Alcatel·Lucent

Public SIP trunking interworking tests

Business and Marketing questionnaire

OmniPCX Office
OmniPCX Enterprise

Ed02
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History

Revision	Date Published	Authors	Reason for Revision
1	2006	Mkt	Creation
1_al	March, 2007	Mkt	Update for Alcatel-Lucent naming No modification of the contents
2	May, 2008	Mkt	- add chapter for project identification - same questionnaire for SMB (OXO) and LME (OXE) - content and layout improvement

Abbreviations

- ALU   Alcatel-Lucent
- BP   Business Partner
- LME   Large and Medium Enterprise
- OXE   OmniPCX Enterprise
- OXO   OmniPCX Office
- SBC   Session Border Controller
- SIP   Session Initiation Protocol
- SMB   Small and Medium Business
- URL   Uniform Resource Locator

1. General information

In order to better understand and prepare SIP inter-working tests with the SIP provider, thank you to answer the few questions below related to the commercial offer, the business model and the value propositions of the SIP provider. Feel free to ignore some questions if you consider that the related information is confidential.

This document must be filled-in with/by the Alcatel-Lucent representative

Date (dd/mm/yy)	
SIP provider name	
Country	
Alcatel-Lucent products involved (OXO only, OXE only, OXO+OXE)	
Alcatel-Lucent contact name	

2. The offer to the final customer

What are the services available in the SIP provider offer : telephony services, voice mails, portal of services, QoS, Internet access, FMC (fixed mobile convergence) offer, etc… ?	
What is the bandwidth proposed to the final customer (bandwidth or number of IP channels or equivalent number of B channels) ?	
What is the process for a customer to subscribe/register to a SIP network access ? (through a Business Partner or directly to the SIP provider)	
What are the prices of the commercial offer ? Is there a public price list/datasheet ? If yes, please join a copy.	

3. Commercial availability

Has the SIP provider deployed a commercial offer to enterprises ? For how long ?	
If not when is it planned to be available ?	
Have inter-operability tests already taken place with other vendors of enterprise communication systems ? How many?	
How many SIP customers have already been deployed ? How many do you plan/expect to deploy in the next or mid-term future ?	

4. Geographical availability

Is the SIP access commercial offer available on a local / regional / national basis ?	
Is it planned to extend the geographical coverage ? in what time-frame ?	

5. Value proposition

What is the value proposition that is pushed to the enterprise ? What benefits are put forward ?	
What market segment does the SIP provider target ? (small, mid, large)	
What is their sales organization to address these segments?	
What is the go-to-market of the SIP provider : only selling SIP accesses ? Is the SIP provider also interested in pushing the IP-PBX together with its own SIP accesses ?	
Has the SIP provider partnerships with some Business Partners to deploy and promote his offer ?	
In the case of partnership with Business Partners to sell and deploy the offer, what is the compensation plan for the partners (margin, revenue per sale on average)	

6. Our relationship with the SIP provider

What commercial relationship / partnership have we put in place (is business model defined ?)	
What is the revenue target for Alcatel in this partnership ? Over what period of time?	
What is the launch plan (co-marketing activities, training, communication plan, to whom, ……) and timing?	

End of document

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