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## Lucent Market Assessment

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Picture by Susie Eustis

### **MOUNTAINS OF OPPORTUNITY**

## **LUCENT**

**LEADS TELECOMMUNICATIONS MARKETS**

**DARK CLOUDS OVER EXISTING MARKETS**

**POSITIONS TO PARTICIPATE IN HIGH GROWTH SEGMENTS**

**POSITIONS TO TAKE ADVANTAGE OF INTERNET OPPORTUNITIES**

## BLUE SKY IN THE FOREGROUND

WinterGreen Research, Inc.

Lexington, Massachusetts

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LUCENT LEADS TELECOMMUNICATIONS  
MARKETS, POSITIONS TO PARTICIPATE IN HIGH  
GROWTH SEGMENTS MARKET STRATEGIES  
FORECASTS TO 2005

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### CHECK OUT THESE KEY TOPICS

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*TELECOMMUNICATION INDUSTRY RESTRUCTURING*

Lucent Market Strategies

Lucent Reinvents Itself

## Lucent Market Growth Opportunities

**Lucent Technologies Positioned As Primary Supplier**

***-WORLDWIDE TELECOMMUNICATIONS EQUIPMENT MARKET FORECASTS***

***WORLDWIDE MARKET SHARES***

***CIRCUIT SWITCHES***

***PBX***

***DIGITAL LOOP CARRIER***

**Fiber Optic And Transmission Equipment**

**High Capacity Synchronous Optical Transport**

### **REPORT METHODOLOGY**

This is the Forty First report in a series of market research reports that provide forecasts in communications, telecommunications, the internet, computer, software, and telephone equipment. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participation in the segment. market share analysis includes conversations with marketing directors, distributors, leading market participants, and companies seeking to develop measurable market share. Over 200 in depth interviews are conducted for each report with a broad range of key participants and opinion leaders in the market segment.

# **LUCENT IS A LEADER IN DEVELOPING THE FUTURE OF WORLDWIDE TELECOMMUNICATIONS EQUIPMENT**

## **YOU MUST HAVE THIS STUDY**

### **LUCENT EXECUTIVE SUMMARY**

#### **ES. Lucent Executive Summary**

**Carrier Competitive Forces**

**Carrier Customer Demands**

**Core Switching Solutions**

**Lucent Wavestar™ LambdaRouter**

**Redefining Network Configuration**

**Lucent Leads Telecommunications Markets**

**Optical Switch Positioning**

### **TELECOMMUNICATIONS MARKET DESCRIPTION**

- 1.1 Rapid Change**
- 1.2 Lucent Strategy**
- 1.3 Lucent Reorganization**
- 1.4 Market Dynamics**
- 1.5 Core Networks**
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- 1.7 Dependence On New Product Development**
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## **ABOUT THE COMPANY**

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, and advanced computer technology. Industry reports focus on opportunities that will expand existing markets or develop major new markets. The reports assess new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

## **ABOUT THE PRINCIPAL AUTHORS**

**Ellen T. Curtiss**, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets and the Top Ten Telecommunications market analysis and forecasts.

**Susan Eustis**, President, co-founder of WinterGreen Research, has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, Internet equipment, a study of Internet Equipment, Worldwide Telecommunicaitons Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, and Application Integration markets. Ms. Eustis is a graduate of Barnard College.

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