

Alcatel-Lucent

Global telecommunication vendor uses the Adobe® Flash® Platform to leverage social media as a powerful business-to-business marketing strategy



Alcatel-Lucent

www.alcatel-lucent.com/lte

LTE Buzz

<http://lte.alcatel-lucent.com/index.php/pages/buzz>

In partnership with

MAARK

www.maark.com

Industry

Telecommunications

Challenges

- Integrate social media into business-to-business marketing
- Establish thought leadership in a nascent market

Solution

- Social media content aggregator
- Rich Internet application

Alcatel-Lucent is breaking new ground using the Adobe Flash Platform and Adobe ColdFusion to bring all 4G LTE industry news, information, and conversation from the web to the industry's desktops worldwide.

Results

- Outpaced download expectations with thousands of subscribers and hundreds of open work sessions per week
- Achieved industry-first tactic in business-to-business marketing
- Created continuously connected capabilities to filtered content as soon as it is available
- Connected with highly engaged community of interest

Fresh approach to gaining mindshare

As mobile technologies continue to evolve, organizations jockey for leadership position. White papers, websites, and other traditional business-to-business marketing outreach efforts too often compete for attention in the clutter of electronic delivery. The marketing team at Alcatel-Lucent is establishing the firm as the leader in Long Term Evolution (LTE) and is using the Adobe Flash Platform to help capture the attention of the world's wireless service providers and industry influencers.

The team asked itself a series of tough questions. As online information delivery moves away from pages and more towards information streams, how can we use this trend to deliver content to the right audience from one convenient place? How do we make social media relevant in business-to-business marketing? And how do we prove ourselves as thought leaders in a way that will differentiate Alcatel-Lucent?

Tara Tranguch, LTE solution marketing manager at Alcatel-Lucent, says that customers are overloaded by content and want to make decisions based on relevant and unbiased information. They want to know what is going on in international markets; they want analysis and opinion; they want to easily consume the latest research and development information from all companies and all sources. Alcatel-Lucent used Web 2.0 tools to create a valuable service that would meet customer needs, and do it in a way that provided an engaging user experience.

The solution was developing and delivering a new content aggregation widget built and deployed on the Adobe Flash Platform. LTE Buzz scans online services and delivers all the relevant news, social conversations, bookmarks, and videos to a user's desktop in real time. It is a key resource for staying on top of the rapidly changing LTE market and for uncovering business strategies and opportunities as they unfold.

"Telling people you are best-in-class is not as effective as putting tools out there that demonstrate your leadership," says Tranguch. "The Adobe Flash Platform enabled us to demonstrate Alcatel-Lucent's foresight and influence in the LTE market in a way that illustrates we are innovators and thought leaders."

LTE Buzz is multidimensional—neutral content aggregated from around the web on one side and branded Alcatel-Lucent material on the other. It is an easy-to-use, fun desktop client application built with Adobe Flex® Builder™ that runs on Adobe AIR®. It grabs social and media content from around the web to bring keyword-relevance filtered content to the subscriber's desktop in real-time. Users can join conversations and organize content in many different ways including bookmarks, headlines, video, or shared streams. Alcatel-Lucent continuously updates keywords and renews RSS feeds to ensure that the content streams remain relevant and fresh.

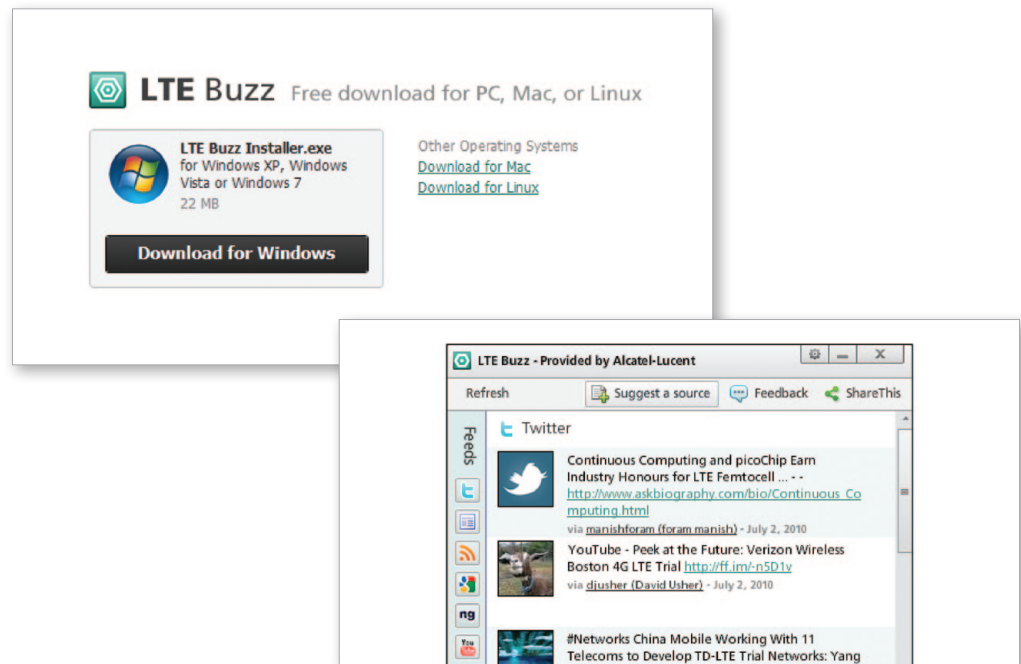
Users can flip to the back side of the widget where the content authored by Alcatel-Lucent is available. From there, users are also directed to the Alcatel-Lucent LTE website.

Deriving benefits

Alcatel-Lucent broke new marketing ground with this project. The firm made a decision to simply approach the topic of LTE from an agnostic viewpoint and let the market drive the content.

Competitors were not doing anything like this, nor had Alcatel-Lucent incorporated social media into its outbound marketing efforts yet on this scale. However, the marketing team forged ahead to launch the free subscription service in a way that fostered the company's brand without controlling the content on the widget.

Adobe Flash Platform enabled rapid development of Alcatel-Lucent's desktop application that scans and pulls LTE information from the web as well as provides access to captured data when not online using Adobe AIR.



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LTE solution marketing manager,
Alcatel-Lucent

The risk was worth it. Thousands of users have already downloaded the application and hundreds of sessions are open each week. During the first year of operation reports show that more than 60% of LTE Buzz subscribers use the widget on a daily basis and many users opt to keep the widget continuously running in the background.

"There was never a question that we needed to tap into the potential of social media, it was only a matter of finding the best way to implement the strategy," says Tranguch. "The Adobe Flash Platform provided Alcatel-Lucent with the means to grab mindshare inside a great user experience." With limited promotion, the widget spread virally—immediately proving how the positive aspects of social media add value to a successful business-to-business marketing plan.

Developing for real time

To bring this concept to life, Alcatel-Lucent turned to the user experience designers and developers at MAARK, a business-to-business strategic and digital marketing agency. The MAARK team suggested using the Adobe Flash Platform because it provides the best-in-class rich Internet experience the client sought. It would also enable rapid development of a lightweight desktop application that could scan and pull from the web as well as provide access to captured data when not online—a combination unavailable on any other platform.

"The Adobe Flash Platform is the ultimate in rich Internet application (RIA) technology, and we needed to produce an experience-driven widget. The choice for us was clear," says Michael Colombo, partner and CEO at MAARK.

By using Adobe Flex Builder to create the widget and deploying it as an Adobe AIR application, the team knew they could rapidly produce a widget that would quickly capture LTE information and bring it forward to Alcatel-Lucent's audiences. Adobe ColdFusion® runs in the background of the AIR application, managing Adobe Flash Remoting Services. The system ties seamlessly with underlying Oracle databases.

"With Adobe technologies we were able to create a cross-operating system desktop application in weeks rather than months. And now we have a code base that we can much more easily leverage when bringing the application to the browser and to mobile devices."

The front- and back-end interfaces were created using Flex Builder and Flash Builder. The design work, and in particular the LTE Buzz iconography, was done using tools in Adobe Creative Suite® 4 Master Collection which, according to Colombo, "is on everyone's computer."

Using the Adobe Flash Platform and Adobe ColdFusion server technology, Alcatel-Lucent is helping educate and inform the broadband market on the latest LTE news and events.



Systems at a glance

• Adobe Flash Platform. Components used include:

Adobe Flash Builder™

Adobe Flex Builder™

Flex

Adobe AIR

• Adobe ColdFusion®

• Adobe ColdFusion Builder™

• Adobe Creative Suite 4 Master Collection

On the server side, the team used Adobe ColdFusion Builder software, a highly customizable, Eclipse-based IDE. Colombo's view is that the Adobe Flash remoting protocol built into ColdFusion 9 is the fastest on the market in terms of web services data transfer. "We often deploy ColdFusion as a middle tier between business logic and web services on the back end and the presentation layer on the front end. The ready-made hooks make things happen very quickly," he says. Moving forward, the MAARK development team envisions that Adobe AIR 2 will be relevant as the LTE Buzz widget moves to the mobile arena.

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"Alcatel-Lucent is using Adobe technology to integrate and enhance social media into the firm's business-to-business marketing strategy," says Tranguch. "We are providing our customers and the entire industry with an information service to help them make timely, accurate decisions."

For more information

www.adobe.com/flashplatform

www.adobe.com/resources/business/rich_internet_apps



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