



Freund Associates
Technical Communication

Lucent Technologies Outsources Marketing Communications, Speeds Time to Market

A Case Study



Lucent Technologies
Bell Labs Innovations

LUCENT TECHNOLOGIES INC., a telecommunications equipment manufacturer founded in 1996 as a spinoff of AT&T Network Systems, was the “darling” of the investment community as its stock soared on the wings of Bell Labs patents (thousands of them) and hundreds of products. Since its initial public offering in 1996, Lucent stock had increased 11 times its original value, or 1,100 percent, by the end of 1999. It had surpassed AT&T to become the United States’ most widely held stock, with 4.6 million shareholders. In 2006, facing an industry with intense competition and consolidation, Lucent Technologies in New Jersey and Alcatel in France merged to form Alcatel-Lucent (www.alcatel-lucent.com), the world’s first truly global communications solutions provider.

The Challenge

Developing Copy for a Massive Product Line

In 1997, with hundreds of new products to launch or rebrand—ranging from fiber optic cables, control panels, telecom cabinets, and networking plugs, to network software solutions—the company needed to find a way to get massive amounts of copy written quickly and efficiently. Margaret Sapalio, who was a Marketing Communications Manager and member of Lucent’s in-house marketing group at the time, needed to create an integrated marketing campaign for several product lines, all with limited resources, limited time, and a limited budget.

“We had all of these business units, each of which had unique products and services that we needed to promote. Even though some of the products had been available for a while, we had to reposition and brand ourselves in a new way because we would be selling to new customers,” said Sapalio. “Each unit had its own idea of how it wanted to promote its services, and we had to adhere to new corporate guidelines and style standards. It was simply overwhelming.”

The Solution

Outsourcing to Freund Associates

One call to a professional technical communication firm got the ball rolling. Freund Associates had a wealth of experience writing about telecommunications products, deep staffing to handle multiple projects simultaneously, and the creativity to integrate Lucent’s multiple branding messages while adhering to its new corporate guidelines.

Beginning with product information and technical data as source material and an internal “marketing brief” that detailed purpose, benefits, and intended audience for each product, Freund Associates translated very technical subject matter into copy that was compelling and not “overly technical.” According to Sapalio, “Copy was written for a general, college-educated audience, some of whom were engineers, CEOs, CIOs, or other decision makers. Freund Associates’ material would always come back to us very clear and easy to read.”

Furthermore, Freund Associates was able to manage the entire writing-to-review-to-delivery process quickly—handling as many as 15 projects per week (90% of the company’s total



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marketing communications)—while preparing for the next project, be it a brochure, a product information sheet, a sales catalogue, or scripts for tradeshow staff.

The Result

Reduced Time to Market, Increased Sales

Freund Associates helped drive Lucent’s solutions by creating brand awareness, reinforcing customer preference for hundreds of products and services. Because Freund Associates maintained close con-

tact and cooperation with Lucent’s marketing managers, and adhered to their tight schedules and budgets, Lucent’s products could be brought to market faster. Concise, easy to read, and high-quality writing allowed Lucent’s customers to differentiate features and benefits from Lucent’s competitors and ultimately, make an educated purchase.

“The real value added was how Freund Associates integrated various messages from unique business groups into more of a solution while working with our new standards and

guidelines,” said Sapalio. “This helped Lucent sell more products and more services.”

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– Margaret Sapalio
Former Marketing Communications Manager



Benefits to Lucent Technologies

- **Single Point of Contact**
One call to Freund Associates gave Lucent access to an entire team of technical writers, most of whom had telecom writing experience.
- **Reduced Time to Market**
Deep staffing enabled copy for multiple products to be written simultaneously, thereby reducing time to market.
- **Consistency**
All deliverables adhered to Lucent’s new corporate standards and style guidelines.
- **Clarity**
Copy was persuasive, understandable, and easy to read.

About Freund Associates Technical Communication

Freund Associates is a full-service communication firm specializing in technical and medical writing for business and industry. Founded in 1996 and located in northern New Jersey, Freund Associates is a certified woman-owned business that provides a tightly organized team of medical and technical writers, editors, graphic designers, new media specialists, engineers, and project managers to serve clients anywhere in the United States.

► **For more information visit:**
www.freundassociates.com,
or call 201-512-0022.