

Small Business. Big Impact.

Customer satisfaction is what SMB is all about.



Customer experience is the #1 key differentiator

Everything is going digital.

Today, **“customer experience”** is the key differentiator to retaining customers and attracting new ones. Consequently, delivering a **superior DIGITAL customer experience** represents an opportunity to take customer satisfaction to the next level.

Worldwide SMB IT spending will grow 4.5% in 2018 (IDC)

It's true that SMBs are increasing their investments to have that a BIG IMPACT in the digital world.

Top 4 SMB IT spending priorities in 2018: (TechAisle)



SMBs are getting ready to provide their teams with the best tools for communicating, collaborating and sharing with customers while providing them with a higher level of service.

The Cloud to boost mobility, managed services and collaboration



Mobility

50% of SMBs worldwide will have **mobile worker support** in place by the end of 2018 (IDC).

Teams are becoming increasingly mobile.

The **Cloud** enables sales reps and field engineers to get the same experience they have at their desks from their laptop or smartphone so they can serve customers wherever they are.

Managed Services

Business owners want to have access to the **latest technology** and benefit from experts who can remediate issues, including **cyber-security** attacks.

In [Ponemon](#) survey 61% of SMB respondents say they have experienced cyber-attacks.

The **Cloud** enables managed service providers to daily monitor, upgrade and remediate.

Collaboration

Visual conversations make meetings shorter and decision-making faster.

The **Cloud** enables SMB workers to enjoy impactful meetings and interactions, allowing participants, at the office or remotely, to join, share screens and start audio or video calls in a few clicks.

Are you ready to delight your customers in this digital world? Choose Alcatel-Lucent OXO Connect Evolution

CLOUD-BASED COLLABORATION

Rainbow™

On-premises communications extended through the Cloud

OXO Connect Evolution

Scalable communications for up to 300 users

Video collaboration. Everywhere. Secure. Open to all.

LAN, WLAN, IP DECT
LAN switches, controller-less WLAN access points, IP DECT Base Station

BUSINESS COMMUNICATIONS
Business phones, business handsets, software phones, 24/7 virtual front door

High performance mobility
Operational simplicity

Stylish, robust design,
customer-focused experience

“Today, over 20 million small and medium business workers use Alcatel-Lucent Enterprise solutions to deliver an outstanding customer experience.”