

DIGITAL TV SUPPLIER IMPROVES COMMUNICATIONS



As part of the overhaul of its global communications network NDS were looking at ways of reducing its operational costs. A key area identified was the elimination of third-party conference call costs, valued at over 220,000 EURO per annum.

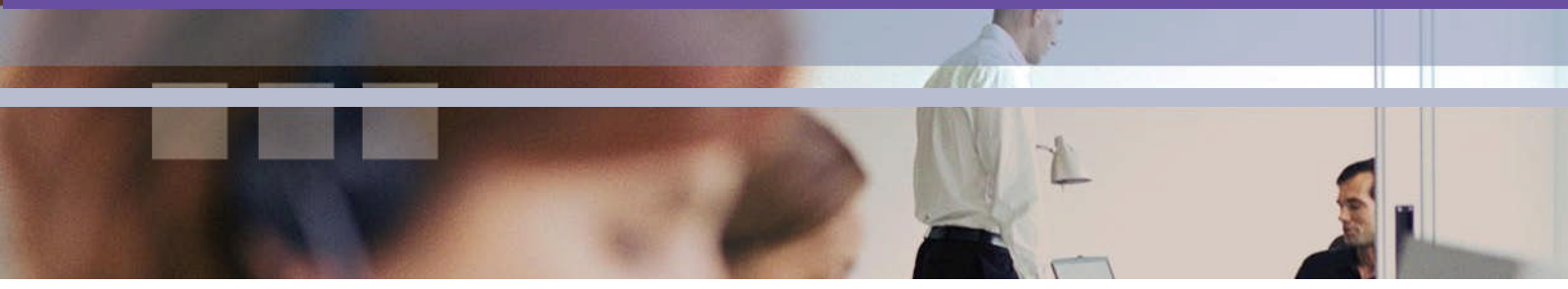
With the deployment of Alcatel-Lucent's unified communications solution My Teamwork across more than 20 sites worldwide this objective has been met.

In addition it will also improve the company's overall productivity, enabling better collaboration and greater efficiency between 3,000 users, to help drive co-working and provide a higher standard of customer service.

NDS enables broadcasters, network TV operators and content providers to benefit from the deployment of digital TV technologies. Its customers include BSkyB, DIRECTV, SkyItalia and many others. NDS opted for Alcatel-Lucent based on the functionality of My Teamwork, as well as the migration path Alcatel-Lucent offered towards IP telephony

"Very high conferencing and international call costs, between NDS sites and to our customers, meant our previous telephony systems did not offer enough flexibility to make any of the cost and productivity improvements necessary to achieve our business objectives," said Martin Smale, IT Director at NDS-UK. "Thanks to the Alcatel-Lucent installation, we're able to interact more effectively between global sites, giving us the much needed productivity boost. On top of this, we've been able to reduce costs immediately without compromising the security of our network."

Alcatel-Lucent My Teamwork provides real-time multimedia conferencing, secure instant messaging and application sharing for 3,000 NDS employees, while integrating fully with the Alcatel-Lucent OmniPCX Enterprise, to ensure ease-of-deployment across all sites.



Alcatel-Lucent My Teamwork is accessed via a simple web browser, with no need to download applications onto users' PCs. NextiraOne will also be helping NDS migrate to a complete Alcatel-Lucent IP telephony solution in the near future.

“Global corporations rely on conferencing technology to communicate effectively and improve productivity,” said Steven Skakel, managing director of NextiraOne UK. “Being able to boost conferencing performance while at the same time cutting out cost makes perfect business sense.”

“Improving customer service and internal efficiency are now the key drivers behind IP telephony uptake, and consequently, My Teamwork is proving to be a key differentiator for Alcatel-Lucent when selling to organisations of all sizes,” said Graeme Allan, VP Enterprise Sales, Alcatel-Lucent.

“Irrespective of the number of sites and users, this collaboration tool is helping companies like NDS to improve the way in which their employees communicate, both with one another and with their customers.”

“ we’ve been able to reduce costs immediately without compromising the security of our network ” - Martin Smale, IT Director at NDS-UK

About My Teamwork

My Teamwork is a premise-based, multimedia communication solution with full-feature access from a single software-based server. Powered by SIP to the core architecture, My Teamwork supports the Alcatel-Lucent OmniPCX Enterprise product line and other vendors' IP- and TDM-based telephony platforms. My Teamwork can be deployed on the customer premise for large and small businesses alike, as a managed service, or within the carrier infrastructure. As a pure software solution that runs on commodity hardware servers, My Teamwork guarantees enterprises investment protection by removing the initial and ongoing expenses associated with proprietary hardware-based products. With a software-based licensing model, upgrades and additional capacity are completed in minutes without the need for purchasing additional hardware.

Furthermore due to its flexible scalability, My Teamwork meets the needs of small businesses, very large enterprises, and service providers. With thousands of enterprise users around the world at Fortune 100 and 500 companies, My Teamwork is sold both as a standalone product and as part of Alcatel-Lucent's OmniTouch Unified Communications product suite.

About NDS

NDS Group plc (NASDAQ / Euronext Brussels: NNDS), a News Corporation company, secures and enables content anytime, anywhere on any device. See <http://www.nds.com> for more information about NDS.

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) provides solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users. As a leader in fixed, mobile and converged broadband networking, IP technologies, applications, and services, Alcatel-Lucent offers the end-to-end solutions that enable compelling communications services for people at home, at work and on the move. With 79,000 employees and operations in more than 130 countries, Alcatel-Lucent is a local partner with global reach. The company has the most experienced global services team in the industry, and one of the largest research, technology and innovation organisations in the telecommunications industry. Alcatel-Lucent achieved proforma combined revenues of Euro 18.6 billion in 2005, and is incorporated in France, with executive offices located in Paris.

For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com/>