ALCATEL-LUCENT DIGITAL BRIDGE INITIATIVE

Thierry ALBRAND, Vice President Digital Bridge
Usage is the Key enabler

... to demonstrate the viability of investment

USAGE

Revenues

Services

Traffic

Network Capacity

Investment Capability

Funding

... and attract potential investors
Digital Bridge Initiative
A new development model based on ICT

Cost-Effective communication infrastructure

Demand for Telecom Services

Need for Information

Distance, Illiteracy,...

Poverty

Public Funding

Private Funding

Educational Development

Healthcare

Governance

Rural stability

Social Development

Effective Market Place

Time & Expense saving

Job creation

Economic Development

Transparent
A win-win Model - Key Success Factors

1. International and National **Political Willingness** to develop ICT-based Programs

2. Clarification of Telecom **Regulatory Environment**, including support of **Universal Access** effort

3. Encouragement of local **Entrepreneurship** and private community Funding

4. Close Partnerships with **local players**

   + a spark to start the engine: **initial funding** for initiatives and pilot projects
Improving coffee traceability within isolated area in Cap Rouge, Haïti

Partnership with Malongo, University of Nice and Comcel to offer high speed Internet access to fair trade coffee producers to improve traceability of the coffee from the small producer in Cap Rouge (Haïti) to the final consumer.

Objectives for the producers and their cooperatives:
- Inaugurated in March 2008

- monitor the traceability of their fair trade labelled production
- sell their coffee on optimum terms by reducing the number of intermediaries
- training in information technology
- pioneer a range of innovative services in agricultural telecenters to serve education, health, e-government and ecotourism

3 schools and a health center connected

WiMAX Antenna & BTS
Broadband access for deprived people in Madagascar

Partnership with ATD Fourth World and Data Telecom Service to offer high speed Internet access to deprived people in Antananarivo

Objectives

- Establishing IT discovery and training programs for young people (16-25 years old) in very deprived areas
- Creating a craft cooperative with adults producing products for the home market (peanut oil, wooden furniture, etc.) and using the Internet to sell embroidery work and woven cloth to export markets

Inaugurated in Oct. 2007 for DSL
Pésinet: Fighting infant mortality in Mali

Inaugurated in May 2007

Weight Data

Alerts

Internet

Sick children for Medical Visit

Weight & Collection Alerts

Visits
e-trade
A virtual market place

Professional tool to manage Food price on real time

Price consultation by farmers

Price collection in town’s markets

“The cost of the service is quickly paid back by the increase of producers’ margins”
Alcatel-Lucent Partnership Centers
Incubation of innovative local Value added services

Local inventors

Local Needs

Tunis 2003

Cairo 2005

Other centers to come

Telcos & Service Providers

Incubator, catalyst....

... locally-tailored solutions
For more information please consult our dedicated page

http://www.alcatel-lucent.com/digitalbridge

Or contact

thierry.albrand@alcatel-lucent.fr
souheil.marine@alcatel-lucent.fr