

THE HEADLINER

Lucent Technologies
Bell Labs Innovations



Omaha Works

March 1997



Photo by Linda Ryan

Making safety sense makes them winners

Sue McClellan (left) and Paulette Mullen know that not only does safety make sense, it also makes them prize winners when they correctly answer a safety-related question as part of SAFETY MAKES SENSE, a 12-week awareness contest sponsored by the Omaha Works' Union/Management Safety Committee. As early winners in the contest, each could choose one of three prizes: A "great outdoors" kit, a fire extinguisher or a first-aid kit. For the names of more contest winners, see the article on Page 2.

Omaha gets with the program

Move fast with Cheetah!

We have something you won't find at the Henry Doorly Zoo: A cheetah. Not the sleek, spotted feline kind known for its phenomenal running speed, but Cheetah—the Cheetah Program.

A good short definition of the Cheetah Program can be stated in two words:

MOVE FAST! It is a program that

Lucent's Network Systems (NS) has

initiated to ensure our success

by improving efficiency, speed, profitability and customer satisfaction. The plan is to

surpass our competitors (many of whom have already begun similar programs) by moving NS and Lucent from a survival mode in the marketplace to marketplace leader.

How? Like its namesake, Cheetah is speedy and flawless in its execution of "quote to cash" actions—from the time we receive a customer order to when we collect the "cash" that keeps the business running.

These "quote to cash" actions, identified as five key focus areas or projects, essentially will simplify the product lines we offer our customers and greatly reduce intervals. By aligning our capabilities with customer expectations, we will not only satisfy customer needs but also considerably improve our bottom line. All through speedy, flawless execution.

As operations officially begin at our new Global Provisioning Center (GPC) facility this month

(Continued on Page 6)

Initial winners named in 12-week safety contest

Some time, some place, someone's going to come up to you and ask you a common-sense question about safety. What are you going to say?

Preferably the right answer, so you can become a winner in the 12-week-long SAFETY MAKES SENSE contest which began Feb. 24, 1997. Sponsored by the Omaha Works' Union/Management Safety Committee to increase safety awareness, a total of 72 prizes will be awarded. Each winner—six named per week—selects one prize from a choice of three: A fire extinguisher, a first-aid kit or a "great outdoors" kit. Prizes are now on display in the main cafeteria.

All Works' employees are potential contestants, but be sure you're wearing proper safety gear as required (safety glasses and side shields, gloves, etc.), or you will be disqualified if a contest representative comes to ask you a question.

The following employees did and said the right thing when a rep called on them. They are winners in the contest's first four weeks:



**SAFETY
MAKES
SENSE**

Week 1: Richard Hopkins, Eugene Bowman, Terrie Wright, Thomas Feuquay, Susan McClellan and Lovell Jordan.

Week 2: Fred Cappello, Ruby Stennis, Barry O'Donnell, Peter Knowles, Robert O'Connell and Craig Nielsen.

Week 3: Walter Ruff Jr., Raymond Sempek, Jerrie Hamlet, Vernon Ballard, Peter Saltzman and Donald

McGrath.

Week 4: Bryan Wilkie, Paulette Mullen, Joseph Skupa, Richard Wheeler, Dale Wineinger and Susan Douglass.

Matching Gifts phone number to be announced

The AT&T Matching Gifts Program phone number Lucent employees have been using to request that the company match their cultural- and educational-directed monetary donations is now accepting calls **only** from AT&T employees.

A new Matching Gifts toll-free phone number for the Lucent Foundation has not yet been made available, but the number is expected to be announced early in April 1997.

There are no forms to request

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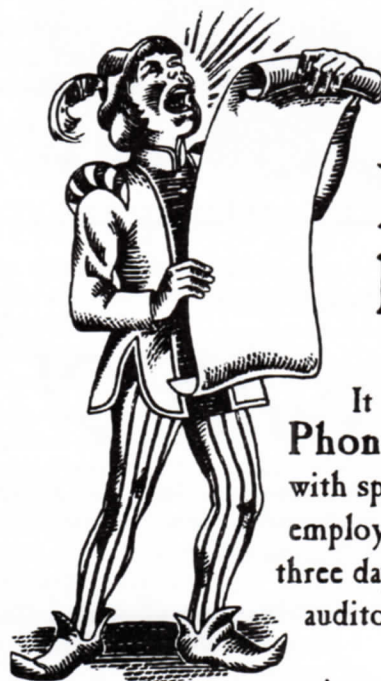
THE HEADLINER

The Headliner is an internal publication of the Omaha Works, produced monthly by the public relations department and printed by the Works print shop.

Your comments and suggestions are welcome and should be directed to:

Linda Ryan, Editor
Ext. 3795

The next issue will be published on April 16, 1997. All news items should be in to the PR office by no later than 9 a.m. Monday, March 31, 1997.



Hear ye, hear ye!

It is hereby decreed that a **Phone & Accessories Sale**, with special discounts for Lucent employees, shall be conducted for three days in the Omaha Works' auditorium for all shifts:

April 28, 29 & 30

Further notice of times and details shall be proclaimed later throughout the kingdom.

NEWS IN BRIEF

(Continued from previous page) matching funds. All requests will be handled by telephone and employees will receive verification by mail if their donations are matched.

Until the new Lucent Matching Gifts phone number is available, employees should keep record of their donations. All donations which qualify for matching gifts that were made since Jan. 1, 1997, will be reviewed.

However, employees requesting matching funds must be able to provide the dates, amounts of their checks, and zipcodes of gift recipients.

Eastertime food drive benefits local food bank

The Pioneers' recent food drive, one of two conducted annually, collected more than \$2,000 in

monetary donations. In addition, some 100 pounds of non-perishable food goods were collected at bins placed at plant entrances.

The money will be used to buy meat products. The meat and the non-perishable goods were to be delivered to the Greater Omaha Food Bank in time for Easter.

Drive organizers Dennis Karloff and Bonnie Stuto extend their thanks to everyone who made donations.

Women sign up for Tuesday golf

Registrations are now being taken for the Tuesday Evening Women's Golf League. Play begins April 29, 1997, at Eagle Run Golf Course, 132nd and Maple streets. Tee-off time is 5 p.m.

A season membership costs \$10, and weekly course fees are \$8.50. The league is open to employees or

employee spouses, as well as daughters or immediate family members who are at least 15 years old.

The deadline to sign up is April 22. Signup forms are available in the main cafeteria and at plant entrances, or by calling Judy Stroy, Ext. 3736.

Allen is promoted in payroll group

Dan Allen, formerly accounting and payroll supervisor, has been promoted to general accounting and payroll manager. His promotion was effective March 1, 1997.

In his new position, Allen will continue to be responsible for manufacturing results and financial systems, business planning, capital/plant and expense accounting, payroll and storeroom accounting.

In addition, he will oversee the accounting process for the new Omaha Global Provisioning Center (GPC).



Dan Allen

The time's right for some to retire

In the springtime, cranes come back to the Sandhills, golfers get reacquainted with sand traps, and a good number of Works employees decide that instead of working for a living they'd rather live it up as retirees.

The following employees recently announced their retirements from the Works. The date a retirement becomes effective is given first, with service years following each name:

- 2/10—Jolene Possinger, 30.
- 2/10—Louis Gasper, 33.
- 2/10—Elizabeth Rowland, 31.
- 2/10—Opal Jarrett, 32.
- 2/10—Janet Canterbury, 36.
- 2/10—Algis Praitis, 31.
- 2/14—Carole Will, 34.
- 2/19—Ronald Barrett, 27.
- 2/28—Carl Kinney, 27.

(Continued on next page)



Photo by Steve Miller

Look! Up in the sky! It's a billboard that the Omaha Works is co-sponsoring in recognition of National Youth Art Month. You will find this colorful work by Beveridge Middle School student Laura Boryca on a billboard at 126th and Q streets (north side of Q Street, panel facing east). Organized as part of the Omaha Public Schools' Adopt-A-School Partnership Program, selected artwork from students in grades K-12 are featured on billboards throughout the city. Beveridge School is the Omaha Works' Adopt-A-School partner. Our co-sponsor for this billboard display, which can be seen through April 10, 1997, is Imperial Outdoor Advertising, Inc.

NEWS IN BRIEF

(Continued from previous page)

3/3—Frank Merrick, 37.
 3/3—Maxine Altic, 21.
 3/3—Norman Schuttler, 36.
 3/3—Kenneth Schmidt, 31.
 3/3—Harvey Kriz, 44.
 3/3—Joan Wells, 30.
 3/3—William Burk, 37.
 3/4—Nera Milius, 36.
 3/4—Robert Carter, 40.
 3/4—Clarence Bogenrief, 21.
 3/5—Tom Rickard, 38.
 3/5—Richard Ciecko, 44.
 3/5—Glenn Andersen, 40.
 3/5—Virgil Janecek, 44.
 3/7—Frank Holecek, 38.
 3/7—Nancy Latch, 25.
 3/7—Clement Denker, 32.
 3/10—Betty Honaker, 28.
 3/13—Mary Anderson, 28.
 3/13—Charles Holt, 31
 3/14—Victor Volkart, 31.

3/14—Donald Christiansen, 38.
 3/14—Chester Wagner, 47.
 3/14—Bennie Richardson, 22.
 3/17—Robert Jansen, 34.
 3/21—Josef Skubisz, 30.
 3/21—Alice Schiefelbein, 26.
 3/24—Harold Cook, 28.
 3/28—June Jaros, 32.
 3/28—Arlo Olsen, 36
 3/31—Marie Swan, 17.
 3/31—Eileen Ackerman, 21.

March service anniversaries

The following employees have been celebrating milestone service anniversaries (in five-year increments) during March. The anniversary date is given first, with service years after

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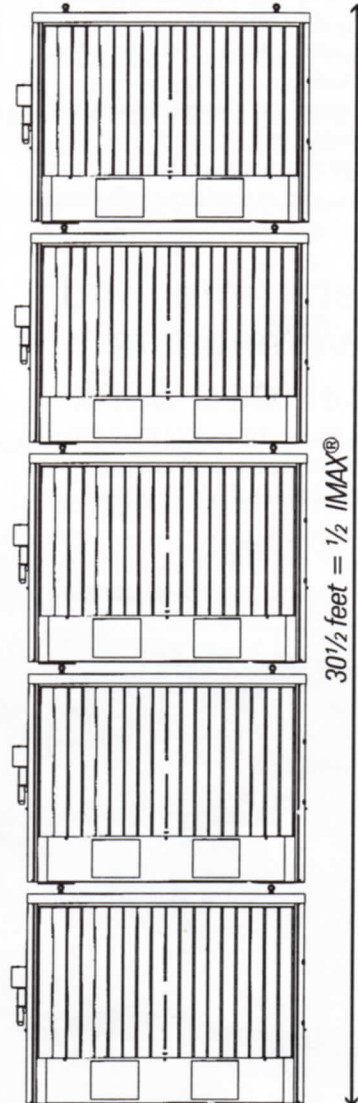


GET 'EM BEFORE THEY'RE EXTINCT!

The Heartland Council of the Pioneers has 32 out-of-service AT&T 6300 computers for sale. Each is loaded with DOS 3.3 and includes a dot matrix printer.* Your cost: \$85. Eligibility to buy a setup will be determined by drawing on April 15, 1997. If interested, fill out a form available in the main cafeteria or in the Pioneer office, or call Gordie Viner on Ext. 3486. Details and terms of sale are on the form.

*These PCs are about 10 years old and CANNOT run Windows or Windows application software.

How we stack up to the zoo's new IMAX® 3D screen.



Five 80D bulk power cabinets = 1/2 IMAX®

Get the whole picture!
 Buy a Henry Doorly Zoo family membership for just \$50 now through March 31.

(See your zoo rep or call Ext. 4904.)

NEWS IN BRIEF

(Continued from previous page)
the employee's name.

3/1—Jim Himes, 35.
3/4—Beverly Giles, 20; Joseph Ellis, 15; Kathleen Hughes, 35; Glenn Anderson, 40.
3/6—Forrestine Davis, 25; Stephen Costello, 35.
3/7—Tracy Voegeli, 15; George Huffaker, 10.
3/8—Catherine Lewis, 20.
3/10—Fred Harnish, 25.
3/11—Lloyd Reed, 40.
3/12—Chester Miszuk, 35; Ronald Neneman, 35.
3/14—Goodmond Danielsen, 15; Gregory Bubbett, 15.
3/15—Donald Knoell, 35.
3/16—Jay Preister, 10.
3/17—Douglas Ledbetter, 20.
3/18—Philip Filarecki, 15; Carol Agee, 15.
3/19—Edward Golda Jr., 35 years; Joel Hoff, 15; Kenneth Marvin, 15.
3/20—Judith Jurkovic, 30; Thomas Lichliter, 30; James Detwiler, 30; Dorothy Karis, 20.
3/22—Sandra Olsen, 15.
3/24—Barbara Lampkin, 30; Joyce

Alexander, 20.
3/25—Jerome McCreary, 40; Richard Sorensen, 40; Michael Bizal, 40; Christine Kreick, 15; Mark White, 15.
3/27—Richard Matiasek, 30; Lonnie House, 30; Willard Andrews, 35; Gary Pospisil, 35; Duane Linn, 30.
3/29—Ronald Vaughn, 25; Pamela Moreno, 30.

Product quality rates an 'A'

Quality Assurance has awarded the following IBUs the grade of "A" for their product quality achievements for the February 1997 rating period:

IBU C14—DSX; 11-type cable stubs; 300-type central office connectors; 78, 89 and 112 connector blocks.

IBU C15—110 patch panel assembly; 110 wiring blocks; 110 patch cords.

IBU C12—188, 189, 190, 300 building entrance protectors; screw-in

protector units.

IBU D19—710 connectors; N-type cable terminals.

IBU D17—76 and 108 terminal blocks; 40-, 42-, 841- and MSDT-type cabinets.

IBU D12—710, 788 and miscellaneous tools.

EW&C—Inside wire cable; plenum/LAN cable; switchboard/spec cable; coaxial cable.

Back in the states

Jay Carter, former copper apparatus and wire vice-president, has been assigned back in the United States. Based in Hong Kong, Carter had been serving as president of Network Systems' Asia/Pacific Region. He has accepted the position of vice-president—customer technical support, and will be based in Warren, N.J.

SW Bell announces 5-year agreement

Southwestern Bell has announced a five-year agreement with Lucent Technologies in which it will sell Business Communications Systems (BCS) products to large and mid-sized customers in its traditional five-state region in Arkansas, Kansas, Missouri, Oklahoma and Texas.

The landmark agreement will permit Southwestern Bell to offer customers its own state-of-the-art network solutions and advanced Lucent telecommunications equipment products.

Southwestern Bell's sales force and more than 170 BCS sales associates will work together to sell on-premises switching and call management equipment to Southwestern Bell customers. Products will be co-branded with Lucent and Southwestern Bell logos, and Southwestern Bell will act as primary agent.

Both Southwestern Bell and Lucent hail the agreement as a "strategy for growth" for themselves and their customers, and project equipment sales revenues greater than those anticipated without the relationship. ■



Kids will be out of school
for the summer soon...

Have you
thought about
child care?

For help planning your child's summer, contact the Family Resource Program at 1-800-635-0606, weekdays from 6 a.m. to 8 p.m., and Saturdays from 8 a.m. to 2 p.m., central time. A counselor will help you locate child care resources and give you a list of summer camps that meet your child's interests.

(For TDD access, call 1-617-278-4205)

Run with Cheetah!



(Continued from Page 1)
(Omaha's is one of five such U.S.-based centers within Lucent), we'll get a better sense of how centralizing both manufacturing and provisioning operations at our



Omaha location contributes to achieving Cheetah's goals, said Larry Bailey, implementation manager of global provisioning.

In addition, Bailey pointed out, each of us as Lucent employees should begin to see in 1997 the positive difference the program can make in the way we do business—both in how we work and in the quality of our work life.

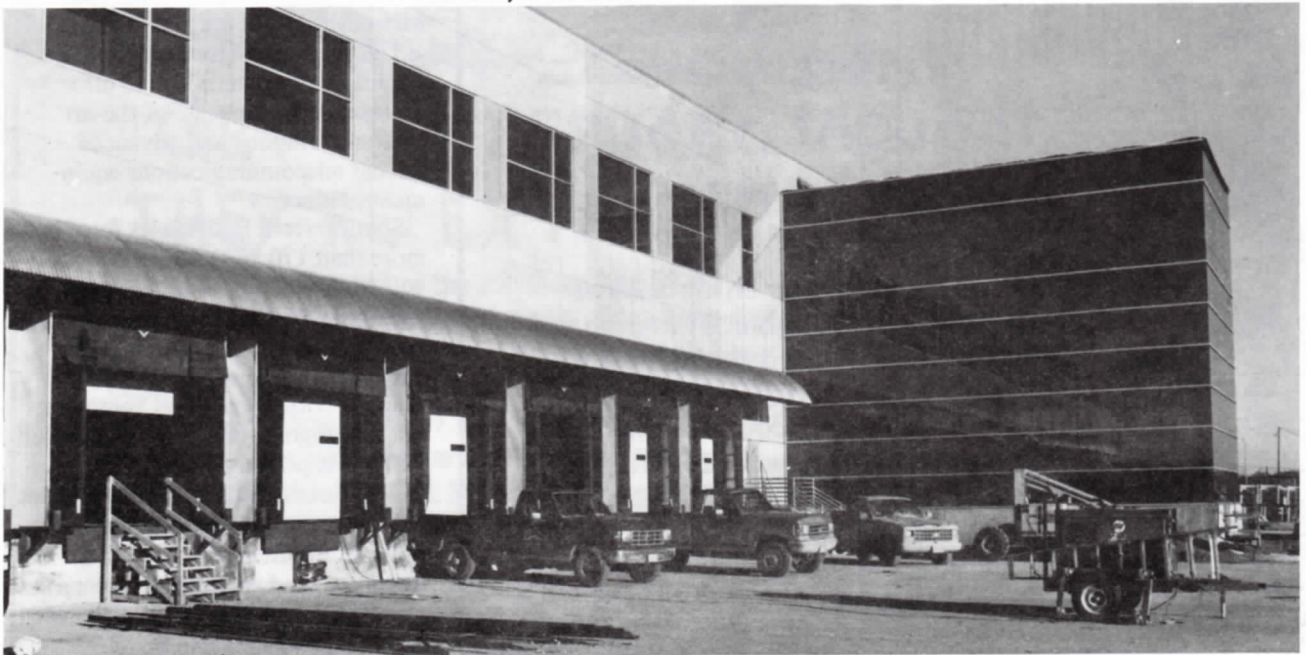
"We won't see it overnight," said Susan Wetherington, who is assisting Bailey with implementing global provisioning. "But it stands to reason that if we simplify our product lines and have less variety of product codes to worry about, we can expect to have fewer changes and setups, for example. That should translate into fewer

frustrations over inefficiencies and make it easier to concentrate on improvements." ■



Photos by Steve Miller

FOR TALL ORDERS...At left, brand new material trucks (nicknamed "Raymonds") are ready to roll in the new Omaha Global Provisioning Center (GPC) facility. They are used to select goods from racks as tall as 35 feet. Pictured below, where contractors' trucks once parked, semi-trailer trucks now come and go at any of the 28 docks. This view faces east and shows the wing (at right) that includes administrative offices for finished goods distribution operations.



We share at least a couple of things in common with our competitors: We want to satisfy our customers and we want to collect our money. Only, we want to be *better* at it than the competition—working faster and flawlessly.

The Network Systems-wide Cheetah Program should help us do that. Categorized into five areas of focus or projects that are linked together (progress in one fosters progress in the others), the program identifies how we can ensure a marketplace leadership position and improve our bottom line.

The projects

1. Product application, simplification and standardization. Our goal is to make our products simpler to order, simpler to engineer and simpler to install. Advantages include reduced inventory and associated carrying costs, as well as being able to focus on the products that really sell, products that bring in the highest revenues.

2. Customer cash management. We will improve our invoicing and collection systems. In turn, we will improve our cash flow.

3. Customer delivery interlock. We'll do better at matching our capabilities to our customers' expectations. It means we will take into account what customers need and align it with what we must do to operate efficiently and economically—shorter, more competitive cycle times, accurate forecasting, delivery completed by customer request date.

4. Global provisioning centers. We will deliver complete systems and products reliably by establishing factory-focused responsibility and financial accountability for finished goods distribution. In effect, this action will eliminate redundancies in transportation and material handling.

5. Information systems platform. We will provide uniform information systems support throughout Network Systems for all Cheetah projects. For example, we must have a common global products data base, and common forecasting and

reservations systems in place for the program to succeed.

The plan in action

Of the five projects, the two that bear the greatest influence on operations at the Omaha Works are Project #1 and Project #4.

► **Project #1:** We have greatly simplified the selection of products we offer, which includes grouping some into "applications," not unlike how car manufacturers offer

You can tell a Cheetah by its distinct projects

option packages, so it's easier for customers to choose features that suit their needs—at less cost than if options were ordered individually, and with faster delivery. Overall, we've trimmed the number of orderable items (OIs) by more than half, from more than 46,000 in January 1996 to less than 20,000 as of January 1997. (Many were items with little or no customer demand.)

Further reductions of OIs are planned before the year ends. Of all our product offerings, 13 have been grouped and classified as "applications" (roughly 15 percent of our total production), in the DSX and cabinet product families.

By definition, an application is a "customer recognizable collection of Network Systems goods and services that provides a solution to a communications systems market need." One example: An 80-type cabinet and its related components. Under the Cheetah Program, a customer can expect 98-percent on-time, whole-order delivery on any application ordered from the Omaha Works.

The bulk of our orderable items is "material only"—for example, a reel of cable or a box of protectors. We have classified material on a MODS plan (Material Only Differentiated Service), which divides it into service categories, so customers know exactly what they're getting and when they will get it. We are committed to MODS delivery 95 percent on time.

► **Project #4:** The Omaha Works is one of Network Systems' five U.S.-based global provisioning centers (GPCs). Our new GPC facility gives us direct control over finished goods distribution, including the capability to make on-time whole order deliveries to customers. And, we are now able to significantly reduce DOS or days of supply—a measure, in days, of how long it takes to liquidate historic average inventory levels based on historic usage. ■

New GPC supports Cheetah objectives

Storage racks are in place, new material-moving trucks have arrived, and furniture has been moved into the new Omaha Global Provisioning Center (GPC) facility. With major construction complete, finished goods distribution
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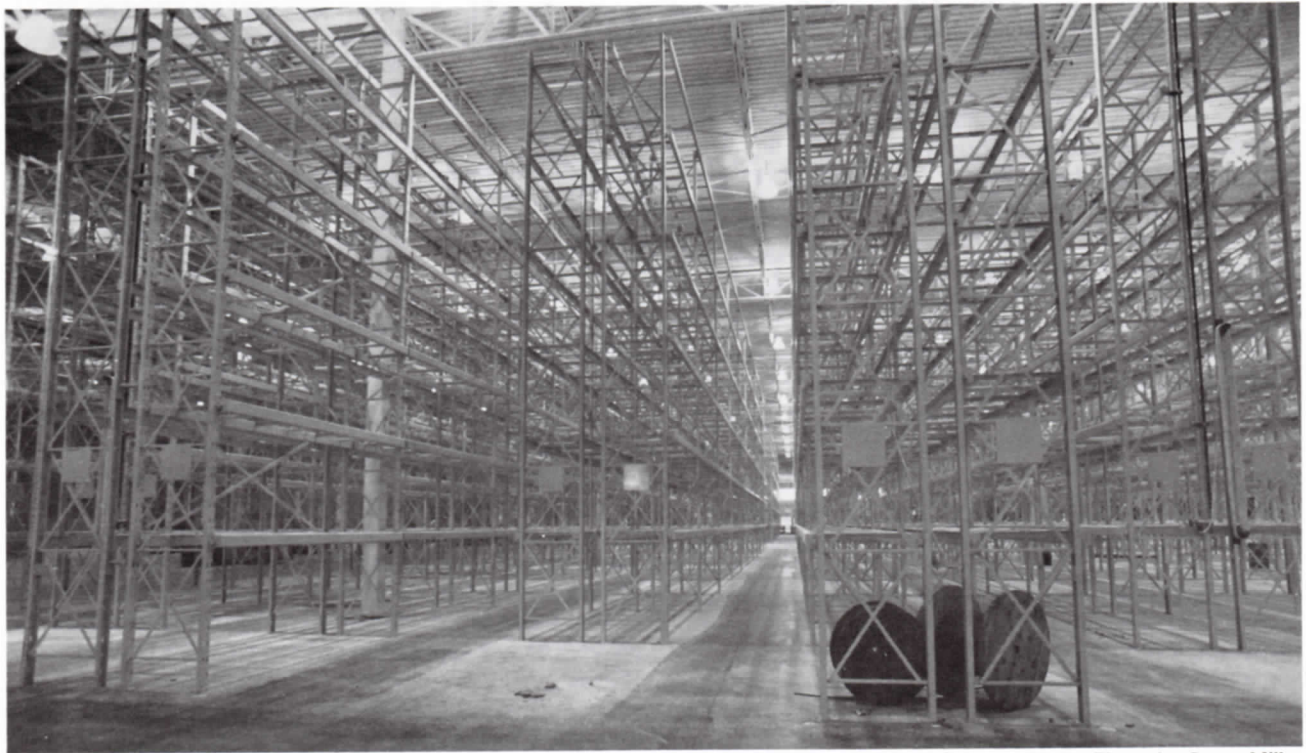


Photo by Steve Miller

JUNGLE GYM FANTASY?...A youngster might think what a cool indoor jungle gym these storage racks could make. Empty here except for a few cable reels, material has since been loaded on these racks as GPC finished goods distribution operations swing into gear this month.

New Omaha GPC supports Cheetah Program objectives

(Continued from previous page) operations are gearing up this month, providing key support in the implementation of the Cheetah Program, said Jerry Taylor, distribution strategy planning and operations manager.

With a staff of more than 100 management and represented employees, the GPC's role in the Cheetah program is reflected in specific areas of operation within the building, defined by function:

► **Stock distribution.** The GPC facility will store some 2,000 stock items within its 400,000 square feet of space, ready to be distributed by way of one of 28 loading docks to customers anywhere in the world.

► **Export center.** In this area, products destined for international customers are prepared with proper documentation for shipment, making

sure they are transported in accordance with customs and tariff regulations.

► **Marshaling area.** This is essentially a staging area where all of the components of an order are gathered and packaged for shipment, making possible whole-order delivery to customers all at one time, vs. their receiving components from different shipping locations at different times.

► **Returned goods area.** This is a collection area for material that has been returned for various reasons, including that shipped or ordered by mistake, or goods that have been damaged. Goods also may be returned

here, depending on contractual agreements, by authorized distributors and resellers of our products. Products are returned to stock—with repairs made if necessary—or scrapped accordingly.

► **Cable cutting area.** This area is reserved for wire and cable product storage. Certain orders require cable or wire of a specified length. The cable and wire is cut to order prior to shipment. ■