

CURATA HELPS ALCATEL-LUCENT ENTERPRISE DRIVE THOUGHT LEADERSHIP

THE SITUATION

Alcatel-Lucent is a leading innovator in the field of communications technology, products and services. With over 150 years of experience, they provide solutions for enterprises, service providers and governments worldwide. Their mission is “realizing the potential of a connected world” by continuously leading innovation and connecting customers in the IT space. With over 500,000 customers, [the Enterprise group](#) delivers intelligent networks that administer communication tools and secure IP infrastructures.

Ed Youngblood, Alcatel-Lucent Enterprise’s Director of Content Strategy, along with the rest of his communications team, understands that in order to articulate this vision they need to actively display thought leadership and provide fresh, innovative ideas for their audience. This thought leadership requires consistent, relevant messaging and unique, diverse opinions.

To become a go-to source of information for a global technology audience, Alcatel-Lucent Enterprise created a curated microsite, the [IT Strategist](#), using Curata’s platform. With Curata, they are able to find, organize and publish topic-specific content with an emphasis on CIO/executive level strategies to help organizations improve their businesses with up-and-coming technology. The intent of the IT Strategist site is to provide as much value as possible for readers. With that in mind, the topics Ed and his team curate are strategic, actionable pieces, rather than product-centric.

THE CHALLENGE

“Significant opportunity exists for enterprises to better leverage communications and networking technologies”, states Ed. “However, it is very difficult for enterprise professionals to find the best insights from across the Internet to help with their strategic decisions.” There is no doubt that Alcatel-Lucent is a great source of knowledge to provide a guiding light for their buyers and customers; however, enterprise professionals want to be in touch with many thought leaders, learning from their varying perspectives and opinions. As Ed indicates, “we needed to develop a destination on the web that, in addition to our own research and insights, would provide our audience with a direct link to the highest quality and most relevant content to help them be more successful in their organizations as well as throughout their career.”

With all the IT content published every day, it can be incredibly difficult to sort through it all, hand-pick the best and most relevant pieces and get them published to readers in real-time; even with multiple content marketers on your team.

As a leader in IT innovation, the Enterprise group knew it was crucial to provide readers with not only topic-specific material, but thought leadership driven information from the best sources.



At-a-Glance

Company

Alcatel-Lucent Enterprise
enterprise.alcatel-lucent.com

Challenge

Create a thought-leadership resource for a global technology audience with the most relevant, diverse content on emerging technology and executive-level business strategy.

Solution

Use Curata to find, organize, annotate and publish topic-specific content from diverse, reliable sources in real-time.

Benefits

- Alcatel-Lucent is getting more information out to readers and validating credibility with industry insights by publishing 5-30 relevant articles per day on the IT Strategist and only spending 45 minutes to an hour on daily curation.
- The higher volume of publishing has resulted in increased web traffic.
- The IT Strategist is becoming a go-to source for emerging technology information and executive level strategy planning.
- All team members are easily, and quickly, able to contribute to the curation of articles for their microsite – i.e. [crowdsourcing](#).



CURATA HELPS ALCATEL-LUCENT ENTERPRISE DRIVE THOUGHT LEADERSHIP

THE SOLUTION

In response to this market need, Alcatel-Lucent Enterprise developed and launched the [IT Strategist](#) as a destination site for their customers and buyers. "This site, built on Curata's content curation platform, is enabling us to amplify our content marketing strategy, extending our reach and validating our messaging in the context of the market", Youngblood said. "In addition, Curata has allowed us to scale our content curation efforts using fewer marketing resources in a more connected manner." Ed continued by saying that the curation platform has been getting "rave reviews" from his team and that it has been easy to use. In addition, "customer service has been great. They've really helped us funnel down our feeds to only the best and most relevant articles," he said.

The platform finds relevant information from top sources to allow the team at Enterprise to report on multiple articles a day, in real-time, to keep up with the rest of the industry. Using Curata, they've been able to find, organize and share the best articles from around the web that focus on the needs of their audience and provide value. They've been able to publish unique insights into one information hub of IT strategies and emerging technologies.

THE RESULTS

According to Michael Gerard, CMO of Curata, "Alcatel-Lucent Enterprise is at the forefront of a new shift by marketing leaders to execute a more connected, less egocentric content marketing strategy - providing their audience access to the best, most relevant content across the Internet coupled with their own research and opinion. This is beneficial to their organization in demonstrating a greater connection with the market, and certainly advantageous to buyers and customers who want to learn from and experience different opinions and perspectives."

Ed and his team have seen increased web traffic on Alcatel-Lucent's site as a direct result of their curated microsite. In addition to increased traffic, "We find a lot of value across marketing just to be able to monitor the industry chatter using Curata. This in of itself provides a lot of internal value. The content Curata discovers for us gives us new ideas for created content and inspiration for new stories and editorials," said Ed. He continued, "Curata helps me readjust my editorial calendar based on the trending content that comes in from my sources. I see a ramp up of information on the cloud or some other topic we should be covering. The curated newsfeed also gives us great Twitter fodder."

Enterprise will continue their use of Curata to publish relevant content for their audience. The ability for everyone on the communications team to curate has made the task of publishing much easier. As of today, the team produces between 5 to 30 articles a day from various sources, providing thought leadership and building credibility as a go-to source for IT information.

About Alcatel-Lucent Enterprise

The Enterprise division is one of Alcatel-Lucent's communications and network technology business units. Our parent organization delivers mobile, fixed-access, IP and optics technologies, applications and services to carriers, governments and major industries worldwide. The Enterprise group works with 2,200 partners in over 130 countries to deliver intelligent, application fluent networks that provide secure IP infrastructures and communications tools, improving how people collaborate and work. We support over 500,000 customers with superior technical solutions that improve performance while reducing the cost of ownership. Alcatel-Lucent Enterprise is a global innovator and provider of advanced communications and networking technologies focused on helping our customers realize the potential of the connected world. With the help of a global network of resellers, technology partners and consultants, we design, deploy and support solutions to meet your business needs.

For more information, visit Alcatel-Lucent Enterprise on: enterprise.alcatel-lucent.com read the latest posts on [the Enterprise group blog](#) and follow the Company on Twitter: <https://twitter.com/ALUEnterprise>

About Curata

Curata, Inc. is the leading provider of business grade, content marketing software that enables marketers to create and curate the most relevant and highest quality content as part of their content marketing strategy. Best-in-class marketers across a wide range of industries rely on Curata to quickly find, organize, annotate and share content on specific issues or topics in order to establish thought leadership, own industry conversations and drive qualified web traffic. Curata was founded in 2007 and is headquartered in Cambridge, Mass.

For more information, visit <http://www.curata.com> subscribe to the [Curata Blog](#), call 617-229-5544, email info@curata.com or [get a live demo](#).

Curata, Inc. 254 First Street Cambridge, MA 02142
p: (617) 229-5544 e: info@curata.com
www.curata.com

© 2014 Curata, Inc.