

RAINBOW BY ALCATEL- LUCENT ENTERPRISE

CLOUD SOLUTION FOR UCAAS

CUSTOMER PRESENTATION

JANUARY 2023

85%

Of enterprises expect to better **connect** to people, devices, and processes



<https://www.al-enterprise.com/en/gated-assets/cpaas-survey>

Communications have become the key to **Digital Transformation**



THE ALE PROPOSITION: COMMUNICATIONS AT THE HEART OF DIGITAL TRANSFORMATION



A true business app on your mobile:
Make the most from every call

Ultra-mobile
business communications



Expert call management:
Serve customers faster and boost
satisfaction



Secure, connected platform:
100% on-premise, cloud, and hybrid
options

A smooth transition to the
cloud

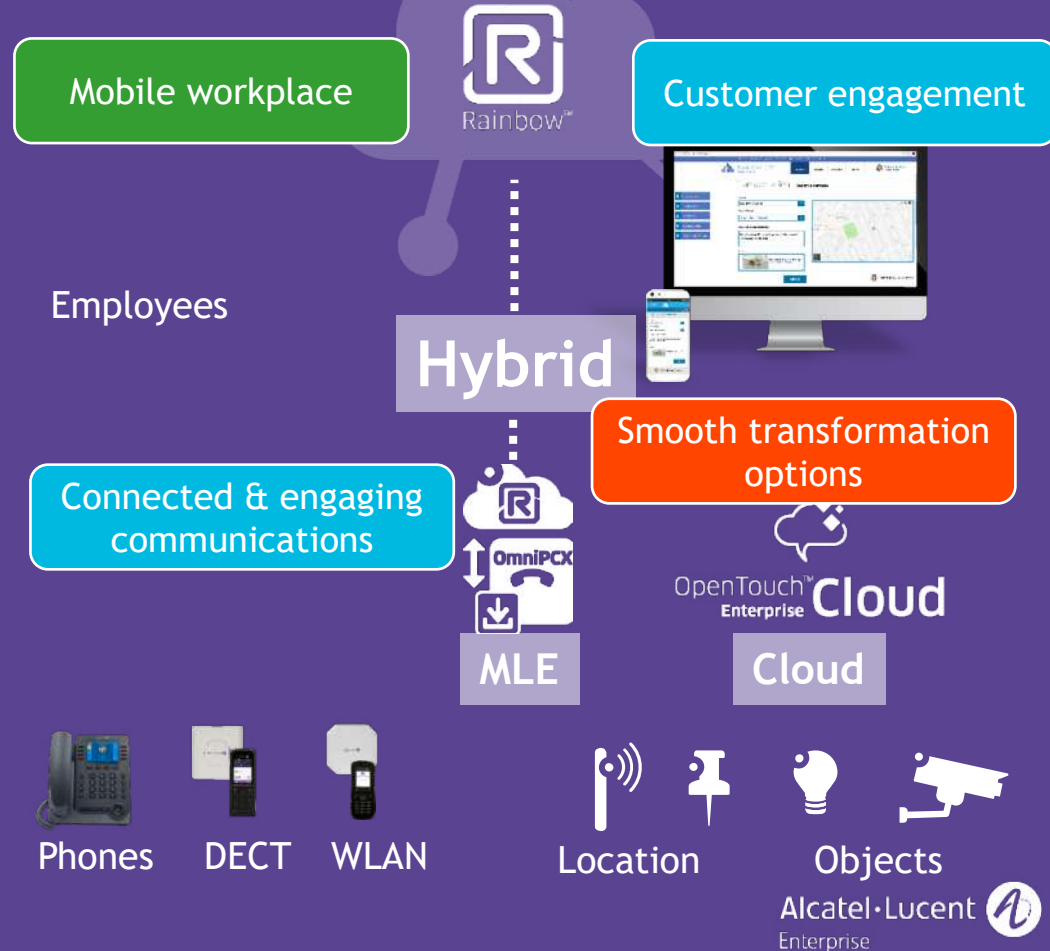
THE ALE SOLUTION

Communications: The cornerstone of digital transformation

ULTRA MOBILITY

CUSTOMER EXPERIENCE

SMOOTH TRANSFORMATION



RAINBOW MOBILITY: USE CASES

“Work as one team to deliver the best experience to your customers”



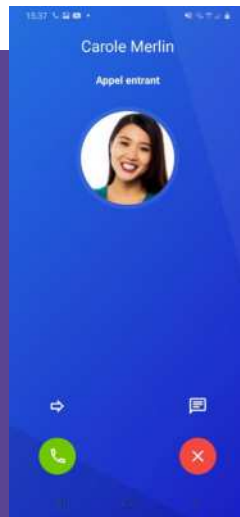
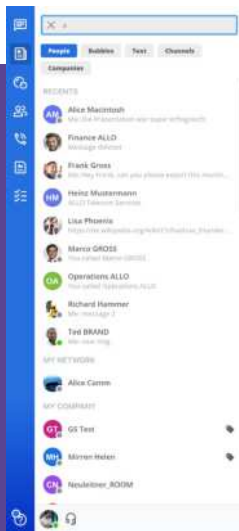
Ultra-mobile
business comms

Engaging customer
experiences

Secure workplace

- ▶ **Make everyone easy to reach:** Smartphone, tablet or laptop users can be reached as easily as if they were using business phones
- ▶ **Increased first call resolutions:** Instantly engage relevant people through voice, video, or instant messaging from one business application.
- ▶ **Share and meet online:** Easily collaborate with geo-dispersed teams, partners and customers
- ▶ **Protect your data:** Benefit from enhanced security and encryption on all user-exchanged data

ULTRA-MOBILE BUSINESS COMMUNICATIONS



Rainbow & smartphone contacts available in one interface

Search and call contacts from within Rainbow
Use tags to find relevant contacts quicker
Use smartphone contacts or Rainbow directory

Reach people with one click

Simple caller identification
Deflect to business voicemail
Transfer to a colleague
Answer using business "line"

Focus on important calls

Dial or call using the Rainbow directory
See which colleagues are online
Call management options such as hold / second call / transfer / conference

Solve problems on first call



With WebRTC Gateway



ENGAGING CUSTOMER EXPERIENCES



Instant video conferences

Up to 120 participants

Audio, video and screen sharing, remote control

Easily invite external guest to participate

Secured with encryption for confidentiality



Solution for meeting rooms



Large phone conferences

up to 120 participants





Animate team meetings, connect remotely

Save 30% on regular conference calls

Boost productivity with video and screen-sharing

INTEGRATION WITH MICROSOFT WORKPLACE



 +  = Quality phone calls



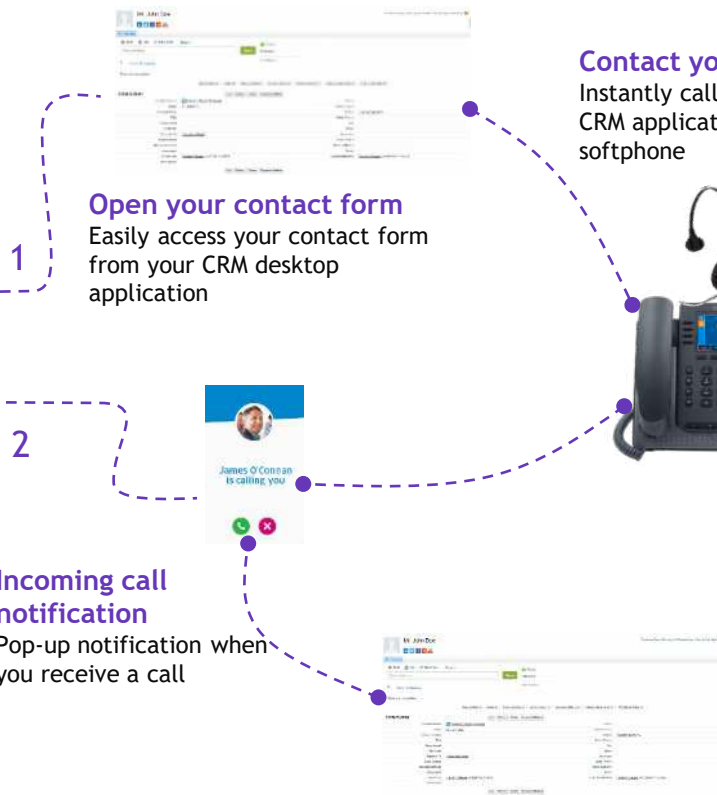
Call your contacts
Control your business phone:
Click-to-call from your desktop application and benefit from HD voice quality
OR
use your desktop for a pure softphone experience



Control your telephone settings from your desktop application
Select your current phone and call forwarding requirements

See who's calling and what calls you've missed
Incoming call notifications, call history, and voicemail

INTEGRATION WITH CRM APPLICATIONS



1
Open your contact form
Easily access your contact form from your CRM desktop application

Contact your customer
Instantly call a customer from within your CRM application using your desk phone or softphone

2
Incoming call notification
Pop-up notification when you receive a call

Add real-time collaboration capabilities to your CRM tool

Instant access to caller information
Quickly access the information you have on the caller from their profile on your CRM desktop application



SECURE YOUR DATA IN THE CLOUD

Operated by ALE
Enterprise experts



Strict Data Privacy Policies

Local data centers
HDS certified



GDPR, HiPAA, FERPA compliant
ENS, AGID, C5*, ANSSI CSPN*
ISO27001, 27017 and 27018 certified
Personal data not used for
commercial or marketing purposes

> You can find the Rainbow privacy policy [here](#)
*ongoing certification



Full Governance Control

*User provisioning
Manage subscriptions
Authorize federations
Corporate directory integration
All from the Rainbow web portal*

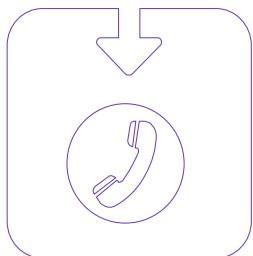


Leverage your assets

*Hybrid Cloud:
Connect on-premise
company assets to the cloud.
Connect to multiple platforms
and vendors.*



VALUE FOR CUSTOMERS



**HYBRID CLOUD
with connected PBX**

Better engagement between

- ✓ Geo-dispersed teams
- ✓ Mobile workers
- ✓ Digital workplaces

Standardized UC experience

- ✓ Mobile app and PC/Mac client
- ✓ Connected to desk phones

Differentiated offering

- ✓ Easy to use and deploy
- ✓ Smooth transition to the cloud
- ✓ Enterprise-grade solution

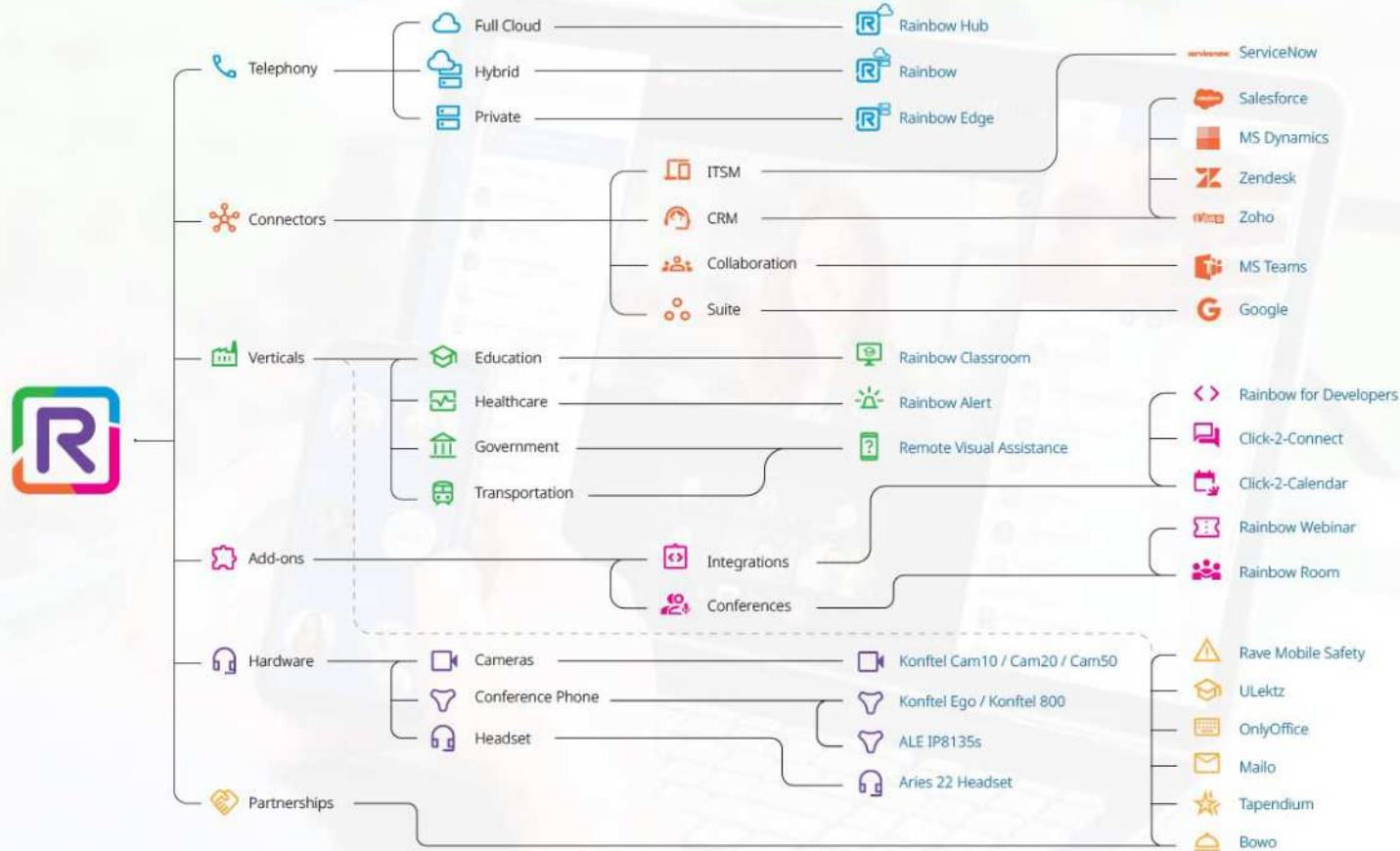


FLEXIBLE DEPLOYMENT MODELS

Deployment model	CPE	Public	Hybrid	Private	CPaaS/API
Offer	On-premise communications	Rainbow Office powered by RingCentral	Rainbow Hybrid	Rainbow Edge Rainbow Hub (Voice/OTEC)	Verticals offers Rainbow CPaaS
Content	OXO OXE Purple OT	All-in-one UCaaS Traffic included	Collab + Video + CPE PBX No PSTN traffic	Collab + Video + Cloud PBX 3rd party PSTN traffic	SaaS integration, Classroom, Alert, Workflow, Technologic Partnerships

Rainbow™ by Alcatel-Lucent Enterprise

Understanding Rainbow™ in the blink of an eye



TO GET THE BEST OF ALCATEL-LUCENT RAINBOW

Recommended Rainbow user subscriptions



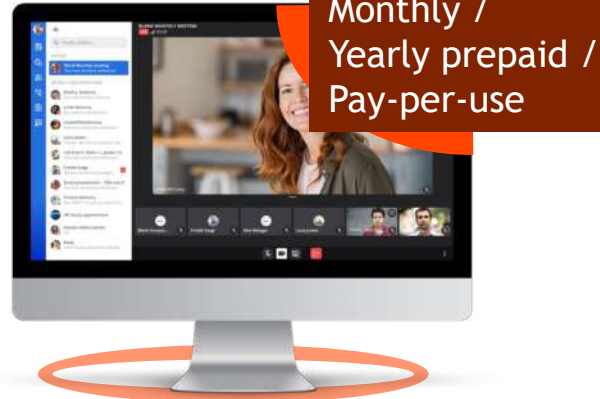
Monthly /
Yearly prepaid

Rainbow Enterprise

For all employees

Team collaboration made easy

Mobile workplace



Monthly /
Yearly prepaid /
Pay-per-use

Rainbow Dial-In Pack

For meeting organizers

Dial-in from all over the world

Freemium



Guest users can:

- Chat within a group/meeting
- Share large files
- Join instant web conferences
- Join phone meetings using local dial-in numbers

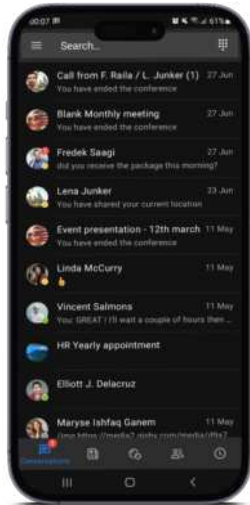
Rainbow Essential

For external guests
or occasional corporate users

Complete Rainbow offers available online 

KEY TAKEAWAYS

ALCATEL-LUCENT RAINBOW : YOUR PATH TOWARDS EFFECTIVE CLOUD COMMUNICATIONS



Ultra-mobile
business communication



Engaging customer
experiences

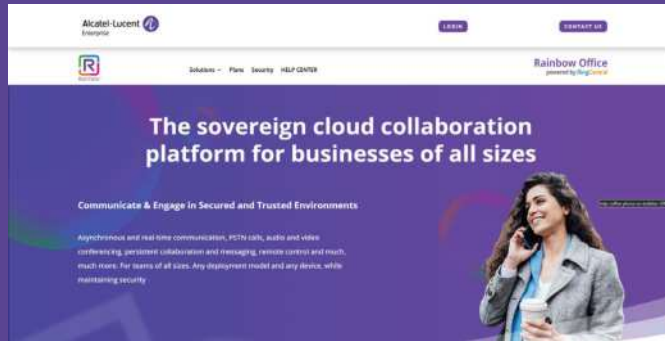


A smooth transformation to
the cloud

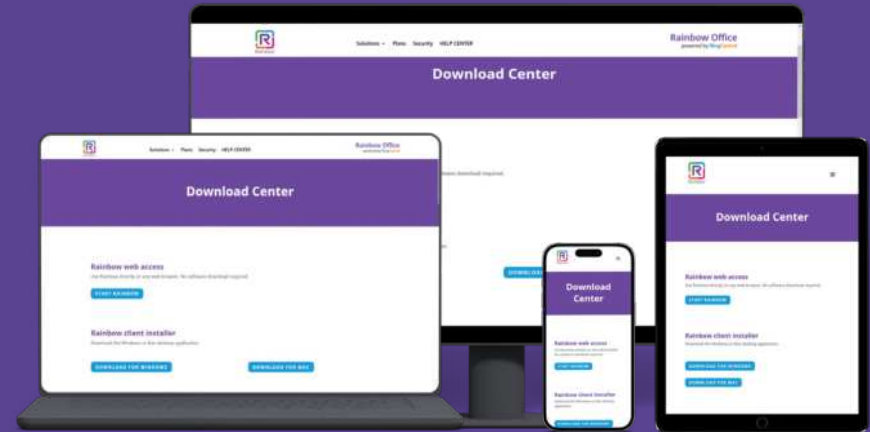
CREATE YOUR FREE ACCOUNT... NOW!

Sign up for a free
Rainbow account!

Visit
<https://www.openrainbow.com/>



Download the application
on any device!



C O N T A C T U S



WEBSITE

www.al-enterprise.com

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