

asmodee

Game publisher makes the switch to 100% cloud-based communications.

As part of the French asmodee Group with 21 branches across Europe, the US and China, asmodee GmbH in Germany has been working with around 30 partner publishers since its founding in 2008. Many of these international partners are among the most prominent publishers in the global gaming industry. asmodee works with them to bring new games to the German market every year. Based in Essen, asmodee Germany oversees all aspects of the publishing and distribution process, including editing, marketing and sales.

CHALLENGES

During the pandemic, asmodee implemented the hybrid version of Rainbow™ by Alcatel-Lucent Enterprise, enabling employees to take customer calls on their computers or smartphones when working from home, not just on their office phones. Once Rainbow had proven itself in everyday use, asmodee wanted to switch to a complete cloud solution with as few end devices as possible.

ACTION

Long-standing ALE partner [T.D.F. Kommunikation](#), who had already deployed Rainbow Hybrid at asmodee, implemented the transition from the local PBX to a pure cloud solution based on Rainbow Hub. All employees now have a laptop that enables them to make calls via Rainbow from any location, using the same phone number, and to access convenient Unified Communications functions, such as chat, audio and video conferencing, and joint file editing. The BlueVoice SIP trunk solution, developed by [ITAS AG](#) and certified by ALE, connects Rainbow Hub to the public telephone network. Telephone numbers were ported from the telephone provider to BlueVoice, and employee profiles were transferred from Rainbow Hybrid to Rainbow Hub.

PRODUCTS AND SERVICES

[Rainbow™ Hub](#) by Alcatel-Lucent Enterprise with [BlueVoice](#)

"Migrating to the cloud has strengthened our digital competitiveness, creating a modern, secure and cost-efficient communications infrastructure that is flexible, scalable and ready for future growth."

Martin Kaufmann, Team Leader IT Infrastructure,
asmodee GmbH

RESULTS

Technical Benefits

- Certified combination: Rainbow and BlueVoice SIP trunk
- Digital sovereignty: Rainbow is GDPR-compliant and hosted on German servers
- Reliability: cloud installation with regular updates
- Mobility: access to the Rainbow app via wireless LAN or the mobile network
- Flexibility: in addition to PC workstations, end devices such as phones (e.g., in elevators) or headsets can be integrated for SIP telephony

Financial Benefits

- Flat rate per workstation, number of users can be adjusted monthly
- Lower maintenance costs, client team can largely maintain the system themselves
- Costs billed monthly frees capital

User Experience Benefits

- Communication and collaboration anywhere, on any device
- Telephony, messaging and conferencing on one platform
- Users were already familiar with the Rainbow application from the hybrid environment
- Users control their own availability (e.g., for call center roles)

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Customer Story

MARKET: RETAIL

DEAL IMPLEMENTED: 2025

COUNTRY: GERMANY

NUMBER OF USERS: 60

COMPANY:

ASMODEE GMBH