BLICKLE & SCHERER
Kommunikationstechnik

MARKET	REGION	COMPANY
GOVERNMENT	GERMANY	BLICKLE & SCHERER

Emergency communications provider opts for Rainbow™ UC solution

Security and cloud deployment
key to Blickle & Scherer choice

Alcatel·Lucent
Enterprise

Public emergency and rescue services are the primary customers of Blickle & Scherer, so when it was looking to improve team communication and collaboration across its six sites, only a professional, enterprise-grade platform could ensure the required level of security and privacy.

The company decided to provide its employees with a modern Unified Communications (UC) platform and selected Alcatel-Lucent Rainbow™ cloud-based platform which offers complete functionality, flexible deployment and a very attractive licensing model.

A leader in mobile radio emergency systems

Blickle & Scherer offers professional radio and communication systems made to measure from a technology portfolio that includes both analog and digital systems, in order to provide reliable private mobile radio communications. With "BOS radio" the German solution provider specifically supports "authorities and organizations with safety tasks" (abbreviated "BOS" in German) and communication between their mission control center, command vehicles and emergency personnel on site.

BOS control centers are the central point of contact for the population in case of an emergency, and the emergency number "112" must be available at all times. Alerting systems enable the control center to guide the rescue forces quickly to the site of the emergency, mostly via radio.

Control center systems and alerting systems are also part of the emergency services solutions offered by Blickle & Weda. With the foundation of this wholly owned subsidiary in 2014, Blickle & Scherer became Germany's largest full-service provider of professional radio systems to government organizations with safety tasks ("BOS").

Looking for secure and privacy-friendly Unified Communications as a Service

Blickle & Scherer currently operates a diverse communications ecosystem. It relies on Alcatel-Lucent Enterprise technology at all sites, with two locations already using the new converged Alcatel-Lucent OXO Connect platform.

Across all systems, Blickle & Scherer wanted to provide its employees with Unified Communications functions, such as presence information, instant messaging, image sharing, document sharing, and collaborative working on sales offers and presentations.

Blickle & Scherer supplies tailor-made solutions:
- **Private mobile radio systems**
- **"BOS" radio systems** for authorities and organizations with safety tasks
- **Control center and alerting systems**: central point of contact in emergencies, notification of rescue personnel (Blickle & Weda)
- **Building radio systems** for on-site emergency services
- **Special vehicle construction**: furnishing of emergency vehicles

Blickle & Scherer's customer base includes public authorities, transport companies, energy suppliers and renowned industrial enterprises and service providers.

The company has its headquarters in Karlsruhe with five more locations in Southern Germany.

More information at: www.bsk-world.de

The UC platform had to fulfill two major prerequisites.

Firstly, the UC solution had to be cloud-based as there was no staff available to support an implementation on site. In addition, the monthly licensing fee for a cloud solution offered a more attractive proposal than a capital investment.

Secondly, consumer instant messaging and VoIP services were not an option, due to security and data protection considerations. Since Blickle & Scherer work primarily with public authorities responsible for public safety and emergency services, its employees must undergo strict security checks by the Ministry of the Interior of the federal state of Baden-Württemberg. The use of consumer instant messaging and VoIP services is incompatible with these security checks – and with the European General Data Protection Regulation (GDPR) which enters into force in May 2018. This is why Blickle & Scherer prohibits the use of any consumer messaging app on all company mobile phones.

Rainbow – quick and easy entry into UC

In this situation, the Rainbow platform from Alcatel-Lucent Enterprise ticked all the boxes. It offers all the functions for collaboration in a professional environment: chat, presence management, document sharing and more. It is cloud-based, runs on a European server, and meets all security and data protection requirements. The basic version of Rainbow is free, so it is easy for any employee to download and start collaborating.

Seeing the transformative potential, Blickle & Scherer was among the very first Rainbow users. Since October 2016, the company has had its own domain on the platform and Rainbow is currently being used by sales and marketing throughout the company as well as by the technicians of Blickle & Weda, the wholly owned subsidiary.

"The younger employees have quickly become accustomed to using Rainbow for internal communication," says Peter Sandner of Blickle & Weda, who coordinates the use of Rainbow for the entire group. "But the solution was easy enough for us to ensure we could also integrate all the employees."

Rainbow enables users to communicate more efficiently with their colleagues, even if they are based at a different site, travelling or working from home. Blickle & Scherer would gladly use Rainbow for communication with its customers as well, something it plans to incorporate in the future.

Blickle & Scherer uses the following **Rainbow functions**:
- Instant messaging
- Presence management
- File sharing
- Audio & video
- Screen sharing
- Team collaboration
- Telephony presence
- Click-to-call
- Call logs

For more information, visit:
www.openrainbow.com

The flexibility of Rainbow

In the beginning, all Rainbow users at Blickle & Scherer used the "Rainbow Essential offer (Free Service)" which provides essential team collaboration functions completely free of charge: instant messaging, presence status, file transfer, audio and video calls, screen sharing, click-to-call and call logs.

As a next step, certain users were given access to "Rainbow Enterprise" which offers a larger range of functions than the free version, for a simple monthly fee per user. "We are particularly interested in the possibility to hold audio and video conferences, which allows us to significantly reduce the number of internal meetings and the amount of travel between sites," says Peter Sandner. He also considers it a great advantage that Rainbow supports Freemium and Enterprise users in parallel: "We can be very flexible as to who gets a paid license, and who does not - an important cost benefit."

Whether free service or Enterprise license, Peter Sandner wants as many employees as possible to use the Unified Communications functions: "Our goal is to have all employees benefit from the UC functions that Rainbow provides. Integrating Rainbow with our PBX systems will contribute to reaching this goal."

A considerable workload reduction

Project manager Peter Sandner summarizes the benefits: "For us, Rainbow means a considerable workload reduction in everyday life. Before Rainbow, communication between sites was limited to phone calls and sending documents via e-mail. Today, multi-site teams work together on sales or presentations, using video calls and instant messaging in addition to the telephone. All this is as easy to use as any consumer messaging app, but much safer. Younger employees in particular appreciate that we offer them the same advanced forms of communication they take for granted in their private lives. The licensing policy of Alcatel-Lucent Enterprise made our decision easy, because it allowed us to start using Rainbow without a pre-investment and to onboard Enterprise licenses at manageable cost, providing us with a flexible way of supporting our future growth."

CHALLENGES
- Complex communication landscape
- Inefficient communication between the locations
- High security and data protection requirements

PRODUCTS
- Rainbow Essential offer (Free Service)
- Rainbow Enterprise
- OXO Connect communications platform, connected to Rainbow

SOLUTIONS
- Small and Medium Business
- Cloud Communications

BENEFITS
- Workload reduction
- Professional, secure alternative to consumer messaging apps
- Compatible with the required security checks
- Cost-efficient through freemium service
- Future-proof, cutting-edge functionality

" The younger employees have quickly become accustomed to using Rainbow for internal communication, but the solution was easy enough for us to ensure we could also integrate the older colleagues. "

PETER SANDNER, RAINBOW CO-ORDINATOR

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