

**This is
agility**



Connect with your customers their way with Digital Age Communications

Discover how our customers use Rainbow CPaaS

Introduction

Users' expectations are higher than ever. They handle digital tools more confidently than ever before. To capture their adoption you have to tailor your offer to their exact needs. They want simplicity, security, anytime access and personalised answers.

With Alcatel-Lucent Enterprise Digital Age Communications based on CPaaS, your teams connect to customers their way. Empower employees to communicate when, where and how they want.

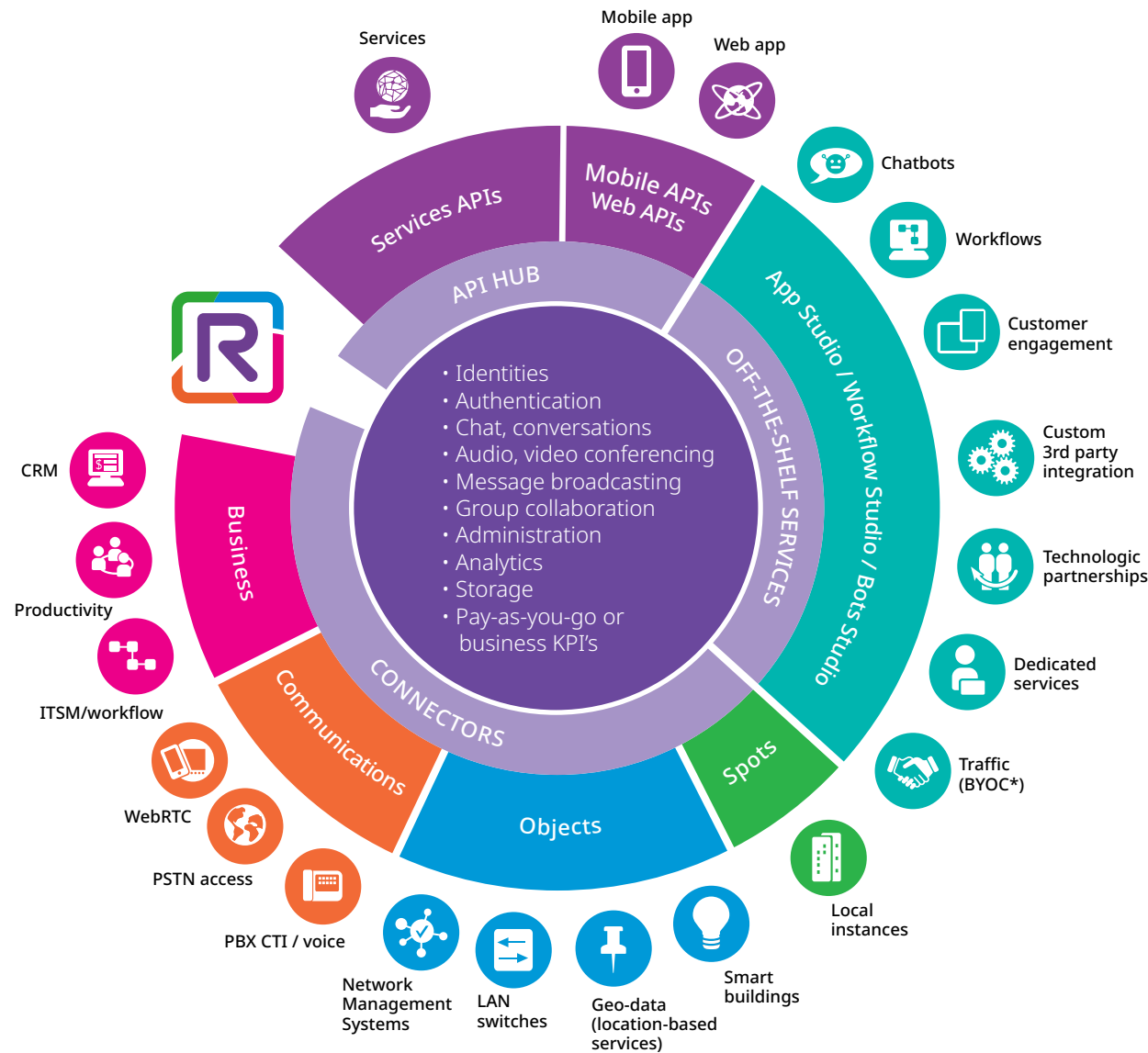
- **Maximize customers' interactions over any media** and integrate real-time communications in your business and office applications
- **Collect, analyze and leverage collected data analytics** to empower your business

Brochure

Connect with your customers their way



Understanding Rainbow CPaaS



Rainbow CPaaS includes:

- A real-time relationship machine connecting all of your customer service players: Prospects and customers, teams, external partners, chatbots, as well as your business apps
- An important community of developers



A cloud-based development platform and APIs for you to integrate Rainbow capabilities into your business applications, CRM, website or mobile applications.



Off-the-shelf services to add conversational capabilities to your customer-facing or business applications



A library of connectors to connect objects, processes or applications to customize your customer's interactions in providing relevant information.

* Bring-your-own-carrier



INDUSTRY: HEALTHCARE

COUNTRY: SPAIN

The challenge

- **Ensure readiness** to continue delivering care for patients, even at the arrival of the global pandemic
- **Immediate deployment**, therefore, need to be cloud-based
- **Doctor-patient connection** that establishes a close relationship, through videoconferencing, and reliable, secure and easy to use system

[READ THE WEB CASE STUDY](#)

Brochure

Connect with your customers their way



INDUSTRY: GOVERNMENT

COUNTRY: FRANCE

The challenge

- Since a couple of years, the need for remote working for their agents was already detected. **More and more employees wanted to work from home**
- **Acceleration of the deployment** with the global pandemic

Solution and results

- **Progressive deployment** from 60 beta testers in 2018, through a deployment acceleration with the first wave of the global pandemic, to all 2500 agents today
- **Flexible solution**, with, at first, beta test done with telephony system, then, use of collaboration platform upon agents request. And in the coming months, shift to softphone model and increase of Rainbow room solution
- Increase of instant messaging and decrease of emails
- **Business continuity in a context of crisis:** keep people working and ensure phone welcome continuity

[CHECK THE CPAAS WEB PAGE](#)



INDUSTRY: EDUCATION

COUNTRY: INDIA

INDUSTRY: SMART CITIES

COUNTRY: FRANCE

The challenge

- To **accelerate communication capabilities** into Indian universities Learning Management Systems (LMS)
- Student need to chat, share files and work together with others in real-time
- Teachers' and universities' need to provide students with remote learning capabilities and virtual classrooms and get teachers to successfully delivers courses remotely, at any time and from anywhere

Solution and results

- Alcatel-Lucent Enterprise partnered with a strategic technologic partner in India, that **delivers LMS services to more than 500 universities** in India
- Via this partnership, Rainbow CPaaS is able to **deliver real-time collaboration**, remotely and seamlessly integrated into schools LMS

[READ THE WEB CASE STUDY](#)

The challenge

- **Sharing the information systems** and Internet access of the two local authorities
- **Boosting the city centre and providing new services** to simplify the daily lives of Perpignan residents

Solution and results

- **Simplification of the sharing and administration** of information systems
- **Provide an innovative set of services** to simplify the daily lives of Perpignan residents and visitors
- **Deployment of new services** such as videoconference, voice and IoT for internal and user needs
- **New uses and content** with the Alcatel-Lucent Rainbow solution for Perpignan residents, tourists and municipal employees

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Increase customer's engagement with your business apps

Handling interactions between employees (using existing company IT resources) and customers connecting from the web or via a CRM can be challenging.

Without CPaaS

Customer

Collaboration mostly limited to chat capabilities

Staff

Dedicated application for chat interactions, which complexifies and reduces his productivity

Firewall

Difficulty for voice and video to traverse (*reverse proxy, SBC*)

With CPaaS

Customer

Advanced collaboration features with chat, voice and video capabilities

Staff

Multimedia interactions integrated into employee business apps and possibility to interact with external workers (*remote, seasonal workers, contractors etc...*)

Firewall

Mobile, firewall-friendly video interactions

With CPaaS you get a **complete cloud solution** that:

- **provides multimedia** (voice and video) to let you interact with your customers
- **is integrated into the CRM application** with a dedicated add-in that enables interaction with your phone system



IoT integration and analytics

CPaaS provides a clear, coherent and consistent end-to-end path between sensors, data and analytics. It lets you easily collect and analyze IoT usage to better serve your customers.

Without CPaaS

Servers

Collaboration mostly limited to chat capabilities

APIs

Dedicated application for chat interactions, which complexifies and reduces his productivity

Data management and storage

Difficulty for voice and video to traverse (*reverse proxy, SBC*)

Information systems management

Managed by silos

With CPaaS

Servers

Unified data lake that allow consistent analytics and better understanding of IoT use

APIs

CPaaS Unified API platform, in the cloud, which allow consistency:

- Single sign-on, business model

Data management and storage

Unified Hub to get rid of underlying complexity and filtering/caching policy to manage traffic to the cloud

Information systems management

Unified IoT Hub to easily add IoT at a later stage



Learn more

To find out more about the integration of real-time communication and collaboration services into your existing ecosystem with Rainbow, just [click here](#).

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