

# Digital Age Communications – Your ‘any cloud’ future

In an ‘any cloud’ world enterprises can choose a public, private or hybrid cloud solution that offers the flexibility, affordability and agility to stay competitive and deliver the communications and collaboration their customers expect.

Cloud spending for 2021 reached \$178 billion, up 37% from 2020.<sup>1</sup> **37%** ↑

**92%** of enterprises use the cloud for at least one part of their strategy.<sup>2</sup>

## Succeed with “a-la-carte” cloud services

Whether you are considering a public, private, or hybrid cloud, Alcatel-Lucent Enterprise has a solution for you.

	Public cloud	Private cloud	Hybrid cloud
<b>Enterprise needs</b>	You are considering an all-in-one UCaaS solution, including traffic	You are considering a Cloud Communications and Team Collaboration* solution and want to host the servers and data on your premises or at a place of your choice	You are considering a Cloud Communications and Team Collaboration* solution and don't want to host the servers, nor the collaboration services on your premises
<b>Solutions</b>	Rainbow Office powered by RingCentral	Rainbow Edge by Alcatel-Lucent Enterprise (Single cloud instance)	Alcatel-Lucent OpenTouch® Enterprise Cloud
<b>Security</b>	Robust protection measures implemented at every level of the architecture and processes	Highly secure platform with option to host on self-selected data centre platform. Guaranteed privacy with options based on privacy requirements	Meets strict security requirements using dedicated software and data centre resources for your business
<b>Services</b>	<ul style="list-style-type: none"> <li>All-in-one UCaaS Message-Video-Phone</li> <li>Traffic included</li> <li>Voice Contact Centre capability</li> </ul>	<ul style="list-style-type: none"> <li>Team collaboration* + video + PBX</li> <li>Third-party PSTN traffic</li> </ul>	<ul style="list-style-type: none"> <li>Team collaboration* + video + hosted PBX</li> <li>Third-party PSTN traffic</li> </ul>
			<ul style="list-style-type: none"> <li>Team Collaboration* + Video + CPE PBX</li> <li>No PSTN traffic</li> <li>On top of Alcatel-Lucent OXO Connect or Alcatel-Lucent OmniPCX® Enterprise Purple or third-party systems</li> </ul>

Team Collaboration\*: Instant messaging, audio and video calls, file sharing and more.

## Your public cloud

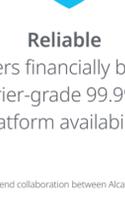
Rainbow Office powered by RingCentral\* is a complete, cost-effective business communications and collaboration public cloud solution to address changing needs and consumption models.



**Easy-to-use**  
Maximises adoption and productivity using intuitive and integrated interfaces



**Trustworthy**  
Protects the platform, its users and its devices



**Reliable**  
Delivers financially backed carrier-grade 99.999% platform availability

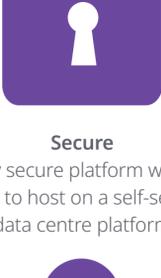


**Open**  
Easily integrates with third-party apps for more efficiency

\*Rainbow Office is an end-to-end collaboration between Alcatel-Lucent Enterprise and RingCentral, two global telecommunications and IT industry leaders.

## Your private cloud

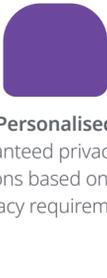
Rainbow Edge by Alcatel-Lucent Enterprise offers (single instance) cloud-based communications and collaboration services and data hosted on your premises or in a partner-based data centre of your choice.



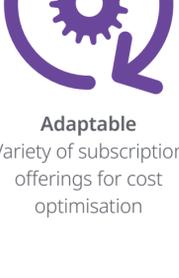
**Secure**  
Highly secure platform with the option to host on a self-selected data centre platform



**Flexible**  
Flexible architecture built to accommodate businesses of different sizes

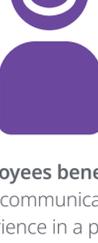


**Personalised**  
Guaranteed privacy with options based on your privacy requirements



**Adaptable**  
Variety of subscription offerings for cost optimisation

Alcatel-Lucent OpenTouch Enterprise Cloud (OTEC) (multi-instance) offers a 100% OPEX business model and is ideal for companies looking for consumption-based models and want to replace their existing CAPEX model.



**Employees benefit** from ALE's communication experience in a per user, per month model



**Easily automate operations** and adapt costs while benefitting from an outstanding service level



**Scale up or down** according to business needs. Expenses can quickly be reduced if demand for services are reduced.

## Your hybrid cloud

Hybrid work is now among the top priorities for enterprises.<sup>3</sup>

Rainbow by Alcatel-Lucent Enterprise, our award-winning hybrid cloud solution, delivers communications and collaboration capabilities including: instant messaging, audio/video conferencing, screen and file sharing, one number, information channels, presence detectors and more.

Immersive discussion rooms make teams feel as though they're in the office which is essential as the demand for remote work continues to increase, which according to Gartner, will represent **31%** of all workers worldwide in 2022.<sup>4</sup>




Experts suggest most companies will maintain at least a hybrid work environment. According to McKinsey, **80%** of people said they enjoyed working from home, and **41%** said they're more productive.<sup>5</sup>

Let Alcatel-Lucent Enterprise help you choose the right cloud solution for your digital age communications.

**Sources**

- 1 Synergy Research Group, As Quarterly Cloud Spending Jumps to Over \$50B, Microsoft Looms Larger in Amazon's Rear Mirror
- 2 State of the art Cloud Report, Flexera.com, 2021
- 3 Cyber security and hybrid working are now top two priorities for Enterprise IT post-pandemic, according to Omdia's Future of Work report: Omdia (informa.com)
- 4 Gartner.com, Gartner Forecasts 51% of Global Knowledge Workers Will Be Remote by the End of 2021
- 5 Reimagining the office and work life after COVID-19 final.pdf (mckinsey.com)