



## Empowering businesses with choice

Find out how organizations have turned flexibility into valuable success





# Unlock the power of choice

Every business is unique, but all share the power to choose how they deploy communications, collaboration and networking solutions to stay competitive and grow. These resources are essential for building resilience, boosting efficiency and staying adaptable in response to top business priorities. These priorities include:

- Cost control
- User experience
- Security of data, assets and networks

## The value of flexibility

To help businesses cope with market realities, many vendors still offer rigid, **one-size-fits-all** solutions that often go unused and drive up costs. In contrast, forward-thinking organizations are turning to **flexible, cloud-based options with varied financing and deployment models**. They are looking to gain measurable benefits such as:

- Business continuity, scalability and agility to respond quickly to market shifts
- Improved collaboration and faster adoption, allowing IT teams to focus on strategic priorities
- Financial predictability and quantifiable cost savings, achieved through OPEX or pay-per-use models.

With deep expertise and a consultative approach, Alcatel-Lucent Enterprise delivers tailored solutions that evolve with customer needs.

We empower any business to make informed choices about:

- Financing options: CAPEX, OPEX or pay-per-use
- Deployment models: on-premises, hybrid, private or public cloud

This **“à la carte”** approach enables organizations to align technology with strategy, avoiding generic offerings and unlocking real, measurable results.

## Real-world choices create meaningful outcomes

Businesses and public administrations face critical challenges, from improving customer service and employee engagement to securing infrastructure and ensuring business continuity, security and compliance. ALE helps them meet these goals with flexible, innovative communication, collaboration and networking solutions that support long-term growth.

**Let's review the choices leading organizations have made and the significant impact they achieved.**

# Strasbourg Eurometropolis chooses a secure, cost-effective, high-performance and sovereign hybrid cloud communication solution to deliver quality services to its citizens

The Strasbourg Eurometropolis comprises 33 municipalities, including the City of Strasbourg. With almost 7,000 employees, they manage public services for both the city and the wider metropolitan area.



With the evolution of citizens' communication methods, whether on social media or the web, anytime from anywhere, Strasbourg Eurometropolis set out to modernize its communications infrastructure, transforming it into a future-ready digital platform designed to meet the expectations of its citizens and ensure uninterrupted public services.

## Challenge

### One-size doesn't fit all

To better serve citizens and ensure reliable communication for remote and mobile teams, Strasbourg Eurometropolis needed to modernize its infrastructure. A standard, one-size-fits-all cloud migration would not be suitable: the solution had to be sovereign, local, and compliant with local regulations, while drastically reducing operational expenditures compared to traditional vendor offerings. The initiative aimed to provide secure mobile connectivity for employees and citizens, guarantee the rapid availability of emergency services and enable reliable remote work and secure connections across multiple buildings.

## Solution and outcome

### Minimize costs and maximize services to citizens

Recognizing that a one size fits all approach would not meet their needs, Eurometropolis selected Rainbow™ by Alcatel Lucent Enterprise in a hybrid cloud model.

This choice allowed the city to protect its existing investments by integrating cloud collaboration services with its current infrastructure, thereby optimizing communications and improving

collaboration among employees and services delivered to citizens.

Adoption was accelerated thanks to Rainbow's intuitive interface and its rich library of multimedia content, which enabled the 6,700 employees to quickly see the benefits of the new services. The solution also increased flexibility by enabling remote and on site supervision while providing visibility into city agents' availability status. This made it possible to allocate resources more efficiently, saving time and boosting productivity.

Financially, the subscription-based model delivered measurable savings, costing two to three times less than competing softphone solutions. Furthermore, Eurometropolis ensured compliance and security with a sovereign solution that is GDPR compliant and certified to ISO 27001, among others.

By adopting Rainbow, Strasbourg Eurometropolis combined cost efficiency with sovereignty and ease of use, ensuring a modern, secure and scalable communications platform. This strategic choice not only strengthened collaboration among city agents but also enhanced the quality of services delivered to citizens.



**"We choose Rainbow from Alcatel-Lucent Enterprise first and foremost for budgetary reasons. Competing softphone solutions would have cost us two to three times more. We also wanted to choose a sovereign, local and modern solution. Ease of use was an important consideration for us, including a library of media, particularly videos that enabled quality support for our users. The solution was chosen for its cost-effectiveness, data sovereignty, proximity and ease of use."**

**DIDIER GUYON, HEAD OF INFORMATION SYSTEMS AND INFRASTRUCTURE DEPARTMENT - STRASBOURG EUROMETROPOLIS**



To learn more, download the [Strasbourg Eurometropolis customer reference](#).

# Delivering exceptional customer service at sea with private cloud communication and collaboration services

Across various industries, some organizations have unique requirements that call for tailored solutions, shaped by the specific environments in which they operate. Imagine boarding a ship from the world's largest cruise company, focused on delivering best-in-class passenger services anytime and offering superior communication services upon arrival at your cabin, **while at sea**.

## Challenge

### Provide luxury hotel services while at sea

Serving a growing fleet, millions of passengers and 4,000 mobile crew members per ship, the company required highly scalable and secure communication. The critical constraint was the environment: they needed to deploy a modern, collaboration-rich platform at sea, completely avoiding complex and expensive reliance on internet connectivity for ship-to-ship, intra-ship and ship-to-land services. A rigid, standard competitor system would have failed to deliver guaranteed long-term fleet resilience.

## Solution and outcome

### Superior passenger experience plus operational efficiency and savings

The company chose **Rainbow™ Edge by Alcatel Lucent Enterprise**, the private secure subscription based cloud solution. Rainbow Edge stands out by offering a secure, cloud platform deployed directly on the fleet's private infrastructure, with one Rainbow instance per vessel.

This selected deployment model and purchasing option allowed the company to:

- Own its infrastructure and data while maintaining full control



- Provide the 30,000 crew members globally with modern communication and collaboration services (including telephony, presence, chat, video conferencing, file and screen sharing), resulting in increased staff efficiency and the ability to interact with other members of the fleet and people on land
- Improve passengers' experience on board, including seamless access to a range of services directly from their cabin phones
- Ensure continuity with smooth software upgrades and no service disruption

To further reduce costs and avoid reliance on expensive and complex internet connectivity at sea, the company streamlined its network infrastructure, allowing it to capitalize on existing systems. Rainbow Edge's subscription model provided predictable, controlled costs and greater financial agility compared to traditional solutions.

By adopting Rainbow Edge, the cruise company **combined efficiency, security and cost savings with a modern collaboration platform** tailored to its unique environment. The solution secured long-term fleet resilience and guaranteed service reliability, regardless of internet connectivity, while achieving significant annual operating savings by eliminating costly dependence on other more expensive connections.

**This strategic choice strengthened crew productivity, elevated the passenger experience, and positioned the company as a leader in luxury cruise services.** With proven success, it is now planning to equip more ships with ALE technology to support expansion and prepare for future innovations.



To learn more about Rainbow Edge, [visit our website](#).



## Keep employees engaged and motivated while moving to an all-in-one communication and collaboration infrastructure

In a fast-changing environment, organizations are rethinking how they operate, optimizing performance, reducing costs, and choosing how to evolve. This Internet Service Provider (ISP) used its relocation as an opportunity to transition from **a hybrid cloud to a full cloud** solution without disrupting service or employee experience and motivation.

### Challenge

Protect employees experience while minimizing costs

Relocating offices often risks disrupting customer and partner services while destabilizing staff performance as employees may also lose access to their preferred communication and collaboration services.

With its relocation, this ISP insisted on:

- Preserving their existing Rainbow™ by Alcatel-Lucent Enterprise services, which employees liked and relied on
- Transitioning to a full cloud model without impacting customer service or employees' performance, while lowering costs and maintaining security
- Preserving partner and customer relationships before, during and after the move

### Solution and outcomes

All-in-one cloud model protects service continuity

To retain the application that 200 employees relied on daily, the company selected ALE's Rainbow all-in-one solution, delivering full telephony, collaboration services and traffic. Implementation was rapid, ensuring business continuity, enterprise-grade security and compliance.

The solution immediately provided quantifiable value by avoiding employee training costs and adoption delays. Automatic updates freed the technical team from routine maintenance and allowed them to focus on higher value, strategic tasks, generating measurable annual operating savings by reducing maintenance downtime. The subscription model minimized operational expenses,

provided financial predictability and kept employees engaged.

By choosing **Rainbow all-in-one**, the company safeguarded customer relationships and empowered its workforce, enabling a seamless transition to a secure, cost-efficient cloud solution without service disruption.



To learn more on Rainbow all-in-one, [simply connect to our website](#).

Eberhardt adapts to evolving customer expectations, leveraging Contact Center as a Service

As customer expectations rapidly change and employees' requirements evolve, Eberhardt, a century-old appliance distributor in Alsace, recognized the need to modernize its communication and collaboration infrastructure to provide an adapted customer service management solution to its agents.



## Challenge

### Capitalize on existing investments to offer preferred customer services

With hundreds of employees, including 40 who manage customer interactions across various disconnected channels, the company sought to unify communications, enhance customer service and maintain its legacy system with a flexible as a service solution.

The critical constraint was the requirement to unify voice, email, chat and social media channel services while strictly **protecting the existing as-a-Service financing model**. The integration with the legacy CRM and communication server enabled the customer relations team to gain all information collected during customer interactions in a single platform.

Eberhardt selected **ALE Connect, ALE's SaaS-based omnichannel contact center** solution, for its easy integration with existing CRM and telephony systems. ALE Connect enables customer interactions across voice, email, chat and social media, with live agent support and real-time

access to customer profiles. This ensures personalized service, improved agent efficiency and a smooth, scalable experience.

## Solution and outcome

### Turn customer service into a center of excellence

While a standard rip-and-replace contact center solution would have ruined the as a Service financial model, Eberhardt chose **ALE Connect, ALE's as a Service, omnichannel contact center solution**. With this solution, the company maintained a subscription-based financing model, securing significant financial value by protecting initial investments through seamless integration with its existing CRM and communication server.

The solution helped increase the first-contact resolution rate and improved agents' efficiency, allowing them to gain real-time access to customer profiles and histories through a single interface. This ensured faster and more personalized customer service. The solution provided flexibility to adjust resources according to business needs.

By adopting ALE Connect, Eberhardt unified its customer communications, boosted agent productivity and enhanced service quality across multiple channels while protecting customer data.

This strategic move preserved the company's as a service model and legacy systems while significantly improving the performance of its 200 staff and their 40 customer relationship agents.

As a result, Eberhardt is now positioned to deliver scalable, secure and personalized customer experiences that strengthen competitiveness in a rapidly evolving market.

**"It is a real benefit for the customer welcome and service teams. Additionally, customers feel important and recognized."**

MIREILLE LUTZ, CUSTOMER RELATIONS AND SERVICES MANAGER – EBERHARDT



ALE Connect

**"We immediately saw time savings thanks to this foundation work, which allows us to manage emails and voice with the same software while having access to the history of all exchanges with our customers. As well, we can see, at a glance, employees' workloads, making it possible to react quickly and realign resources.**

MIREILLE LUTZ, CUSTOMER RELATIONS AND SERVICES MANAGER – EBERHARDT

To learn more about Eberhardt's success story, [download the customer reference](#).

# Ensure continuity for emergency services with hybrid subscription-based solution

In critical sectors like emergency medical services, every second counts. Reliable communication is essential to ensure rapid response and save lives. To ensure uninterrupted operations, the French national emergency services established a backup site to maintain service continuity in the event of disruption or attack on the main site.

## Challenge

### Activate a call emergency site in under 20 minutes

With the objective of maintaining continuous access to their emergency services, the French national emergency services required a solution that would enable staff to relocate to a backup site and activate an emergency communication system within 20 minutes. The challenge was to set up a solution rapidly while leveraging their existing infrastructure and strictly avoiding the high up-front cost required by a standard solution.



## Solution and outcomes

### Reduced up-front costs and guaranteed resilience

Rather than duplicating its current infrastructure with PBXs, the emergency services chose to rely on Alcatel-Lucent Enterprise's Purple on Demand subscription-based communication solution to deliver a cost-effective, secure solution that could be implemented quickly.

The solution combined the reliability of their existing systems with the flexibility of a cloud-based model, reducing

infrastructure expenditure and enabling cost-sharing across emergency sites.

In addition, a dedicated emergency call management application, hosted in a secure, redundant data center, ensured maximum security. Meanwhile, ALE Enterprise DeskPhones delivered superior audio quality, allowing for faster call qualification and quicker interventions.

The deployment began with one site, optimizing resources while maintaining uninterrupted service.

By adopting Purple on Demand, the French national emergency services secured a resilient, cost-efficient communication system that safeguards critical operations and guarantees service continuity under any circumstances. The solution strengthened their ability to respond rapidly and ensured that reliable communication is always available when lives depend on it.



To learn more about Purple on Demand, [connect to our website](#).

# Future Mobility Park drives autonomous vehicles with a Network as a Service infrastructure

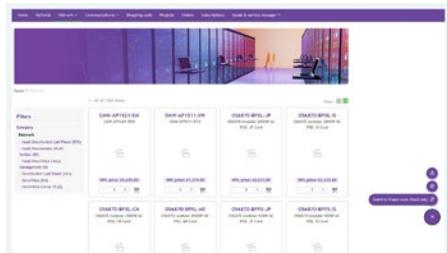
Would you use a self-driving vehicle today?

Organizations like Future Mobility Park (FMP), the first one-stop-shop testing service for autonomous vehicles in the Netherlands, are already testing autonomous mobility, supported by ALE's Network as a Service (NaaS) solution. FMP serves as a blueprint for Rotterdam's smart mobility future.

## Challenge

Achieve zero downtime and growth without high CAPEX infrastructure

FMP needed a secure, flexible and resilient network to support complex real-time testing. The primary challenge was ensuring zero downtime and absolute data security for highly sensitive autonomous vehicle testing while maintaining the agility to grow without high upfront infrastructure costs or network shutdowns. A standard network purchase (CAPEX) model could not accommodate this rapid, iterative growth and the stringent security demands that were necessary.



## Solution and outcome

**Subscription-based NaaS solution delivers safety, resilience and financial predictability**

FMP selected ALE's subscription-based NaaS model featuring:

- Redundant LAN/WLAN and SD-WAN for uninterrupted connectivity, even during upgrades
- ERP v2 for automatic reconfiguration in under 50 ms
- Hardened switches integrated with traffic systems
- Automated IoT onboarding via UPAM
- Zero Trust security to prevent cyber threats
- A pay-as-you-grow pricing model



By adopting the subscription-based NaaS, FMP gained financial predictability through a pay-as-you-grow model. This structure provided the necessary agility to grow without requiring substantial upfront CAPEX for new infrastructure. Crucially, the NaaS infrastructure, featuring redundant systems and Zero Trust security, ensures the safety and integrity of real-time autonomous vehicle testing. The system's automated reconfiguration ensures that no data is lost in live communication between the various systems.

**"ALE's solutions ensure that we have a secure, redundant and reliable network infrastructure so that no data is lost in live communication between the various systems."**

LUCIEN LINDERS, CEO, FMP

**"Future Mobility Park is all about the transportation of the future. As the FMN and FMP team are working on innovations in the field of autonomous mobility, it is imperative for us to provide the best possible infrastructure. The feedback we have received from joint brainstorms is that we have been able to provide a solution that is as close to reality as possible and one that is future-proof."**

JAIMY BUIKS – COUNTRY BUSINESS LEADER NETHERLANDS, ALE

To learn more, read the [Future Mobility Park customer reference](#).



## Conclusion

In today's uncertain and fast changing environment, enterprises need more than technology—they need the freedom to choose solutions and financing models that align with their strategy.

Alcatel Lucent Enterprise empowers organizations with flexible deployment options (on premises, hybrid, private or public cloud) and adaptable financing models (CAPEX, OPEX or pay-per-use).

This **"à la carte" approach** ensures that businesses can control costs, scale with demand and maintain resilience without being locked into rigid, one size fits all offerings.

By giving organizations with the flexibility to choose among the communications, collaboration, networking and contact center solutions that fit their exact needs, ALE helps decision makers achieve:

- **Financial predictability** through subscription and pay per use models
- **Operational agility** to respond quickly to market shifts
- **Enhanced productivity** and collaboration across teams
- **Improved customer satisfaction and loyalty** by delivering the communication experience they prefer, from various channels
- **Strong compliance and security** to protect data and infrastructure

ALE enables organizations to transform choice into competitive advantage, delivering measurable outcomes, safeguarding investments, accessing flexible business and deployment models and positioning them for sustainable growth.

If you're looking to improve customer experience, boost productivity or ensure business continuity, **ALE empowers you with choice and flexibility** to achieve your objectives, remain competitive and succeed in a turbulent business market.

For more information on Alcatel-Lucent Enterprise communication, collaboration, networking and contact center solutions featured in this guide, check out these resources:

- [Rainbow™ by Alcatel-Lucent Enterprise](#)
- [Rainbow™ Edge](#)
- [Rainbow™ all-in-one](#)
- [Purple on Demand](#)
- [ALE Connect](#)
- [Network as a Service](#)
- [Everything as a Service](#)
- [Stay competitive in an evolving and uncertain business landscape](#)
- [ALE DeskPhones eCatalog](#)

For more information or to discuss your specific goals, don't hesitate to [contact us](#).

