

ETA Heiztechnik

Improving communication and protecting field service technicians' privacy with Rainbow.

"Professional communication, close teamwork and data protection are important to us. Rainbow supports us effectively in achieving these goals."

Georg Marschner, CIO, ETA Heiztechnik

The Austrian company ETA Heiztechnik is one of the leading international producers of wood-fired boilers. Their biomass heating systems combine traditional craftsmanship with innovative ideas, and state-of-the-art patented technologies with natural resources.

As ETA's long-standing voice communication partner, Alcatel-Lucent Enterprise recently helped their field service team solve a privacy issue, using the cloud communication platform Rainbow™ by Alcatel-Lucent Enterprise.

CHALLENGES

ETA Heiztechnik has been using telephone solutions from ALE since 2012. Today, the Alcatel-Lucent OmniPCX® Enterprise communication server with 400 connected users forms the heart of ETA's phone communications. The platform was installed, and is regularly updated, by ALE partner A1 Telekom Austria Group.

By the end of 2024, ETA was seeking a solution to the following field service issue: prior to a call-out, technicians contact customers by phone to confirm appointments and agree on the necessary details. Displaying the technician's personal mobile number during these calls contradicted data protection guidelines—and it could also lead to unwanted callbacks.

ACTION

The communication system, Rainbow by Alcatel-Lucent Enterprise, was installed and integrated with the company's internal app which manages customer data and controls field service assignments. Technicians can now use Rainbow to make calls directly from the app. Rather than their personal phone number, the call center's landline number is automatically displayed.

In addition to telephony, Rainbow offers a range of convenient functions, including the display of presence information, chat, audio or video calls and conferences, as well as sharing files and screen content.

Following a brief testing period during which ETA integrated the company's app, Rainbow was rolled out to 90 business users.

PRODUCTS AND SERVICES

[Alcatel-Lucent OmniPCX® Enterprise Communication Server](#)
[Rainbow™](#) by Alcatel-Lucent Enterprise

RESULTS

Technical Benefits

- Quick and easy implementation
- Seamless integration into existing infrastructure, applications and processes
- Full GDPR compliance
- European provider, hosting in Germany

Financial Benefits

- Manageable IT costs for installation, configuration, operation and training
- Low cost of ownership thanks to flexible pricing with monthly license adjustments
- Investment protection thanks to high scalability and regular updates
- Future-proof thanks to ongoing functional development and technological innovations

User Experience Benefits

- Convenient telephony and team collaboration features
- Simplified use through direct connection to ETA's own app
- Protection of service technicians' personal data
- Uniform, professional customer communication

WANT TO TALK WITH SOMEBODY?

[CONTACT US](#)



Customer Story

MARKET: **MANUFACTURING**
DEAL IMPLEMENTED: **2025**

COUNTRY: **AUSTRIA**
NUMBER OF USERS: **90**

COMPANY:
ETA HEIZTECHNIK