

# Stadt Herrenberg

## Optimizes communications and citizen services

“Rainbow quickly became an integral part of our work. Internally, we do most things via chat and telephony over Rainbow, and we use video calls for our department meetings. This enabled us to work seamlessly from home during the pandemic.”

Alexander Stoll, Project Manager, City of Herrenberg, Germany

The city of Herrenberg in southern Germany believes that civic participation is very important. As part of its digital transformation into a smart city, the innovative administration looked for ways to simplify and modernize communications with its 33,000 citizens. Alcatel-Lucent Enterprise communications and cloud solutions helped provide the path.

### CHALLENGES

As a forward-looking city administration in the digital age, Herrenberg strived to “use all of the technical and organizational opportunities available to meet the performance expectations of our citizens and to create flexibility in how our teams work.”

The first step consisted in simplifying the daily work of the 350 employees, using modern collaboration services such as chat, video conferencing, presence information, screen and file sharing. An important factor was the ability to include citizen access to these services, as required and without great effort, to expand the administration's digital services and provide simple, straightforward communications with citizens.

### ACTION

The Stadt Herrenberg administration has been a satisfied Alcatel-Lucent Enterprise customer for many years. Expanding their existing telephony using the ALE cloud communication solution was the next logical step. Rainbow provided a range of functions, user-friendliness, fast implementation and an excellent price-performance ratio. Compliance with the General Data Protection Regulation (GDPR) and system independence were deciding factors as well.

In the future, Herrenberg will expand its communications infrastructure to include video conferencing systems in all branch offices. With Rainbow Room, employees can use these systems without any special equipment or training.

### PRODUCTS AND SERVICES

[Alcatel-Lucent OmniPCX® Enterprise](#)  
[Alcatel-Lucent DeskPhones](#)  
[Alcatel-Lucent Rainbow™](#)

### RESULTS

#### Technical Benefits

- Comprehensive solution delivers network, telephony and collaboration in single source
- Rainbow integrates with Herrenberg city website for click-to-call and click-to-chat communications with citizens
- Secure GDPR-compliant cloud solution; highly scalable; provides easy collaboration, fast data exchange

#### Financial Benefits

- Rainbow available in flexible pricing models: Essential licenses - free use of basic functionality; Business licenses - intensive project work and extended communication purposes
- Additional savings from optimized internal use; prompt processing of citizen inquiries minimizes escalation and dissatisfaction

#### User Experience Benefits

- Improved employee satisfaction with simple, efficient collaboration
- Improved citizen satisfaction with barrier-free communication and short response times
- Rainbow's ease of use requires no prior experience or training; led to quick adoption from the start

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#### CASE STUDY

MARKET: **GOVERNMENT**

DEAL IMPLEMENTED: **2019**

COUNTRY: **GERMANY**

NUMBER OF USERS: **350**

ORGANISATION:

**STADT HERRENBERG**