Business uncertainty is no choice

Alcatel-Lucent Enterprise gives you choices to adapt

Alcatel·Lucent
Enterprise

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Stay competitive with flexible choices

In today's rapidly evolving and unpredictable business environment, digital transformation is key for maintaining continuity and staying competitive.

In such a context, modern communication and networking solutions provide critical advantages that enhance resilience,

efficiency and adaptability when responding to top business priorities, including:

- Enhancing the user experience
- Controlling costs
- Enforcing application, data, asset and network security

Adopting new technologies and enhanced communication, collaboration and networking solutions help organizations navigate challenges, maintain a competitive edge and gain benefits in different areas.

Business continuity and resilience

- **Business priority:** Ensuring remote and in-office operations continue seamlessly despite disruptions
- **Solution:** Best-in-class secure VoIP, Unified Communications as a Service (UCaaS) and secure remote network access
- **Benefit:** Enables employees to stay connected and collaborate from anywhere, ensuring uninterrupted service delivery

Cost efficiency and scalability

- **Business priority:** Control costs while maintaining growth and adaptability
- **Solution:** Secure VoIP, SIP trunking, software-defined networking (SD-WAN) and scalable LAN and WLAN
- **Benefit:** Reduces hardware costs, offers flexible pricing and allows businesses to scale communication systems as needed

Security and compliance

- **Business priority:** Protecting sensitive data and ensuring compliance around GDPR, HIPAA and other regulations
- **Solution:** End-to-end encryption, multi-factor authentication (MFA), secure cloud infrastructure and zero trust network architecture
- **Benefit:** Reduces cybersecurity risks and ensures confidential business communications remain secure

Productivity and efficiency

- **Business priority:** Enhancing team collaboration and streamlining workflows
- **Solution:** AI-driven call management, collaboration tools (Rainbow by ALE), real-time analytics and AI-based network monitoring tools
- **Benefit:** Automates routine tasks, reduces response times and provides actionable insights to improve decision-making

Customer experience and engagement

- **Business priority:** Delivering seamless, personalized and responsive customer interactions
- **Solution:** Omnichannel communication (voice, chat, email and social media), AI chatbots and CRM integration
- **Benefit:** Improves customer satisfaction and loyalty through faster, more efficient communications and shorter response times

Agility and innovation

- **Business priority:** Staying ahead of technological advancements and market shifts
- **Solution:** Multi-device and multi-location communications, 5G connectivity, edge computing, IoT-driven networking solutions and AI-based network monitoring tools
- **Benefit:** Supports emerging business models, enhances connectivity and enables real-time data processing for better decision-making

By adopting state-of-the-art solutions — available through various financing and implementation models — businesses can select the option that best aligns with their unique strategy and constraints while ensuring enduring long-term success.

However, navigating agile transformations can be complex and full of challenges. With some vendors transitioning solely to subscription-based solutions, business leaders are looking for a technology partner that provides flexible financing and implementation choices, as well as professional services, instead of a one-size-fits-all approach.

The route to business transformation is your choice

While more and more vendors offer their solutions solely through subscriptions, business leaders seek a technology partner that offers flexible tailored solutions rather than a one-fits-all offering.

By delivering a flexible and scalable range of secure networking and communication solutions, ALE empowers organizations to make informed choices and decide on:

- The business model (CAPEX, OPEX/as a Service, or a combination of both)
- The implementation model (on-premise, private, hybrid or public cloud)

that best fit their goals and financial plans.

With Alcatel-Lucent Enterprise's à-la-carte offering, businesses can:

- Securely connect employees with remote, on-site or hybrid work options supported by a modern communication and network infrastructure
- Empower the workforce with efficient collaboration services such as Unified Communications as a Service (UCaaS)
- Enhance customer experience through effective service, personalization and seamless omnichannel interactions with a Contact Center as a Service (CCaaS)
- Optimize costs by adopting flexible subscription-based purchasing options and select among on-premise, in a private, hybrid or public cloud implementation models
- Minimize the risks of cyberattacks with secure-by-design, certified and compliant solutions and much more

ALE financial and deployment models

We understand that every business has unique needs, which is why we provide different solutions to answer your specific needs:

Company requirements	Solutions	Purchasing models	Deployment models	Solution benefits
You plan to deploy or refresh your network and want flexibility in financing options.	OmniSwitch Ethernet Switches	CAPEX and/or OPEX (as a Service)	On-premises	ALE provides an Autonomous Network solution with flexible business models, allowing organizations to build a highly reliable, zero trust network that simplifies operations and lowers TCO with: • Built-in security • A unified single network management system • AI-based network monitoring tools • Simple and secure IoT onboarding practices and limited environmental impact
	OmniAccess Stellar Wi-Fi 6/6E and Wi-Fi 7 Access Points	CAPEX and/or OPEX (as a Service)	On-premises	
	Network Management System	CAPEX and/or OPEX (as a Service)	On-premises or in the cloud	
You intend to deploy a UCaaS* solution, but your business demands full control over business and data security. requiring a safe and fully compliant communication infrastructure.	• Alcatel-Lucent OmniPCX® Enterprise Purple or • Purple on Demand (PoD) for the communication systems and devices with • Rainbow™ by Alcatel-Lucent Enterprise for UCaaS services*	CAPEX and/or OPEX (as a Service)	On-premises or private cloud	ALE provides communication systems businesses can purchase in CAPEX or OPEX with Purple on Demand (PoD) for value-added telephony features and devices, combined with Rainbow™ by Alcatel-Lucent Enterprise for UCaaS services* delivering different functionalities including: Instant messaging, audio and videos calls, screen and file sharing and more. According to the customer's needs, we offer two choices: 1. Host the communication system and a dedicated Rainbow instance on-premises or in a private cloud. Secure by design, this model helps address the need for the highest security standards when hosting sensitive data.
You want to keep your current business communications system and modernize it with UCaaS services, to keep your teams connected from anywhere.		OPEX (as a Service)	Public cloud	2. Keep the customer's legacy communication system on premises or in a private cloud for critical operations while integrating UCaaS services on top. This hybrid cloud model allows organizations to maximize past investments when providing cloud-based collaboration tools to ensure the workforce remains connected from anywhere.
You have decided to shift to a full cloud solution and move from upfront costs to an as a Service (OPEX) financing model.	• Rainbow™ by Alcatel-Lucent Enterprise (UCaaS services*) are delivered over the internet • Rich telephony features provided from a cloud PBX • Traffic provided by ALE-certified partners	OPEX (as a Service)	Public cloud	ALE offers an all-in-one secure cloud communication and collaboration platform. Easy to install and use, Rainbow (UCaaS) meets the challenges of data security and sovereignty. It offers companies the communication services they need to support their digital transformation and: • Increase efficiency • Optimize collaboration • Accelerate execution • Enhance customer satisfaction
You want to add a solution for omnichannel customer relationship management.	• ALE Connect - Omnichannel Contact Center services	OPEX (as a Service)	Public cloud	ALE Connect provides customer relationship management staff with the ability to handle interactions across an omnichannel solution (email, live web chat, social media and phone), with the quality and efficiency expected by today's customers, citizens and consumers.

* Rainbow™ by Alcatel-Lucent Enterprise / UCaaS services, is providing different functionalities including: instant messaging, audio and video calls, screen and file sharing and more.

Your business and data security are our No. 1 concern

Maintain confidentiality and data privacy with Alcatel-Lucent Enterprise solutions

Confidentiality of communications and data privacy are top priorities for any organization — that's why ALE invests heavily in cybersecurity technologies to ensure our products are always at the cutting edge. Cloud, communications and network solutions from Alcatel-Lucent Enterprise are secure by design, with a security check at every step from inception to manufacturing to launch. We take a zero trust approach to safeguard your data and the products and solutions we sell. By default, no access is given unless authorized.
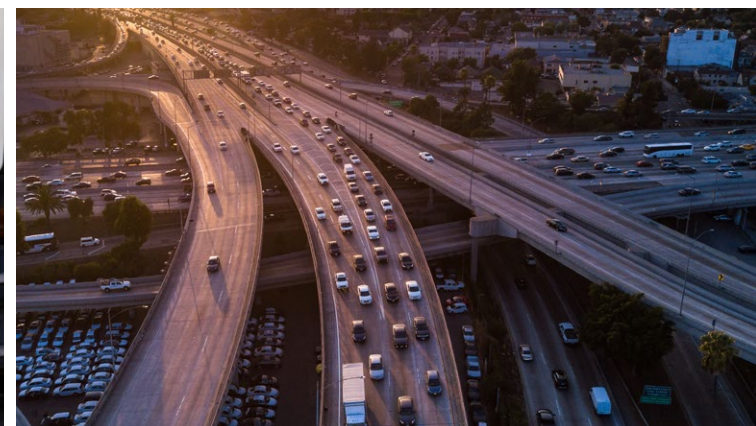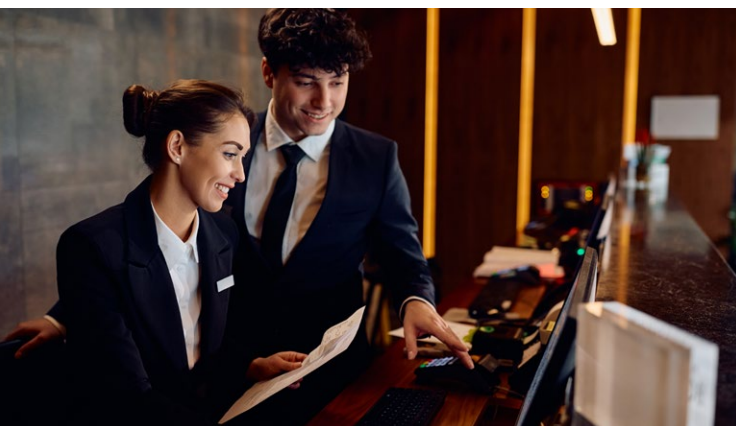
ALE is heavily involved in the digital transformation initiatives of small, medium and large organizations in the private, hybrid and public cloud.

Here are just a few examples of our commitment to our customers' success:

- A Regional Council in France implemented Rainbow™ by Alcatel-Lucent Enterprise in a hybrid model to complement its legacy telephony system. They selected softphones and collaboration tools to enable their agents to work remotely more easily.

- In the Netherlands, a test and certification site for traffic light and bus control uses ALE Network-as-a-Service (NaaS) scalable, secure network infrastructure delivered as a Service: A key step in driving forward autonomous vehicle testing and smart mobility innovations. A subscription model enables the customer to keep pace with network technology and security advancements.

- A major global cruise company deployed Rainbow™ by Alcatel-Lucent Enterprise in a public cloud (Rainbow Edge) to enhance staff efficiency through mobility and multimedia collaboration, ensuring five-star service. By 2026, 30 ships will be equipped with 13 Rainbow Edge instances on private infrastructure. This deployment will support approximately 13,000 licenses and will enable better communication for onboard staff, improving coordination and service quality. This initiative underscores the company's commitment to leveraging technology for superior guest experiences.

- A Brazilian healthcare organization implemented Rainbow by Alcatel-Lucent Enterprise full cloud solution — delivering UCaaS services over the internet (public cloud model) — to enhance communication across the entire Sao Paulo region. 20,000 phones have already been connected, with plans to expand to 40,000 within the year. The network includes 1,100 healthcare facilities ranging from large hospitals to small clinics.

The right technology provider gives you choices

Alcatel-Lucent Enterprise stands out as a technology partner equipped to guide businesses through the complexities of digital transformation.

By offering a flexible and scalable range of secure networking and communication solutions, ALE empowers organizations to make informed choices about financing options and deployment models.

Whether a company is just beginning to explore digital transformation or is well underway, ALE's innovative portfolio allows businesses to optimize operational efficiency and enhance competitiveness, ensuring a path to business transformation that aligns with your unique needs and constraints.

**For further insight into ALE's offerings, <u>visit our webpage</u>.
To discuss your specific needs, <u>contact us</u>.**

Learn more

To learn more about:

- The benefits of <u>NaaS</u> and its critical role in digital transformation, read our white paper: <u>Accelerating digital transformation with Network as a Service</u>
- The benefits of Purple on Demand, read our brochure: <u>Accelerate your digital transformation with on demand business communications</u>
- The benefits of <u>Rainbow by Alcatel-Lucent Enterprise</u> (UCaaS), read our brochure: <u>How to successfully transform to the cloud</u>.
- The role and benefits of customer success managers when moving to as a Service subscription, read our white paper: <u>Grow your business with technology subscriptions and customer success teams</u>
- Ensuring secure digital interactions and connections, visit the <u>ALE Security web page</u>.

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