

Digital Age Communications 'Any cloud' - you choose

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 2020.¹

37% ↑

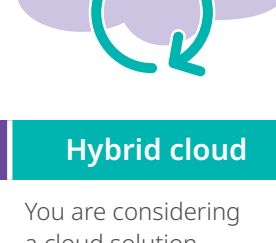
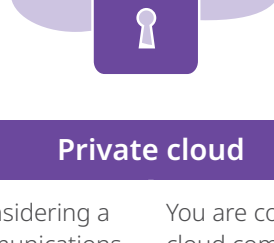
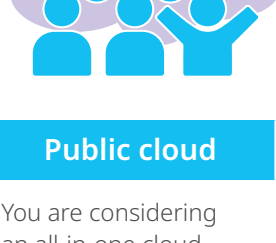


92%

of enterprises use the cloud for at least one part of their strategy.²

Succeed with "a-la-carte" cloud services

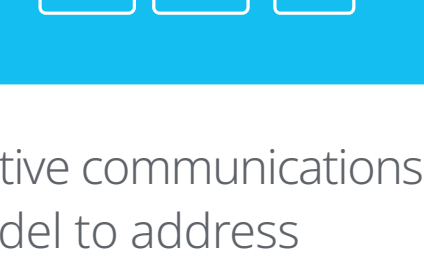
Whether you are considering a [public, private, or hybrid cloud](#), Alcatel-Lucent Enterprise has a solution for you.



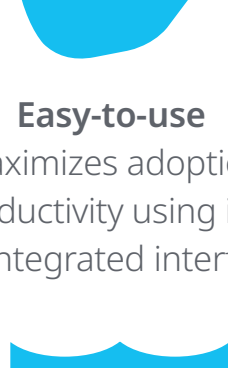
	Public cloud	Private cloud	Hybrid cloud
Enterprise needs	You are considering an all-in-one cloud communications and team collaboration solution, with no traffic	You are considering a cloud communications and team collaboration* solution and want to host the data in a private cloud environment	You are considering a cloud solution to complement your on premises communications system
Solutions	Rainbow Hub	Rainbow Edge by Alcatel-Lucent Enterprise (Single cloud instance)	Alcatel-Lucent OpenTouch® Enterprise Cloud
Security	Robust protection measures implemented at every level of the architecture and processes, full data sovereignty, HIPAA, FERPA compliance	Highly secure platform with option to host on self-selected data center platform. Guaranteed privacy tailored to your specific privacy requirements	Meets strict security requirements using dedicated software and data center resources for your business
Services	- All-in-one enterprise communications and collaboration services - Traffic provided by a Partner from a list of certified traffic providers	- Team collaboration* + Video + PBX - Third-party PSTN traffic	- Team collaboration* + Video + hosted PBX - Third-party PSTN traffic
			- Team Collaboration* + Video + CPE PBX - No PSTN traffic - On top of Alcatel-Lucent OXO Connect or Alcatel-Lucent OmniPCX® Enterprise Purple or third-party systems

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

Your public cloud

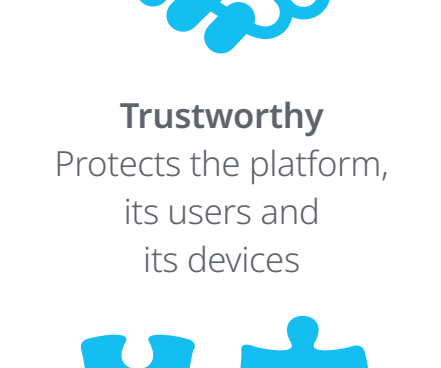


Rainbow Hub is a complete and cost-effective communications platform delivered in an 'as a service' model to address changing needs and ways of consumption



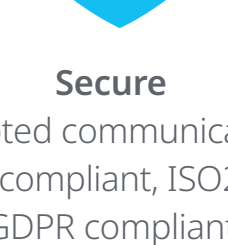
Easy-to-use

Maximizes adoption and productivity using intuitive and integrated interfaces



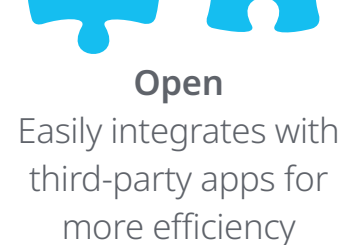
Trustworthy

Protects the platform, its users and its devices



Secure

Encrypted communications. HIPAA compliant, ISO27001, GDPR compliant



Open

Easily integrates with third-party apps for more efficiency

Your private cloud

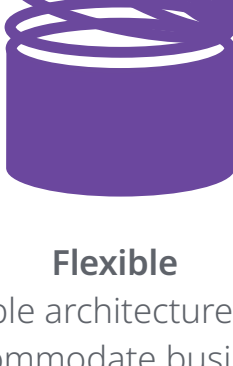


[Rainbow Edge by Alcatel-Lucent Enterprise](#) offers (single instance) cloud-based communications and collaboration services and data hosted on your premises or in a partner-based data center of your choice.



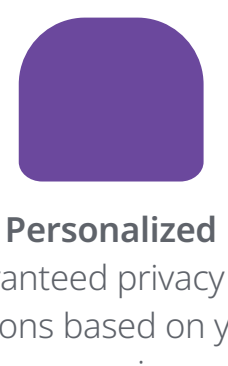
Secure

Highly secure platform with the option to host on a self-selected data center platform



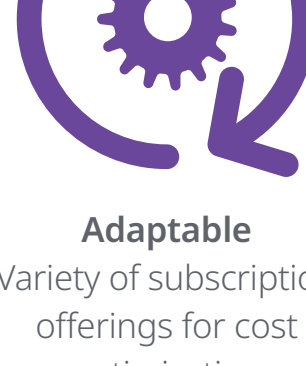
Flexible

Flexible architecture built to accommodate businesses of different sizes



Personalized

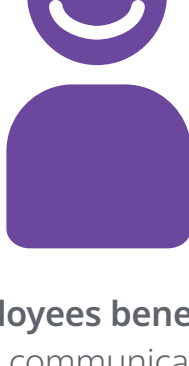
Guaranteed privacy with options based on your privacy requirements



Adaptable

Variety of subscription offerings for cost optimization

[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

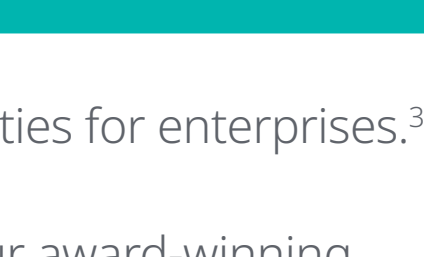


Easily automate operations and adapt costs while benefiting from an outstanding service level



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.³

[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 2022.⁴



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.⁵

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 \(mckinsey.com\)](#)

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