

Rainbow by Alcatel-Lucent

Instantly connect and collaborate with your business community

New technologies are revolutionizing the way that we communicate and interact. For businesses, the desire to remain competitive and attractive while continuing to deliver superior customer experiences necessitates that we have professional, reliable, and connected business communication solutions in place.

Rainbow by Alcatel-Lucent™ is a hybrid collaboration service that empowers organizations and individuals to connect and collaborate efficiently with colleagues, business contacts, and customers, while leveraging existing telephony investments.

Whether handling project details, answering customer questions, or providing quick resolutions, your team can do it all through Rainbow. From answering a customer question to closing a project loop, everything your team needs is in Rainbow: AI-powered instant messaging, HD audio and video, and collaborative workspaces that come together in seconds. Share large files securely, spin up a web conference on the spot, and keep work moving without switching tools.

Rainbow is the hybrid collaboration service by Alcatel-Lucent

Available on desktop, web, smartphone, and tablet, Rainbow's key collaboration capabilities enhanced with AI features connect all your employees regardless of where they are situated, making it the perfect solution for effective remote working.

Extremely simple to deploy, Rainbow protects your existing investments and provides encrypted communications and data storage in data centers located in high privacy-conscious countries.

Rainbow also offers unlimited customization capabilities with numerous Application Programming Interfaces (APIs) and Software Development Kits (SDKs) open to any developer. Rainbow hybrid services can be integrated into a website (for example, a customer portal to reach sales or support teams) or integrated into any mobile application to provide augmented interactions with end-customers.



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Value proposition for end-customers

- **Speed up your digital transformation** through truly mobile cloud-based communication, intuitive user collaboration, seamless deployment, and consistent design that boosts user-adoption.
- **Leverage investments and connect your telephony system** with no rip-and-replace requirements. Rainbow offers a hybrid cloud that leverages your investments in PBX telephony systems by easily connecting them to the cloud and providing unified presence, desk phone click-to-call and softphone capabilities, and multimedia conferencing.
- **Increase business process productivity** through the Rainbow Developer Hub. A Communications Platform-as-a-Service (CPaaS), the Hub provides integration capabilities into existing business applications, web sites, mobile apps, and workflows through various APIs and SDKs.
- **Flexible pricing models adapted to your needs** with usage or per-user subscription levels for audio conference. Pay-as you-grow with API consumption on the Developer Hub.



Rainbow service plans

Rainbow Essential: This free option is available to anyone who wants to try Rainbow for an unlimited period (no SLA). The Essential subscription can also be blended with any paid subscription, optimizing the cost of the solution for the whole organization.

Rainbow Business: This per-user subscription addresses individuals and teams who want to improve their daily communication, on- or off-site, on-the-move, or as a productive remote worker.

Rainbow Enterprise: The per-user subscription includes all services from Rainbow Business, but with the addition of collaborative multi-party services with video conferencing and extended file storage. Integration into existing office tools such as Microsoft 0365 and Google Workspace also forms part of this service plan.

Rainbow Premium: This per-user subscription includes all Enterprise services and offers advanced features designed to enhance collaboration and productivity. It provides a summary of meetings, document translation, and live transcription of bubble conferences, ensuring smooth communication and accessibility. The plan also includes expanded storage capacity of 30 GB, allowing users to manage and store their data efficiently.

Rainbow Enterprise Dial-In Pack: The per-user subscription package including Rainbow Enterprise capabilities with unlimited phone conferencing minutes. It is a monthly or multi-year (pre-paid for a period of one year, three years or five years) subscription.

Rainbow PSTN Dial-In Service: An optional service proposed as a "pay-as-you-go" model for phone conferencing with a price-per-minute/per-connection. Option available with the Enterprise subscription.

Rainbow Connect: The per-user subscription addresses users of any Customer Relationship Management (CRM) application. The integration of the Rainbow functionality is provided using a specific connector dedicated to the compatible CRM application.

Rainbow Room: An optional per-room subscription proposed for meeting rooms equipped with large screens for communication and interaction with people inside and outside of the company. Additional hardware is required to equip the meeting room and ALE has audio and video hardware kits readily available.

Rainbow Alert: This subscription provides access to Rainbow Alert solution and helps manage critical situations more efficiently, and significantly reduces operating cost as it replaces out-of-date pager systems.

Rainbow Retail: this subscription provides access to intelligent routing for connected stores. It enables real-time coordination between customers, teams, and connected devices by routing each request to the right contact, ensuring smooth operations and operational excellence.

Rainbow Visual Assistant: this subscription enables remote video assistance by turning a simple phone call into a visual diagnostic session. With a single click, a phone call can be upgraded to a secure video session, with no application to install on the caller's side, helping reduce travel and speed up issue resolution.

Rainbow Hybrid User Service Plans

Rainbow Hybrid User Services	Essential	Business	Enterprise	Enterprise Dial-in Pack	Attendant	Premium
Compatible Devices						
Apps for Computers (Web, Windows & macOS Desktop), Smartphones (Android, iPhone) and Tablets (Android, iOS)	●	●	●	●	●	●
Available in 88 countries (see details in country green list tab) and 22 languages	●	●	●	● See the WPL	●	France, Germany
Collaboration services						
User self-enrolment and profile management	●	●	●	●	●	●
Search engine (users, texts, bubbles, channels, companies)	●	●	● +properties/tags	● +properties/tags	● +properties/tags	● +properties/tags
Contacts, contact groups, guest users	●	●	●	●	●	●
Conversations, Persistent chat (1 on 1, group chat)	●	●	●	●	●	●
Presence information	●	●	●	●	●	●
Team collaboration (bubbles)	● 5 folders 50 bubbles Group chat with 20 participants	● 100 folders 200 bubbles Group chat with 100 participants Manage multiple organizers Schedule meetings Manage tags	● 100 folders 500 bubbles Group chat with 300 participants Manage multiple organizers Schedule meetings Manage tags	● 100 folders 500 bubbles Group chat with 300 participants Manage multiple organizers Schedule meetings Manage tags	● 100 folders 500 bubbles Group chat with 300 participants Manage multiple organizers Schedule meetings Manage tag	● 100 folders 500 bubbles Group chat with 300 participants Manage multiple organizers Schedule meetings Manage tag
Built-in voice and video calling, screen/app sharing	● 1 on 1	● 1 on 1	● Up to 120 participants	● Up to 120 participants	● Up to 120 participants	● Up to 200 participants
File sharing, storage	● 1 Gb of storage	● 1 Gb of storage	● 20 Gb of storage	● 20 Gb of storage	● 20 Gb of storage	● 30 Gb of storage
Channels (broadcast news)	Follow	● Follow	● Create, manage, follow	● Create, manage, follow	● Create, manage, follow	● Create, manage, follow
Call history	●	●	●	●	●	●
Recording (1 on 1 and conferences)		●	●	●	●	●
Ad-hoc web conferencing (add participants to a 1-to-1 call)		●	●	●	●	●
Scheduled web conferencing (start a multi-party conference)			●	●	●	●
Remote desktop control			●	●	●	●
PSTN Dial-In Allow Dial-In access to conference, up to 120 total participants Local Dial-in numbers across 46 countries (See the WPL)			● Pay per Use Service Plan	● Package Plan	● Pay per Use Service Plan	● Pay per Use Service Plan
Integration with office suites						
Click to call connector for Google Chrome		●	●	●	●	●
Rainbow Telephony connector for Microsoft Teams		●	●	●	●	●
Calendar information (Microsoft Office 365 Exchange Online, Google Calendar)		●	●	●	●	●
Microsoft Outlook plug-in, including Outlook contact search and web/audio conference scheduling		●	●	●	●	●
Directory integration						
Rainbow Business Contact directory (50K contacts)		●	●	●	●	●
Rainbow Personal Contact directory		●	●	●	●	●
Microsoft Entra ID contact search		●	● + Setup, configure connector	● + Setup, configure connector	● + Setup, configure connector	● + Setup, configure connector
Telephony services with ALE PBX						
ALE Business phone control (with single call management)	●	●	●	●	●	●
Phone presence	●	●	●	●	●	●
Call logging	●	●	●	●	●	●
Any device (choose and control any phone)		●	●	●	●	●
Leverage PBX DDI number for incoming calls to VoIP		●	●	●	●	●
VoIP calling to PBX extensions, to public phone numbers		●	●	●	●	●

Rainbow Hybrid User Services (Cont'd)	Essential	Business	Enterprise	Enterprise Dial-in Pack	Attendant	Premium
Caller identification, user search via the PBX phone book		●	●	●	●	●
Second call management, 3-way call, call forwarding		●	●	●	●	●
Voicemail (visual interface, notifications, call)		●	●	●	●	●
OXE CCD agent (logOn/off, withdraw, wrap-up)			●	●	●	●
Telephony services with 3rd Party PBX						
Third-party PBX connectors CTI & Media (Cisco, NEC, Mitel, Asterisk)			●	●	●	●
Security and Compliance						
Region-based data residency. Data Centers in France, Germany, USA, Canada, Brazil, Singapore, Australia, China.	●	●	●	●	●	●
Data encryption at rest and in transit (AES-256)	●	●	●	●	●	●
Single Sign-On (SSO)	●	●	● +Administration	● +Administration	● +Administration	● +Administration
Certified ISO/IEC 20000/1 - 27001/17/18	●	●	●	●	●	●
Management services						
Company administration and control	● 1 administrator per company	●	●	●	●	●
Custom company logo, custom company banner	●	●	●	●	●	●
Analytics		●	●	●	●	●
Company domain name management		●	●	●	●	●
User provisioning and deprovisioning		● CSV file	● CSV file, Azure AD	● CSV file, Azure AD	● CSV file, Azure AD	● CSV file, Azure AD
Support						
Digital Help Center (FAQ, knowledge base, production notes)	●	●	●	●	●	●
Service Level Agreement (SLA) and help desk		●	●	●	●	●
Uptime		● 99.9% guaranteed uptime SLA	● 99.9% guaranteed uptime SLA	● 99.9% guaranteed uptime SLA	● 99.9% guaranteed uptime SLA	● 99.9% guaranteed uptime SLA
Attendant console						
Attendant console integrated into the Rainbow PC application. Not compatiblie with the use of a hardware phone					●	
Hold up to 10 calls simultaneously					●	
Blind or announced call transfers					●	
Supervision of multiple user groups					●	
AI-powered collaboration hosted in Europe						
Summary of meeting and summary transcription						●
Share recaps directly with Rainbow users and download meeting content						●

Rainbow feature list https://help.openrainbow.com/hc/en-us/articles/20572471983506-Browse-the-Features-List

A wide range of industry-specific solutions

Dial-In Pack: Enable bubble access from any phone, anywhere in the world

Rainbow Webinar: Hold online events

Rainbow CRM Connect: Centralize communication through ALE's CRM bridge

Rainbow Classroom: Offer remote learning

Rainbow Room: Provide hybrid meeting rooms

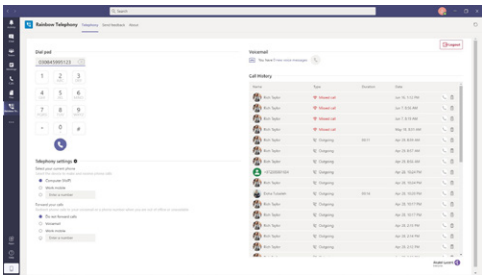
Rainbow Alert: Deliver critical alert broadcasting

Rainbow Attendant: Provide modern telephone switchboards

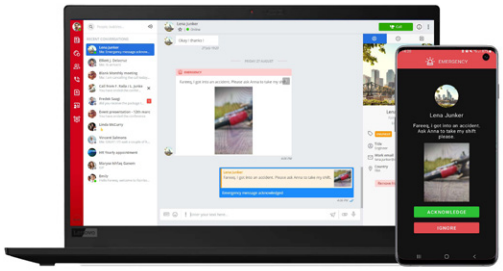
Rainbow Click-to-Connect: Transform static websites and WhatsApp conversations

Rainbow Retail: Intelligent routing for connected stores

Rainbow Visual Assistant: Secure remote video assistance



Rainbow Telephony connector for MS Teams



Rainbow Alert

Rainbow for Developers is an open CPaaS with a set of APIs and SDKs that allow any developer to integrate the powerful Rainbow collaboration tool into existing in-house applications, both web and smartphone based.

Rainbow for Developers makes digital transformation easy by providing extensive APIs, documentation, and support so that developers can build applications that connect humans, things and apps, transforming the way they communicate and collaborate.

The service allows a developer to:

- Add real-time interaction and multimedia capabilities to any web or smartphone application
- Automate live interactions with AI-powered Bots and Chat Bots
- Integrate Rainbow with any customer's infrastructure or hardware (IoT)

Rainbow for Developers offers more than 300 APIs, based on industry standards for chat, video, multimedia and provisioning services.

Find more information, check out our dedicated website for developers: developers.openrainbow.com

For more information about Rainbow Cloud Services, please visit our website: www.openrainbow.com

www.al-enterprise.com
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