

Succeed in the digital age with “a-la-carte” cloud services

Alcatel·Lucent Enterprise

eBook

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Overview

An increasingly unpredictable world

Since early 2020, circumstances have transformed the way we work and the way we communicate. Enterprises have needed to dynamically adapt how they operate and use technology, ensuring business continuity, as well as addressing new customer requirements and employee expectations.

Over these past two years enterprises have shown resiliency. Many have successfully adapted to new ways of working, quickly accelerating their digital transformation and reorganising to implement cloud-based communications and collaboration solutions. Cloud solutions have provided an effective response to digital business evolution, continuity and growth, enabling enterprises to control costs and manage budgetary constraints. While all of this was necessary, the question remains — was it enough?

The value of the cloud

As we move forward, enterprises are now looking at the best way to operate in a still uncertain and rapidly evolving environment. In addition to their usual concerns business leaders are still under pressure to rapidly find solutions for addressing today's challenges including how to:

- Protect business premises, remote working locations, the organisation, employees, and customers' data, against cyberattacks
- Provide employees and new talent with the best digital workplace
- Reduce expenditures in an increasingly competitive market
- Revisit IT and communications strategies to address new requirements
- Prevent against unexpected events while increasing competitiveness to gain market share and revenue with employees working from home, at the office or remotely

More than ever small, medium and large enterprises are recognising that cloud-based communications and collaboration solutions can be the answer to

business continuity, evolution, and growth. So it is not surprising that 92% of enterprises use the cloud for at least one part of their strategy[1].

It's unlikely any company will be able to contain its shift to the cloud when you consider the actual global context propelling enterprises to adapt to new rapidly changing employees and customers' expectations.

To be prepared for crisis, enterprises need the flexibility of the cloud. The good news is that the cloud offers more opportunities than just cost optimisation. Switching to a cloud environment can minimise on-site costs for maintenance. And with 'as-a-service' solutions, low-value and time-consuming tasks such as provisioning, upgrading and patching can be off-loaded. Everything operates from a single location in the cloud.

Cloud solutions offer flexible subscription models that make it easier to plan and evolve at a pace that suits you. Cloud-based services can help enterprises get ahead of the competition and enable new work styles and service options that provide significant business benefits.

Cloud-based technology delivers the collaboration solutions you need, from video and audio conferencing to file and desktop sharing. Employees can have professional business interactions as if they were at the office which is essential as the demand for remote working increases.

In a cloud-based solution, the latest version of your technology is immediately available and is accessible from anywhere. This solution helps you meet today's demands and helps prepare your business for the future.

1 - State of the art Cloud Report, Flexera.com, 2021

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Your path to the cloud

Figuring out which path to the cloud works for you begins with defining the digital workplace and the goals you want to achieve. What communications and collaboration services do your employees need to access from the cloud? To ensure business continuity in any crisis, you need to make sure your level of service remains constant no matter what happens.

Companies can define their journey to the cloud according to their requirements. Every organisation is unique, which means they will have different communications needs. To address these needs, organisations should be able to choose the solution that best fits their requirements.

At Alcatel-Lucent Enterprise, we offer "a-la-carte" cloud-based communications and collaboration solutions and services so you can choose from on premises, hybrid, or a full cloud solution. Some questions to consider:

- Does your business need a fully encapsulated environment hosted either on premises or in a private data centre of your choice?
- Would you prefer a cloud model that allows you to maintain your on premises investments and add collaboration on top of your existing telephony system?
- Would you prefer a full cloud solution, including traffic?

Whatever your need, we have a solution for you.

Cloud offer at a glance

	Public cloud	Private cloud		Hybrid cloud
Enterprise needs	You are considering an all-in-one UCaaS solution, including traffic	You are considering a Cloud Communications and Team Collaboration* solution and want to host the servers and data on your premises or at a place of your choice	You are considering a Cloud Communications and Team Collaboration* solution and don't want to host the servers, nor the collaboration services on your premises	You are considering a cloud solution on top of your on premises communications system
Solutions	Rainbow Office powered by RingCentral	Rainbow Edge by Alcatel-Lucent Enterprise Single Instance Cloud	Alcatel-Lucent OpenTouch® Enterprise Cloud	Rainbow™ by Alcatel-Lucent Enterprise
Services provided	• All-in-one UCaaS Message-Video-Phone • Traffic included • Voice Contact Center capability	• 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-parties systems

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

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Public cloud

Rainbow Office powered by RingCentral, provides a complete cost-effective business communications and collaboration solution for organisations looking for a full cloud solution. Rainbow Office is a modern all-inclusive cloud platform to address the changing needs and consumption models enterprises require. It encompasses real-time collaboration, online meetings and business telephony including, inbound and outbound international calls to deliver a comprehensive solution with ease-of-use, mobility, trust and openness. This cloud business communications suite empowers employees with messaging, video meetings and calls, from anywhere, on any device.

Rainbow Office is an end-to-end collaboration between Alcatel-Lucent Enterprise and RingCentral, two global telecommunications and IT industry leaders. It is complemented with optional physical handsets and network infrastructure products from Alcatel-Lucent Enterprise.

World-class reliability, security and data privacy
Robust protection measures are implemented at every level of the Rainbow Office architecture and processes. Our full-time security and fraud-prevention department provides 24/7 physical and environmental defense for your service. Enjoy peace of mind knowing that our distributed network is fully redundant in every location we serve, providing a truly global infrastructure that consistently delivers service continuity and quality at the highest SLA standard with financially backed 99.999% uptime.

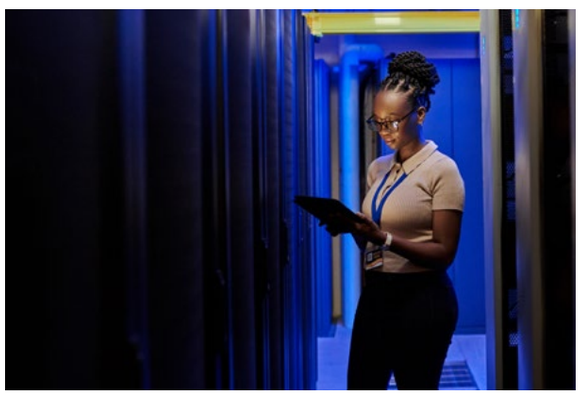
Our partner, RingCentral, maintains a comprehensive set of UK and EU compliance certifications and attestations to protect customers' data and communications. RingCentral performs data transfers in accordance with General Data Protection Regulation (GDPR). Customers are nevertheless required to carry out their own data transfer risk assessments and make their own determination regarding whether the transfer is adequately protected. RingCentral supports customers in making a decision on their data transfer risk assessments by providing relevant information through the RingCentral Trust Centre.



Easy-to-use
Maximises adoption and productivity using intuitive and integrated interfaces.



Reliable
Delivers financially-backed carrier-grade 99.999% platform availability.



Trustworthy
Protects the platform, its users and its devices.



Open
Easily integrates with third-party apps for more efficiency.

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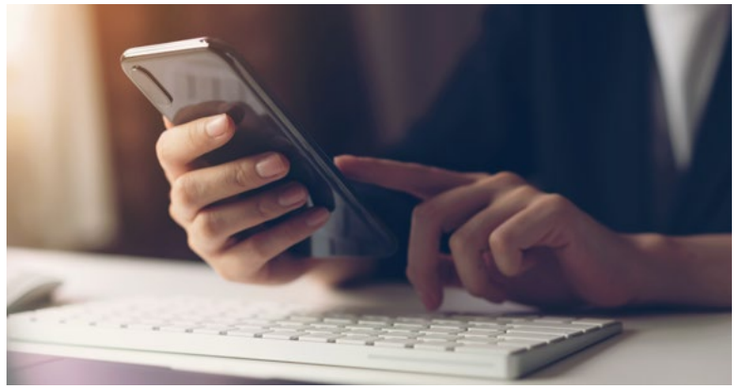
Private cloud

For specific requirements, Rainbow Edge offers (single instance) cloud-based communications and collaboration services and data that can be hosted on your premises or in a data centre of your choice. You can benefit from a dedicated instance of Rainbow Edge hosted either in a private cloud environment or directly on premises.

Rainbow Edge



Secure
Highly secure platform with option to host on a self-selected data centre platform.



Personalised
Guaranteed privacy with options based on your privacy demands.



Flexible
Flexible architecture built to accommodate businesses of different sizes



Adaptable
Variety of subscription offerings for cost optimisation

Alcatel-Lucent OpenTouch Enterprise Cloud (OTEC)
The (multi-instance) Alcatel-Lucent OpenTouch Enterprise Cloud (OTEC) offers a 100% OPEX business model. This is ideal for companies looking for consumption-based models and that want to replace their existing CAPEX model. With OTEC, employees benefit from ALE's communication experience in a per user, per month model. IT can easily automate operations and adapt costs while benefitting from an outstanding service level.

OTEC can be scaled up or down according to business needs. For example, **collaboration tools/services** such as **chat, audio and video calls, conferencing capabilities, share and screen sharing** can quickly be accessed without advanced planning and without spending extra money for additional hardware or software. As well, expenses can quickly be reduced if demand for services are reduced.

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Hybrid cloud

With a hybrid cloud-based communications solution, you leverage existing communications investments with the ability to add cloud-based team collaboration services.

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 much more. Additionally, Rainbow is secure by design, built with data security, integrity and sovereignty in mind. And as the only global offering not based in the U.S. it is not subject to the Patriot Act, nor the CLOUD Act.

The hybrid model turns **Rainbow** into a **communications platform** by simply adding a “collaboration layer” on top of your ecosystem to guarantee a smooth transition to the cloud while leveraging your existing communications platform.

Rainbow services are available in an “as a Service” model which complements existing communications voice servers, including Alcatel-Lucent OmniPCX Enterprise Purple and Alcatel-Lucent OXO Connect, and continues to deliver Enterprise-grade services, in terms of five nine’s availability, along with the highest security standards such as Common Criteria.

Three Rainbow subscription-based deployment options are available (Essential, Business and Enterprise), each offering a different level of secure features and capabilities that allow your workforce to collaborate efficiently and rapidly, wherever they work.



Secure
Highly secure platform with option to host on a self-selected data centre platform.



Easy-to-deploy
It takes one click to download and install Rainbow and benefit from rich features like contact management, presence, chat, audio/video call, screen and file.



Hybrid
Rainbow takes a hybrid cloud approach, integrating with Alcatel-Lucent OXO Connect and OmniPCX Enterprise Purple, as well as non-ALE PBXs. It allows enterprises to migrate to the cloud at their own pace.



Open
Rainbow is also an open Communications Platform as a Service (CPaaS) with a set of APIs allowing the integration of real-time collaboration services into in-house applications and business processes.

Rainbow is a 100% secure solution, no matter your subscription model. Whether it is a freemium, business, or enterprise subscription you are guaranteed a secure experience. **Rainbow is ISO27001, ISO27017, and ISO 27018 certified, SecNumCloud certified through our hosting partner OVH, ENS certified and ISO 27001–017/18 certified.**

We respect privacy. We don't use data to monetise additional services and we respect international privacy laws, including Europe's GDPR. Our customers' data is private, safe and secure with us. Only our customers handle their own data. Transparency and traceability are critical elements of Rainbow. All regulatory requirements are respected and ethically managed.

Certifications

- HDS certified, which allows ALE to store health data
- GDPR compliant
- ANSSI CSPN certified
- HiPAA certified
- In the process of acquiring FERPA certifications

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Address today's challenges and improve competitiveness

While we've touched on some of the benefits of moving to a cloud environment, there are many more. For instance, cloud-based services can help you stay ahead of the competition. A cloud environment enables new work styles and service options beneficial to any organisation.

With hybrid work now among the top priorities for enterprises,[2] we are seeing an increasing demand for cloud-based services, and more specifically collaboration tools. This includes support for video and audio conferencing, file and desktop sharing, and more. Businesses can create immersive discussion rooms for their teams that make them feel as though they're in the office. This is essential as the demand for remote work continues to increase, which according to Gartner will represent 31% of all workers worldwide in 2022.[3]

With cloud technology and collaboration tools, business leaders can ensure teams have access to everything they need at their fingertips. What's more, all your technology is available in the latest version, from anywhere.

Additionally, cloud-based solutions let businesses choose the right talent no matter where they might be located. Cloud technology ensures you can reach out to potential employees around the world to bring them into your workforce. This means every business can have the staff it needs to generate the success it deserves.

Accelerate new opportunities with the cloud

Cloud opportunities also allow companies to improve customers' experience and engagement, employee efficiency, and to increase the overall business performance including:

- Adding multi-channel capabilities to the tools you already have, benefitting from international call capacity, and inviting suppliers and customers to chat using instant messaging or video conferencing. This is an excellent opportunity to go above and beyond with the service experiences provided to customers (as well as to employees).
- Allowing integrations with Customer Relationship Management (CRM) tools like Salesforce, or other business and office applications such as Microsoft® Teams, Google and more
- Enabling the integration of real-time communications into existing business applications without complex engineering, whatever your business or size – with CPaaS cloud technology.

With the cloud offering unlimited access to disruptive technology and data, there's no limit to what you can do. Additionally, the cloud opens new opportunities in multiple domains. With the right cloud communications solutions, you can explore things like the Internet of Things (IoT) and asset tracking.

2 - Omdia.informa.com
3 - Gartner.com



The future is the cloud

The cloud is all about unlocking new opportunities with flexibility and affordability. No matter what industry you're in, or who you're trying to serve, adapting to the new world demands agility and elasticity.

Companies need to figure out how they can adapt and pivot quickly to suit the changing needs of both their customers and their employees. The cloud is the tool that business leaders can use to increase speed and agility by keeping their team truly connected. With new capabilities constantly emerging through APIs and CPaaS, there's virtually no limit to what's possible.

For those in search of a competitive advantage in this complex new space, the cloud is a must-have. While it's tempting to try and stick with existing technology when you're trying to keep expenses low, a move to the cloud is a great option for most companies. As we've seen, in extreme circumstances, the cloud offers an environment that can provide true business continuity for companies struggling to keep the lights on.

Based on what we've learn over the last couple of years, now is the time for companies to assess their needs and embark on a shift to the cloud.

Learn more about Alcatel-Lucent Enterprise cloud communications solutions.

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