



How to successfully transform to the cloud





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Foreword

Digital Transformation

Rising to the challenge of optimising business processes

Companies wishing to maximise the potential of new digital technologies will need to redefine their organisational structure.

The challenge of this transformation lies in optimising business processes to enhance performance, such as customer experience, process fluidity and responsiveness.

For companies wanting to retain their competitive edge, digital transformation is essential rather than optional. As a result, working methods, tools, workstations and workflows will need to be redefined. In some cases, organisational roles and those currently holding them may also need to change.

Several of your functional teams will be critical to the success of digital transformation:

- Marketing will be crucial to the design and implementation of a new digital strategy
- Sales will need to rethink its customer relations management and review the tools for delivering optimal customer service
- Human Resources will need to reconsider how best to support current employees, attract new talent and equip managers with the right tools to lead their respective teams

Table of Contents

Why this guide is needed	6
STEP 1 - DEFINE YOUR VISION AND STRATEGIC ALIGNMENTS.....	7
1. Key benefits of using the cloud	8
2. Align with management's strategic vision	9
3. Audit your existing systems	9
4. Criteria for decision-making.....	10
4.1 User experience and expectations.....	10
4.2 Determine individual communication needs.....	10
4.3 Streamline and simplify collaboration	12
5. Support your company's innovation strategy with Communications Platform as a Service (CPaaS).....	14
6. Economic criteria	15
7. Sovereignty and cybersecurity issues.....	17
7.1 Sovereignty issues	17
7.2 Cybersecurity challenges	17
8. Organisational IT challenges	19
8.1 Managing skills	19
8.2 Evolving towards a role as a service prescriber	20
8.3 Enhancing operational agility	20
9. Formalise your master plan	21
STEP 2 - CHOOSING YOUR TECHNOLOGY	22
1. Alcatel-Lucent Enterprise Public Cloud	23
2. Alcatel-Lucent Enterprise Hybrid Cloud	24
3. Alcatel-Lucent Enterprise Private Cloud.....	24
4. Recommendations for choosing your technology	25

STEP 3 - PLAN YOUR TRANSFORMATION TO THE CLOUD	27
1. The fast strategy – a rapid, disruptive transition	28
2. A progressive migration strategy - a slower, gentler transition	29
3. Planning and prioritising your projects	30
4. Building teams to accelerate your transition	30
5. Defining criteria for success	31
STEP 4 - SUCCESSFUL ADOPTION IN 4 PHASES	32
1. Discovery phase: Validating the solution and its uses	33
2. Integration phase: Preparing your teams and users	33
3. Adoption phase: Deploy, train and validate adoption	34
4. Validation phase: Support over time	34
STEP 5 - TURN YOUR IT DEPARTMENT INTO A MAJOR PLAYER IN DIGITAL TRANSFORMATION WITH THE CLOUD	35
1. Transforming your IT Department	36
2. Moving communications to the cloud: A vector for the IT department to offer new services across business areas	36
3. Maximise your investment by contributing to your company's objectives	39
4. Enhancing other business applications	40
CONCLUSION	41

Why this guide is needed

Digital transformation and the explosion in associated technological innovations have disrupted how companies operate. However, those that have successfully navigated this disruption are reaping the benefits of digital transformation as a catalyst for development and innovation.

Successful digital transformation that maintains or builds a competitive edge depends on two essential actions:

- **Modernising** communications infrastructure
- **Changing** organisational work practices

As you **embark on this transformation, Alcatel-Lucent Enterprise is here to help you do so at your own pace** so that you can make well-informed, measured choices about:

- The most flexible and appropriate architectures
- The most suitable financial model, choosing between CAPEX, OPEX or pay-as-you-go

The initial concerns and perceptions shared by our customers around cloud migration vary. Some see 'complexity' as the main issue. For others, data security and sovereignty are the biggest concerns. Almost all weigh the impact on their budget.

This guide aims to enlighten and equip you as a decision-maker. It provides you with the best tools and the clearest explanations for:

- Understanding the challenges of migrating your communications services to a private hybrid or public cloud
- Planning your transformation, including all the essential factors underpinning the successful adoption of your chosen cloud solution

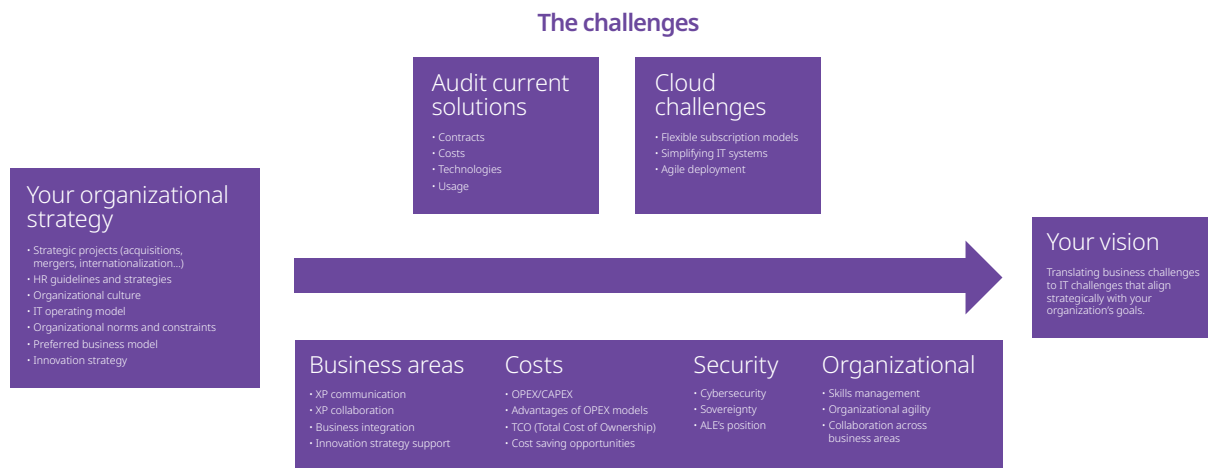
The guide also details the steps you need to take, understanding the challenges of migrating your communications services to a private hybrid or public cloud.

It prepares you for planning your transformation by addressing all the essential factors underpinning the successful adoption of your chosen cloud solution. As the digital world evolves, the Information Technology Department plays a crucial role in accelerating company innovation.



STEP 1

DEFINE YOUR VISION AND STRATEGIC ALIGNMENTS



1. Key benefits of using the cloud

Increasingly, enterprises of all sizes are recognising **the value of cloud-based communications and collaboration solutions** to support business continuity, evolution and achieve growth objectives. So, it's no surprise that 92%* of companies are migrating some or all their operations to the cloud as part of their strategy.

Furthermore, the current global context in which employee, customer and partner expectations are rapidly changing puts pressure on companies to become more responsive and adaptive.

92%

of companies
are using Cloud
in their business
strategy*

Still, while transitioning to the cloud is becoming a key focus for companies that wish to optimise onsite maintenance costs, enhance current flexibility and prepare for a crisis, a successful transformation to the cloud can create many more possibilities than simply optimising operational costs.

In this guide, we will cover five key benefits of using cloud-based communications solutions, including:

- **Delegate tedious, low-value-adding IT tasks** such as provisioning, updates and patches to 'Software as a Service' (SaaS) solutions operated from a single cloud-based location
- Access **flexible subscription models**, making it much easier to evolve at your preferred pace
- Introduce new flexible and adaptive working styles and services that can streamline and support your digital transition
- Adopt **'from anywhere' collaboration solutions** – from video/audio conferencing to file and screen sharing – so your teams can interact more easily in the office, in the field or from home
- Benefit from the latest version of your technology immediately and from anywhere, so your solutions will always meet your current business and help you anticipate and prepare for the future

* Source: State-of-the-art Cloud Report, Flexera.com, 2021



2. Align with management's strategic vision

Before you begin to define your cloud migration strategy, make sure it aligns with your company's vision.

Answering these **seven questions** lays the foundation for creating a cloud communications solution that contributes to organisation-wide strategic objectives for growing your business:

1. What are your organisation's current and future strategic projects? (examples: mergers/acquisitions, internationalisation)
2. What values and practices underpin your organisation's culture and how might these evolve in the future? (Examples: Develop teleworking, enhance collaborative culture, recruit young talent, manage staff turnover)
3. How can you support your company's innovation strategy?
4. What kind of customer experience do you envisage providing in the future?
5. What role will IT play as your company's operating model evolves? (Example: deploying new services with speed and agility)
6. What is your finance department's preferred business model, given your company's context?
7. Which safety standards and constraints apply to your organisation?

3. Audit your existing systems

An audit of your current communications solutions and ecosystem is an essential precursor to embarking on any transition project. Engaging your IT teams, employees and customers in this process will give you a comprehensive overview of your current situation and starting point.

Audit the following key operational elements:

Contracts: What are your current commitments with fixed and mobile operators, including maintenance contracts?

Costs: What are your current maintenance and operating costs, operator costs and ongoing depreciation costs?

Technology: Which cloud solutions (public or private) are already in use in your company?

What is your current application ecosystem and are there any current plans to adapt or change it?

Usage: What is your corporate communications culture? Which communications and collaboration tools and services do your employees use/no longer use/never use? Which tools and services do your employees request?

Which critical services must you maintain?

How do you interact with your customers?

4. Criteria for decision-making

Considering each of these criteria will help you define your roadmap, make the right choices and protect the integrity of your transformation project.

4.1 User experience and expectations

Generational change coupled with the impact of a global pandemic has triggered a massive, democratising shift toward teleworking. Employees across all age groups are opting to operate entirely in mobile mode.

Furthermore, younger, 'digitally native' generations — who are accustomed to constant, flexible connectivity — demand access to data anywhere, anytime.

So, which collaboration tools and practices should you adopt in response to these rapidly growing trends? Here's what you need to do to meet user expectations and boost your organisation's efficiency:

- **Improve productivity:** Equip your staff with the tools to work together more effectively and share information more easily. A 2020 Harvard Business School study found that an employee equipped with the right communications and collaboration tools outperformed comparable colleagues by 45%
- **Facilitate communications:** Improve overall coordination. Provide remote communications tools that enable your staff to share documents and ideas and work on projects in real time
- **Encourage mobility:** Guarantee that your employees can stay connected to projects and teams when they are not physically present on company premises. Give them the tools and the confidence to work wherever they are — in the office, at home, on the move
- **Develop videoconferencing:** Enhance the quality and depth of the teleworking experience by enabling employees to connect visually, regardless of their location

4.2 Determine individual communications needs

Though user expectations around modern, flexible communications options are evolving, telephone communications still predominate in many organisations. Companies need to be aware of this diversity to ensure they continue to meet their staff and customers' needs.

Encouraging mobility/My office anywhere

For most organisations, the pandemic was a catalyst for a faster transition to a 'work anywhere' environment. Indeed, during the pandemic, around 74%* of CFOs made plans to permanently transfer significant numbers of traditionally 'onsite' employees to remote working once lockdowns ended.

However, successful, suitably equipped transitions to remote work depend on carefully assessing each **employee's job type and mobility needs**.

The first step is to develop user profiles to determine when and how best to invest in specific technology solutions.

These questions will help you identify the right technologies to **support different roles** and work styles.

- How much time does a person spend at their desk?
- How often must they access information stored in databases and business applications?
- Which kinds of devices do they need to perform tasks, such as smartphones or softphones?
- Do they interact with customers?
- Is it essential to be able to reach this person anywhere, at any time (for professional or security reasons)?

* Source: [Gartner CFO Survey](#)



Creating these profiles allows you to identify between three and five profile categories to which you can match the appropriate communications services and applications.

For example, you'll almost certainly find some 'mobile users' who seem to be in perpetual on or off-site motion. Others may be 'team workers' who spend a lot of time at their desks participating in video/ audioconferences.

Optimise your communication tools

Some of your team members can manage with a softphone or app on their smartphone or existing computer, whereas others will require their own office or conference phones.

Before you opt for softphones, here are **some important points to consider**:

- **Constraints** associated with this solution (Examples: Is there a Virtual Private Network (VPN)? What is licence flexibility?)
- Ease of **deployment**: Does IT have the skills and tools to distribute and install the software and keep it updated?
- **Audio and network quality**: Are they robust enough to support effective telephone communications?
- Solution **availability**: Will you have continuous, stable access to avoid interruptions or communication errors? Which underlying networks (Wi-Fi and/or GSM) will be used?
- Solution **accessibility**: Will everyone who needs to use the solution have access?
- **Compatibility** with the devices and systems used by the company and its employees (PC/Mac/tablet/ mobile/iOS/Android) and features such as voicemail access, call transfer and conference calling
- **Security** to protect sensitive company information

Preparing for simpler cloud-based connectivity

Your existing communications system offers multiple connectivity options (analogue, digital and IP). A cloud-based system may replace some or all of these options with a single network signalling Session Initiation Protocol (SIP). Prepare for transitioning to SIP by identifying top technological solutions for upgrading or replacing each of your connected devices.

Start by:

- **Listing all the equipment** currently connected to your communications system (Examples: Desk/ conference/wall/intercom/door phones, DECT terminals, alarms and faxes)
- Asking yourself: Is this equipment still in use? Can some or all of it be replaced by third-party solutions (fax server, independent intercom system)? Is it possible to replace these items with SIP equipment or converters? If not, are there any legal or regulatory requirements to retain this equipment?

Streamline your reception service

Whether you manage incoming calls using an automated reception, a switchboard or a customer relations centre, your communications solution is central to avoiding unanswered calls and directing calls to the people best qualified to handle them.

Migrating your communications solutions to the cloud is an opportunity to transform the way you welcome your customers.

Engage your switchboard operators or call centre teams in the search for solutions to reduce the number of no-show calls (using interactive voice servers, increasing/reducing the number of switchboard operators or call centre teams, managing a deluge of unanswered calls).

Consider new communications channels, including integrating chat, voice and video services into your website to connect your customers directly with the right people in your organisation.

Choose your onsite mobility technology

Perhaps you already have a Digitally Enhanced Cordless Telecommunications (DECT) mobility solution? How critical is this type of communications? Does DECT also provide additional protective services for lone workers such as Lone Worker Protection (LWP)?

If you're considering replacing your DECT infrastructure with a Wi-Fi smartphone solution:

- Make sure you have Wi-Fi coverage that supports VoIP with prioritised flows
- Evaluate the budgetary impact of upgrading your Wi-Fi infrastructure (QoS, number of terminals) to support VoIP, compared with maintaining your existing DECT infrastructure
- Factor in the cost and lifespan of communications equipment

Guarantee service continuity

Does your company receive the public? Do you provide essential services? How will you ensure business continuity in the event of a crisis or the unavailability of cloud services?

Defining the minimum services required to ensure service continuity will enable you to select the cloud solution that's right for you.

4.3 Streamline and simplify collaboration

Maintaining a competitive edge is immeasurably easier in a modern, coherent digital workspace. A streamlined workspace powered by intuitive tools also accords with the wishes of at least 56% of employees who want an optimised and easily accessible collaboration tool*.

In this context, engaging with the proliferation of collaboration applications offered to businesses can generate Shadow IT and be counterproductive.

Opt for a cohesive, modern and intuitive digital work environment

The explosion of collaborative messaging, videoconferencing, storage and file-sharing applications has hampered the development of coherent digital workspaces. Initially, these tools were seen as team productivity boosters. But accumulating multiple applications (often through shadow IT) can create disconnected communications silos. Work towards creating a simple, coherent digital workspace to save time and increase efficiency.

Here are four ways to simplify collaboration in your digital workspace:

- Choose solutions offering rich functionalities (telephone, instant messaging, videoconferencing, file sharing, remote training, webinars)
- Make sure that your preferred solutions will integrate smoothly with your current and future applications ecosystem
- Opt for a solution with a modern and intuitive interface designed with end users in mind. You'll identify the right function at the right time and complete tasks with as few actions as possible
- Select solutions that support inclusivity by giving all your employees access to the same level of service

* Source: <https://resources.idg.com/download/cio-pandemic-business-impact-study>

Improve your competitiveness through collaboration

A highly collaborative work environment optimises operational efficiency and enhances the customer journey. Cloud collaboration tools facilitate purposeful collaboration in various ways, including telecommuting, teleconsulting, e-learning, blended learning and virtual events.

Deploying a collaboration solution can help you rise to several strategic challenges by:

- Supporting Corporate Social Responsibility (CSR) policies (Examples: reduce travel, optimise premises)
- Strengthening human resources directives (Examples: attract new talent with modern, high-performance solutions, optimise corporate communications)
- Maximising your talent pool by integrating the right people into virtual teams, wherever they may be
- Improving productivity and efficiency by facilitating collaboration between back-office and field staff
- Simplifying and securing your IT by having a single communications tool for all employees

Boost your competitiveness by adopting new working styles

Use your cloud communications solution creatively and its dynamism and flexibility will bring massive benefits across your entire organisation.

Here are six ways to do that:

- Favour instant messaging over emails for smoother, faster exchanges
- Cultivate multi-channel exchanges. Start with two or more people in instant messaging and progress to a video call or conference with screen sharing
- Encourage teamwork in established, well-equipped workspaces
- Opt for secure, accessible cloud-based file exchange solutions
- Share a dynamic 'presence status' using your organisation's phone, calendar and mail server to enable rapid access to available expertise
- Use information channels to improve corporate communications

These three actions below can maximise your collaboration solution:

- Adopt a single, secure collaboration tool for the whole organisation to limit or eliminate shadow IT
- Check that your IT tools are suited to these new services (Example: PCs with cameras, stable LAN/Wi-Fi network, robust security and much more.)
- Support new ways of working through change management to embed and sustain enhanced user experiences

Digitalise your meetings efficiently

Digitised meetings and videoconferencing are becoming common (and best) practice options for organisations. To benefit from all the features offered by videoconferencing applications, don't settle for the free version. Opt now for professional, secure solutions.

Look for these three important features of efficient videoconferencing solutions:

- **Scheduling:** You can create a meeting space from your corporate calendar for simpler, faster planning
- **Accessibility:** Your customers and suppliers can join a meeting, via a web browser, simply using the link provided to them. No need to install software or modify their firewall, and you can include the option to connect to audio by telephone
- **Hybrid meetings:** Your telecommuting employees, mobile staff and teams can all attend the same meeting in a video conferencing room.

The following functions are indispensable when animating your meetings:

- High-quality audio and video calling
- Visualisation of participants and speakers
- Screen sharing to present applications or large files with a single click
- Recording to share with absentees, reviews and communicating more widely
- Background blurring for greater privacy
- Pre-and post-meeting management: Create a designated meeting space for sharing pre-meeting agendas, minutes and exchanging meeting-related information

5. Support your company's innovation strategy with Communications Platform as a Service (CPaaS)

A CPaaS cloud platform uses the flexibility of the cloud to connect applications, people and objects. This connectivity gives your communications context and inclusivity and supports sound decisions and right actions.

Besides delivering business integration benefits, (CPaaS) allows you to extend communications far beyond people-to-people interactions by supporting you in adopting IoT and AI.

Business integration

Embarking on your transformation to the cloud presents many possibilities to streamline business integration and improve productivity. For example, by integrating communications with tools such as CRMs, you can enhance customer satisfaction by delivering a personalised, contextual experience, thanks to the following functionalities:

- **Click to call** a CRM contact through the telephone system
- **Contextualised customer data**, such as call history information and CRM record updates, so you can personalise and tailor services to fit customer needs and preferences
- **Digital appointment booking** and automated simple responses using zero-code chatbots to optimise resources by reducing waiting times
- **One-click audio-video escalation** so agents resolve complex issues quickly by contacting other experts and providing a more seamless, efficient and satisfying customer experience

Business integration is a key element in a successful transformation to the cloud. By delivering a personalised customer experience and improving organisational agility and user efficiency, companies can leverage the full benefits of the cloud.

- **Connecting with objects**
 - Each object can act as a sentinel, notifying applications when an event occurs, whether it's a flood, a noise or a movement that may signal a problem in the making.
 - Most connected objects lack the intelligence to make decisions based on the information they collect. Hence these objects need to be complemented by a platform that ensures information is relayed to the right person at the right time. CPaaS provides this functionality.
 - Numerous applications for object-oriented communications exist in all sectors. A CPaaS environment can enable fluid, optimised dialogue between humans and objects.



- **Connecting with Artificial Intelligence (AI), a new milestone in the digital revolution**
 - With AI and machine learning, companies can use the information they gather to support informed decisions. They can also receive alerts and recommendations before an event occurs.
 - AI can also enrich the context of your interactions through:
 - Transcription of voice exchanges
 - Translation into different languages
 - Mood detection

Implementing CPaaS is a major challenge, whatever your industry.

Begin by determining the problem you want to solve. Is it enhancing digital engagement with customers or improving operations? Work with your innovation teams to identify and define your company's digital transformation projects.

6. Economic criteria

Switching to a cloud environment minimises onsite maintenance costs because as a Service (aaS) solutions allow you to offload tedious, low-value-adding tasks that overwhelm your team, such as provisioning, upgrading and patching.

As cloud and 'as a Service' (aaS) 'models develop, capital expenditure (CAPEX) is gradually being replaced by operating expenditure (OPEX).

- How do you generate operating expenses (OPEX)?
- You rent outsourced communications services in the cloud rather than investing in your own servers or infrastructure
- You subscribe to software rather than investing in licenses
- You outsource operations and maintenance rather than recruit internally

What are the advantages of the OPEX business model?

The OPEX model enables you to be more flexible and adapt to your organisation's needs, particularly in the event of growth or attrition. It also frees up cash, which can be used for other core business purposes.

How do you assess the overall cost of a solution?

1. First, evaluate OPEX costs, including:

- Subscription and integration costs
- The vendor's commitments (contract length and flexibility. Can you mix several subscription levels/profiles?)
- Commitment and termination terms and conditions
- Supervision and daily operations costs (move/add/change)
- Hosting costs if the solution is hosted in your own data centre
- Operator traffic models and costs. Is traffic included in your subscription?

2. Then look for any hidden costs and ancillaries:

- Integration costs
- Change management, training, and so on
- CAPEX purchase of telephone sets, headphones, Session Border Controller (SBC) and other components

3. For hybrid solutions, include the OPEX costs for infrastructure hosted and maintained by your onsite IT department, namely:

- Operating and supervision costs
- Maintenance and update costs

Four key ways cloud migration can optimise procedures and save money

1. Outsource your communications system so you no longer need to invest in buying, hosting and maintaining equipment (including the ever-increasing energy costs).
2. Replace all or part of your telephones with softphones to reduce your future CAPEX.
3. Eliminate your infrastructure at non-critical sites by migrating services to the cloud.
4. Centralise your operator access to a private cloud or hybrid solution to optimise and adjust your operator costs to reflect your actual needs.

Validate your project's costs and cost benefits by proactively listing costs and ROI. Establish an ongoing dialogue with your finance department to define the best business model. It's not uncommon for budgetary decisions to be based on the OPEX/CAPEX balance.

7. Sovereignty and cybersecurity issues

7.1 Sovereignty issues

Data sovereignty is often seen as a key challenge in migrating to the cloud. Companies are keen to retain control over their data and ensure that it is securely stored in a safe environment in compliance with current regulations.

7.2 Cybersecurity challenges

Security is one of the key issues in cloud migration. As cybersecurity risks have increased considerably, IT departments must understand the risks to anticipate and manage them during the transition to the cloud.

What aspects of cybersecurity should be monitored today?

Here is an overview of the key challenges:

- **The growing dependency on digital infrastructures**
 - More and more business processes depend on your information system
 - The information processed is more sensitive than ever (personal, health and production data)
 - Data management systems are increasingly connected
- **The changing motivations of attackers**
 - Historically, hackers were isolated and individual. Now they're organisations
 - They are financially motivated to fund other criminal activities
 - They are looking for a quick return on investment (ROI)
 - They operate with a high degree of impunity when they're based in digitally lawless territories

- **French and European legislative responses**

The following regulations specify how businesses and critical entities are required to protect themselves:

- LPM 2019: OIV/OSE – Operators of Vital Importance/Essential Operators (France)
- GDPR – General Data Protection Regulation (Europe)
- NIS – Network Information Security (Europe)
- Impending regulations:
 - Cyber Resilience Act
- **The influence of geopolitics**
 - Extraterritoriality implications of The CLOUD Act and Patriot Act (United States)
 - Obliges US operators to share data, subject to a substantiated court order
 - Contradicts GDPR but is being challenged in EU courts
 - The impact of decisions on the transfer of personal data given by Court of Justice of the European Union (CJEU) known as Schrems I and II

Alcatel-Lucent Enterprise's stance on cybersecurity

Our cybersecurity certification process:

- Alcatel-Lucent Enterprise certifies all its cloud solutions to ISO 27001
- Alcatel-Lucent Enterprise certifies its mission-critical solutions (OXE, OS) according to the Common Criteria
- Alcatel-Lucent Enterprise applies cybersecurity best practices to all its solutions by taking cybersecurity constraints into account at every stage in the development and implementation of your cloud migration process
- Specific audits and tests:
 - Intrusion tests carried out on the solutions on display
 - Scan tests
- Reacting to threats:
 - Alcatel-Lucent Enterprise has set up a vulnerability watch and threat mitigation unit
- Our response to the CLOUD Act:
 - Systematic encryption of cloud solutions
 - Control and choice of subcontractors
 - Control and choice of server location
 - Sovereignty in the development and operation of Alcatel-Lucent Enterprise cloud solutions

Simple definitions for three key cybersecurity components

Cybersecurity and compliance have always been important. In today's telecommuting and distributed working environments, they are more significant than ever. Any company with access to customer data needs to protect and preserve it, which sometimes means keeping the data close to home.

To address issues of data security, integrity and sovereignty, we need to begin with some simple, clear definitions.

- **Data security:** This is the process of protecting data from access, manipulation or corruption by unauthorised personnel or applications during its lifetime. This includes measures such as encryption and data hashing.
- **Data integrity:** Often referred to as data quality, this indicates the degree of consistency and reliability of a data set, regardless of where and how it is stored.
- **Data sovereignty:** This means ensuring that your data is always subject only to the laws of the country in which it is held.

In this guide, we address the key issues of security, sovereignty and cybersecurity.
[Consult our blog](#) to discover more about these vast and vital subjects.

Your questions answered

Q: Is the cloud more exposed than traditional solutions?

R: Yes and no. While it's necessary to implement more comprehensive security policies (preventive measures, detection and handling of anomalies and more) there is a strong argument that cloud solutions make it easier to secure a dispersed workforce.

Q: Are certifications compulsory?

R: No, it's a voluntary process based on an external audit, which guarantees our customers a very high standard in cyber risk management.

Q: How can I ensure that an Alcatel-Lucent Enterprise solution is used in the most reliable and resilient way?

R: Alcatel-Lucent Enterprise publishes system hardening guides, used by our partners, indicating best-practice configuration recommendations to ensure maximum protection against cyberthreats.

To sum up

If you're serious about ensuring that your data stays secure, sovereign and unaltered, you need to inspect every layer of the solution you're considering:

- Make sure everything is presented in a transparent way
- Cover everything: how and where the solution is hosted, who develops and manages it and who will deploy it for you
- Restrict access to third parties and, where access must be granted, ensure that all access is encrypted and secure from end to end

Your data belongs to you, but you must be vigilant to make sure it stays that way.

8. Organisational IT challenges

For IT departments, the challenges and opportunities inherent in transforming to the cloud are manifold

Here are the three main ones:

8.1 Managing skills

Moving to a cloud or hybrid architecture can dramatically improve the IT department's productivity. Simplifying the IT infrastructure not only saves time, but it also allows your IT team to apply their skills and energies to higher value-adding activities closer to your core business.

Manage the change with clarity, tact and empathy so your IT staff (and everyone else) doesn't feel cornered, railroaded or resistant. Thanks to cloud solutions, employees responsible for managing and supporting complex telephony infrastructures will be able to draw on the IT team's expertise in real time.

Your skillful IT professionals can now personalise their support for all your company's profiles based on the professional tools each person uses daily.

8.2 Evolving towards a role as a service prescriber (proactive support for all users and professions)

The IT department needs to be more attentive than ever to employees' needs. This means keeping a close eye on how user experience and expectations evolve across your entire organisation. The IT department's role in accompanying the introduction of new software is crucial to advancing innovation and productivity. This role includes curbing Shadow IT by preventing the uncontrolled spread of applications.

8.3 Enhancing operational agility

Creating and maintaining agile information systems is a perennial challenge for IT departments. When it comes to taking full advantage of cloud solutions, an increasingly agile operating model is vital.

Four ways to increase operational agility:

1. Adopt continuous planning so you can adapt more readily to market changes.
2. Champion innovation to meet user needs and keep your competitive edge.
3. Reduce time-to-market to be faster and more responsive.
4. Implement organisation-wide, flexible, efficient structures and processes.

Did you know?

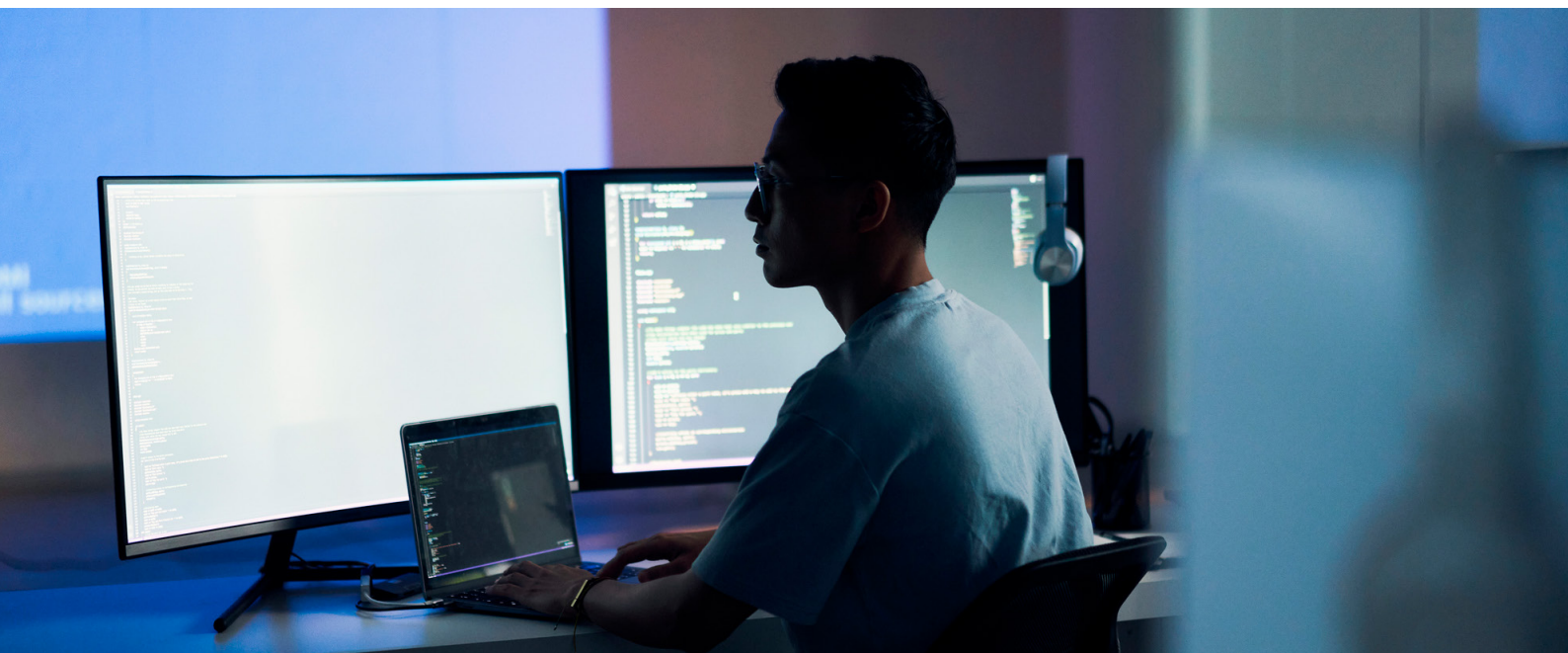
The CLOUD Act

The CLOUD Act is a set of laws created in the United States in 2018. These laws are in direct opposition to the texts set out in the General Data Protection Regulation (GDPR). The CLOUD Act covers companies and all hosting providers based on American soil or of American nationality based in any other country.

These companies now answer to the CLOUD Act and not to the legislation of their host country.

In Europe, for example, they are not required to comply with the GDPR.

The primary law obliges an organisation (subject to the CLOUD Act) to transfer all requested data at the request of the American authorities. This transfer must take place without delay and without the possibility of opposing it, for example, by lodging an appeal. When a request is made, the individual concerned is not informed.



9. Formalise your master plan

This strategic analysis phase is essential to align your company's and IT challenges and ensure that the IT department contributes effectively to the success of your cloud transformation projects.

Identifying the specific challenges of each project enables the IT department to implement the most appropriate technological solutions while keeping the company's objectives in perspective.

The following SWOT analysis will help you formalise and synthesise the challenges of cloud transformation as they apply to each of the following stages:

- Defining long-, medium- and short-term objectives
- Assessing impacts on/benefits for the organisation/IT teams/users
- Accounting for applicable constraints
- Identifying project risks and threats
- Defining success criteria and factors

SWOT

Internal strengths

- Reliable and robust existing infrastructure
- Secure onsite data storage
- High resilience to cyberattacks
- Technology tailored to current needs
- Quality mobile communications
- End user acceptance of new technologies

Internal threats/weaknesses

- Shadow IT that's complex to support
- Limited project resources
- Technical debt (maintaining expertise on obsolete systems)
- Operating and maintenance costs
- Cost of managing end-user changeover to a new solution
- Limited scalability and complex implementation

Opportunities

- Emergence of new uses (post-COVID)
- Attraction of new talent with modern, high-performance solutions
- Improved productivity by integrating communications into business applications and office suites
- Redesign of customer relations and reception services
- Transformation of IT department into an innovation incubator by integrating AI and IoT into business processes
- Free up your IT team's time by automating day-to-day operations
- Greater flexibility with consumption-based, on-demand models
- Reducing the number of contracts

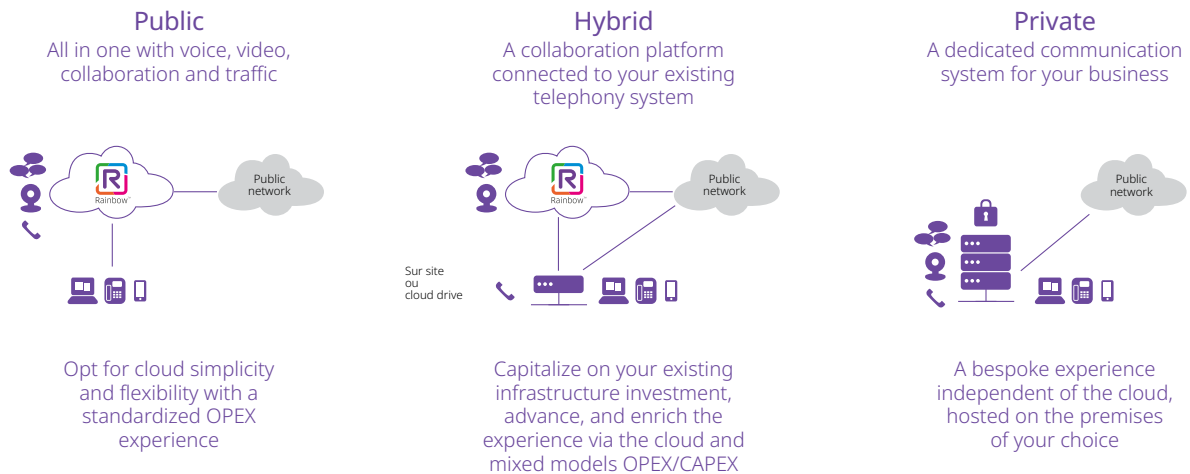
Risks

- Loss of competitiveness if change management fails
- Inability to ensure the safety of your employees
- Loss/theft of sensitive data such as credit card numbers, medical data, customer data, patents, and so on
- Non-compliance with current and future standards and regulations
- Technology obsolescence, for example end of Public Switched Telephone Network (PSTN)



STEP 2

CHOOSING YOUR TECHNOLOGY



Every organisation has different communications needs. Accordingly, you'll choose your path to the cloud to match your company's requirements and goals.

Alcatel-Lucent Enterprise offers communications and collaboration solutions and services in the cloud 'à la carte' so you can select your ideal solution.

In this chapter, we describe these solutions and share recommendations to help you make the best technology choice for your business. The Alcatel-Lucent Enterprise cloud offering provides three models: on premises, hybrid or fully in the cloud. Whatever your needs, we have the right solution for you.

To pin down your best technology choices, don't hesitate to share your vision with potential suppliers. Aim to establish a partner/advisor relationship rather than a supplier/customer one. A partnership builds trust and transparency and enables publishers/integrators to better understand your issues, share your vision and proactively propose solutions. It lays the groundwork for long-term support and collaboration.

1. Alcatel-Lucent Enterprise Public Cloud

Rainbow™ by Alcatel-Lucent Enterprise is a next-generation real-time communications and collaboration platform. Leverage the power of a fully cloud-based PBX system fully integrated in a best-in-class unified communications platform.

Rainbow does not require the need for a physical onsite PBX system and the trained personnel to maintain and upgrade it. Simplify your communications with a platform that meets all your needs.

With Rainbow Hub, you can administer and manage your subscriptions through the Rainbow portal. Maintenance and upgrades are managed easily and remotely. Enjoy greater freedom and reallocate your resources to core business processes.

Rainbow Hub is available on multiple platforms (iOS, Android, PC, Mac and web). It is a cost-effective alternative to expensive, complicated telephony systems, with the potential to reduce operating costs by up to 80%. Thanks to its open-source architecture, it can be integrated into your existing system. This integration provides an additional layer of security. It also allows you to leverage existing equipment and systems, protect previous investments and enhance the overall user experience.

2. Alcatel-Lucent Enterprise Hybrid Cloud

A hybrid cloud communications solution lets you capitalise on existing communications investment by adding cloud-based collaboration services for your teams.

Alcatel-Lucent Enterprise's hybrid cloud solution, Rainbow, offers multiple communications and collaboration capabilities, including instant messaging, audio/videoconferencing, screen and file sharing, single numbers, news channels, telephone presence and more. Furthermore, Rainbow is secure from the outset, having been designed with data security, integrity and sovereignty in mind. And because it's a global offering not based in the US, it's not subject to either the Patriot Act or the CLOUD Act.

Rainbow's model transforms your communications system into a collaborative ecosystem. You can transition smoothly to the cloud and continue to capitalise on your existing communications platform.

Rainbow services are offered in an 'as a service' (aaS) model that complements existing communications servers, including Alcatel-Lucent OmniPCX® Enterprise Purple and Alcatel-Lucent OXO Connect. These professional-quality services, with 99.999% availability, meet the highest security standards, including Common Criteria.

3. Alcatel-Lucent Enterprise Private Cloud

Rainbow Edge	Alcatel-Lucent Enterprise Purple on Demand (PoD)
For a specific need, Rainbow Edge offers private cloud-based, single-instance communications and collaboration services. Data can be hosted on your premises or in your designated data centre. Benefit from a dedicated instance of Rainbow Edge hosted in a private cloud environment or directly on your premises.	Purple on Demand by Alcatel-Lucent Enterprise (PoD) (multi-instance) offers a 100% OPEX business model. It's ideal if you're looking for a consumption-based model to replace your existing CAPEX model. PoD users benefit from the Alcatel-Lucent Enterprise communications experience on a per-user, per-month basis. The solution makes it easy to automate operations and adapt costs. It provides an exceptional level of service and can be scaled to suit your business needs. For example, you can make collaboration tools/services such as chat, audio and video calls, conferencing and file and screen sharing readily available without advanced planning or buying additional hardware or software. If demand for these services declines, you can easily adjust costs downwards.

*UCaaS: Unified Communication as a Services

Did you know?

The GDPR

The GDPR governs the processing of personal data within the European Union and for European residents. It strengthens citizens' control over how their personal data is used. It harmonises the rules in Europe by providing a single legal framework for professionals to develop EU-based digital activities in a transparent regulatory environment with high user confidence and trust.

Who's concerned?

Any EU-based public or private organisation (and its subcontractors), regardless of size, country of establishment or activity, that targets its activities to European residents and processes personal data on its own or other's behalf.

4. Recommendations for choosing your technology

When selecting the technology base for your company's solution, we recommend that you consider the following for each provider:

- Functional coverage (telephony, UCaaS*, video conferencing room, webinar and CPaaS)

Mono-sourcing versus multi-sourcing

- Choosing a single supplier creates a simple, coherent working environment. The risks are that a single supplier may not be able to deliver all the functionality you need or your dependency may make you vulnerable to changes in price, reliability and more.
- Choosing several suppliers requires more initial research and planning to create a coherent working environment but offers greater scope for evolution over time.

We recommend selecting a limited number of suppliers that can respond proactively to current and future business demands.

Advantages of having a limited number of suppliers

Organisational benefit	Reduced number of applications/suppliers and costs
IT benefits	Shadow reduction/shift from 'supplier' to 'partner' relationship Simplified operations/proactive responses to business demands and supporting innovation
User benefits and impact	Simpler change management / Simpler adoption

*UCaaS: Unified Communications as a Service



Key features of Alcatel-Lucent Enterprise solutions:

	Public cloud	Hybrid cloud	Private cloud
Offer	Collaboration and communications services	Cloud collaboration connected to your existing onsite communications system	On-demand all-in-one service with voice, unified communications and hosted traffic at your premises or data centre
Consumption model	OPEX	CAPEX + OPEX	OPEX + CAPEX
Services provided	All-in-one UCaaS solution, voice, Video and collaboration with traffic (operator subscription)	Collaboration solution (video, instant messaging, presence and document sharing) to complement services provided by your Alcatel-Lucent Enterprise communications system	Dedicated video communications and collaboration solution tailored for your business
Choice of traffic provider		✓	✓
Solution	Solution Rainbow Hub (collaboration, video and traffic)	Rainbow hybrid (collaboration and video) + existing PBX (OXO Connect or OmniPCX Enterprise Purple)	Rainbow Edge (collaboration, video) + OmniPCX Enterprise Purple
Initial investment	Low (office workstations)	Very low (reuse existing resources)	Medium (transform existing resources)
Experience	Simple		Custom-made
User experience	Standardised experience	A variety of equipment to meet different communications needs	A variety of equipment and applications to meet the specific needs of certain sectors
Collaboration experience	Rainbow or third party	Rainbow or third party	Rainbow or third party

	Public Cloud	Hybrid Cloud	Private Cloud
Communication experience	Rainbow (SIP)	OmniPCX Enterprise (NOE* or SIP)	OmniPCX Enterprise (NOE or SIP)
Business integration	On-shelf connectors	Off-the-shelf connectors + API from the cloud and/or with on premises server	Advanced integrations with customisation capabilities through APIs with onsite server

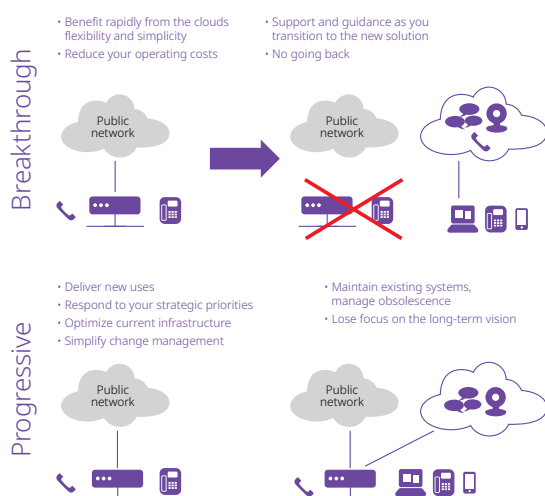
Infrastructure	Shared instance in the cloud	Dedicated cloud-connected PBX system	Virtualised infrastructure in a private data centre
Connectivity options	IP/SIP essentials	Rich (IP/SIP/digital/analog) (connectivity DECT/WLAN)	Rich (IP/SIP/digital/analog) (connectivity DECT/WLAN)
Ease of deployment	...	...	..
Ease of operation	...	..	..
Administration	From the cloud	From the cloud and on site	On site
Selfcare	Included	Optional	Optional
Security	.	..	...
Encryption	✓	✓	✓
Data protection	GDPR	GDPR	GDPR
Cloud security	ISO27001 certified (Rainbow)	ISO27001 certified (Rainbow)	N.A.
Resilience onsite options		✓	✓
Services during power cuts	Limited continuity of mobile services (5G networks)	High, communications maintained in the event of an Internet outage	Very high, maintenance of all services (communications and collaboration) in the event of an Internet outage

*NOE: ALE proprietary IP protocol



STEP 3 PLAN YOUR TRANSFORMATION TO THE CLOUD

Choose your transition strategy



Planning and prioritizing projects

- Transcribe your vision into short/medium- and long-term sub-projects
- Identify risks/threats/constraints and impacts on the organization
- Prioritize your projects by going for the small wins to rapidly deliver value to users
- Adopt and agile approach

Building dedicated teams

- Dedicated teams in touch with the business
- Involve HR and communications organizations for adoption
- Establish strong partnerships with integrators and software publishers

Defining your success criteria

- Organizational: involvement of the management team and change management support
- Financial: return on investment
- Satisfaction: CSAT and NPs

You've assessed all the issues involved in a transformation to the cloud and chosen your organisation's most appropriate solution. Regardless of the type of cloud you've chosen (public, hybrid or private) now is the time to choose how you want to get there.

You have two options:

- A breakthrough migration
- A progressive migration

1. The fast strategy — a rapid, disruptive transition

As its name suggests, this transition strategy accelerates the implementation of your new cloud-hosted communications foundation.

The key advantage of this method is the speed at which you start to benefit from your cloud solution, including:

- Flexibility and simplicity, you no longer need to find or reallocate skilled staff to manage your existing systems
- Lower operating costs, you eliminate infrastructure maintenance, which is included in cloud subscription offers

To succeed in a breakthrough migration, you will need:

- An exhaustive inventory of your communications needs, applications and equipment to ensure that the new solution meets all current requirements
- Strong change management skills and processes to support your teams in adopting and adapting to different functionalities
- Training and support to ensure your teams become fluent users of new tools
- A well-chosen base that will enable your organisation to grow in scale and complexity in the future

Breakthrough migration risks to keep an eye on include:

- Technical problems that may impact productivity
- Drawbacks inherent in any rapid deployment:
 - There's no going back.
 - The complexity of old and new technologies cohabiting, limited piloting times and rapid mass deployment, all of which increase technical risk.

2. A progressive migration strategy — a slower, gentler transition

Adopting a communications foundation that supports both hybrid and full cloud architectures (private or public) allows you to migrate gradually to the cloud. The key advantages of progressive migration are twofold. It allows you to advance strategic priorities such as new and innovative uses, improved customer relations and new sites.

It enables your existing infrastructure to evolve gradually so you benefit from the advantages of the cloud (agility, flexibility and scalability) and meet cost-saving economic objectives by optimising infrastructure.

Example: A multi-site organisation using Rainbow as a common communications base can connect sites with on premises infrastructures and full cloud sites, thus providing common and unified usage across all sites.

With progressive migration, you can break your transformation project into sub-projects so you can:

- Simplify change management
 - Add CPU and mobility capacities to meet new needs
 - Boost your call centre by adding omnichannel capabilities
 - Reuse existing equipment (previously amortised), such as cabling and workstations
 - Gradually redistribute financial and resource investments over time
 - Achieve rapid, tangible short- and medium-term goals, such as introducing telecommuting or moving to open-plan offices
 - Gain flexibility to adapt more quickly to organisational needs
 - Innovate – add AI, automation and IoT – to respond more effectively to specific business needs.
- An industry-specific example is a vertical location of people and equipment in a nursing home
- Secure your transition to the cloud with roll-back and mixed architecture options

In the case of a gradual migration, we propose the following analysis framework:

Prospective new uses and values for the organisation • Amalgamate and unify uses for easier collaboration • HR Strategy - Teleworking - Employee digital space • Organisational strategy - Acquisition/merger - Customer relations • Innovation strategy - Technology partnerships	Economic benefits/ROI • Reduced supplier numbers • Optimised infrastructure - Centralised operator access - Centralised infrastructure - Outsourced operations - Switch to softphones • Reduced maintenance costs - SPS* contracts eliminated (on application) - Workstations replaced by softphones
IT benefits • IT simplification/flexibility • Technology foundation • Operations and administration	Threats/risks to keep an eye on • Ineffective change management • Lack of focus on a long-term vision for using the cloud



3. Planning and prioritising your projects

Whatever your migration strategy, agile project planning and prioritisation are essential:

- Transcribe your vision into short-/medium- and long-term sub-projects
- Identify risks/threats/constraints and their impact on the organisation
- Prioritise your projects by going for small wins that deliver rapid, tangible value to users and organisations
- Adopt an agile approach

4. Building teams to accelerate your transition

Realise your projects faster:

- Set up dedicated multi-disciplinary teams across business areas that can focus on short-term objectives
- Involve HR and Communications organisations to help facilitate adoption
- Establish strong partnerships with your integrators and vendors, whose advice will accelerate your digital transformation

5. Defining criteria for success

Defining, monitoring and measuring success criteria as part of your digital transformation demonstrate the value of moving to the cloud. It also helps you set and share reasonable targets. Communicating clear, achievable objectives reduces resistance to change and facilitates the adoption of new uses that disrupt established work routines.

Four key types of success criteria for cloud transformation projects.





STEP 4 SUCCESSFUL ADOPTION IN 4 PHASES

Discovery

Define your solution and uses

- Align with your strategic business objectives
- Define and verify uses, profiles and essential functions
- Validate integration with your ecosystem
- Remove technical and functional obstacles
- Create your project plan

Integration

Prepare your teams and users

- Define your deployment, support and communication strategies
- Identify and train 'ambassadors'
- Define rules and best practices
- Identify quick wins
- Validate operating processes and supports

Adoption

Deploy, train, validate the adoption

- Engage your staff in the project
- Communicate the projects benefits for employees (best done by sponsoring CXO)
- Train your users
- Track and measure KPI/CSAT
- Optimize (and adapt if needed) processes and uses

Validation

Ongoing support

- Engage all your employers (including reluctant ones)
- Share best practices
- Prepare the next steps

Drivers: Your IT team

- Workshop: IT/ecosystem
- Workshop: Business areas
- Technical support
- Admin training

Drivers: IT team, ambassadors, key users

- Train ambassadors
- Create your communications plan
 - Onboarding process
 - FAQ and best practices
 - Communication charter
- Strategic planning and deployment

Implementation: According to deployment strategy (by site, by department)

- User training
- KPI monitoring and CSAT survey
- Help in implementing corrective measures
- Technical support

Engagement: All of your employees

- Monthly coaching workshops led by ambassadors - convert reluctant adopters and promote best practices
- Share information / conference details via the solution
- Hold information sessions on new products

1. Discovery phase: Validating the solution and its uses

Target group

IT team

Objectives

- Validate uses and define target profiles, focusing on essential functions
- Validate integrations with the ecosystem (SSO, directory, integration into the digital workplace and provisioning) and existing software
- Remove technical and functional barriers to adoption at an early stage
- Validate the sustainability (alignment) of the solution with short-/medium-/long-term objectives
- Define the project plan

Actions to be taken

- Set up an IT and ecosystem workshop with your integrator and/or publisher to maximise integration into your ecosystem and existing software
- Secure technical support from the integrator and/or vendor during the pilot phase, to help you get up to speed quickly
- Set up a business workshop with a representative group of users to define profiles based on business needs and constraints
- Arrange administrator training to ensure they can carry out basic administration tasks and provide users with a first level of technical and user support

2. Integration phase: Preparing your teams and users

Target group

- IT/IS team
- User ambassadors
- Requestors for new uses
- Key business users

Objectives

- Define your deployment, support and communications strategy
- Present the 'why,' with a focus on employee benefits
- NOE: Best done by the sponsoring Chief Experience officer (CXO)
- Identify and train ambassadors
- Define usage rules and adapt uses and profiles according to business feedback
- Identify small victories that will foster adoption, for example:
 - Integration into the working environment
 - Integration with the business directory/CRM
 - Information-sharing across 'information chains' to encourage users to connect
- Validate support operating processes

Actions to be taken

- Train your ambassadors
- Create a communications plan
 - Onboarding processes
 - FAQ and best practices
 - Update your communications charter, including which tools to use, rules, advice and more
- Develop a stage-by-stage deployment strategy by site or by business area, adapted to your needs and target solution

3. Adoption phase: Deploy, train and validate adoption

Target group	Objectives	Actions to be taken
Determined by the deployment (site, department and others)	• Involve employees in the project • Train your users • Monitor key indicators and validate adoption through satisfaction questionnaires • Optimise and adapt your operating and support processes (if necessary)	• Define customised training content to focus on core functions • Monitor KPIs and validate adoption through satisfaction surveys • Implement corrective measures if necessary (adapt profiles, update FAQ and reinforce best practices)

4. Validation phase: Support over time

Target group	Objectives	Actions to be taken
The entire organisation	• Validate the project against your success criteria • Onboard all your users • Share best practices • Prepare for future development • Aim to maximise your investment	• Set up monthly support workshops for newcomers and users having difficulty • Ask ambassadors to gently convert recalcitrant users by demonstrating how they use the solution and the daily benefits they derive from it • Use the solution to disseminate information and organise important conferences by asking everyone to log in • Organise workshops for your teams with your solution's integrator to identify and promote the next services and features to deploy • Set up regular monitoring of usage metrics and success criteria and propose remedial action where necessary





STEP 5

TURN YOUR IT DEPARTMENT INTO A MAJOR PLAYER IN DIGITAL TRANSFORMATION WITH THE CLOUD

Transform your IT department into a key player in the digital transformation process

- Cost center
- Support role



- Prescribing new services
- Partnering with all business areas
- Facilitating and accelerating innovation
- Guaranteeing security

Five ways to maximize your investment in the Cloud

1. Technology watch and new services

- Services and additional options offered by your suppliers
- Business-oriented collaboration solutions, distance learning video assistance

2. Improve business processes

- Integrate communication into business applications
- Develop digital engagement
- Integration with the Internet of Things to authorize, report or exchange collected data

3. Innovate and construct

- Foster exchanges between your application ecosystem to accelerate innovation towards Industry 4.0, digital learning, smart cities and more

4. Optimize your business model

- Automate your solutions administration
- Choose the most effective operating model (centralized, delegated or outsourced)

5. Simplify information systems

- Reduce the number of suppliers/editors
- Optimize your existing infrastructure (hybrid or private)

1. Transforming your IT department

Digital transformation heralds major changes for your IT department. Migrating to the cloud amplifies this evolution because the IT Department can no longer act or be perceived **to act solely as a cost centre with support functions**.

IT must assume the role of service prescriber for both users and businesses. Your IT department now generates proposals. It's an advisor capable of **facilitating and accelerating innovation** and **guaranteeing the company's security**.

2. Moving communications to the cloud: A vector for the IT department to offer new services across business areas

You've deployed your cloud communications platform and validated its adoption by users. This is a major step in your digital transformation. Open communications platforms such as CPaaS (Communications Platform as a Service) or CAP (Communication Automation Platform) provide interfaces to easily integrate communications across your company's ecosystem (business applications, objects, network infrastructures, video, access control and others).

As a result, you can leverage your existing applications and infrastructure ecosystem to introduce new services without needing to systematically replace existing elements.

Now, instead of simply providing the applications requested by business areas, you can co-construct them using services that cloud platforms, infrastructures and business applications bring together.

Your business needs will be unique to your company, as is your information systems ecosystem.

Now, thanks to the flexible connectivity offered by the cloud and open platforms, you can easily build new, high-value-added services based on your existing context.

Services linking applications/infrastructure and communications include:

- Automatically sending business information to people when they need it
- Automatically creating collaboration space for a specific alert or event
- Automatically sending an alert when an object is connected to the network, requesting authorisation from the responsible person
- Enhancing data using AI before automatically transmitting it to company employees
- Transmitting real-time feeds from surveillance cameras to people responsible for decisions on events visible on these cameras

These services are principally about providing better information context at the right time to help decision-makers act in the company's best interests.

As these services are cloud-based, they can be offered securely on the company's premises, or on the move, to employees, suppliers, partners and customers.

By implementing these value-added services, the IT department maximises the value of existing infrastructure investments, which are retained and leveraged in new cloud-based services.

The following are suggestions for creating service offerings for business areas:

Technology watch and new services

Does my communications base offer:

- Additional services and options such as webinars, conferences, videoconferencing and secure messaging?

Can I experiment with these in real-life conditions?

- Business-oriented solutions for distance learning, video assistance and more?
- Are these solutions open enough to be integrated into my ecosystem?

Brainstorming improvements across business areas

- Have your company's business areas taken advantage of the new communications platforms to improve their daily lives?

Examples you can build on:

- Will integrating communications with business processes and tools such as CRM/ERP enable productivity gains?

Example: Rainbow CTI (Computer Telephony Integration) for Salesforce

- Can you use data collected by IoTs to facilitate certain decisions by instant message? Can you report or exchange data collected in real time?
- Increase real-time access and productivity. Add data previously confined to applications or databases to a collaborative tool already adopted for daily meetings and exchanges
- Develop digital engagement. Can we strengthen customer relations by integrating communications into customer applications?

Example:

A healthcare service strengthens digital engagement and improves accessibility for citizens by offering them expert health advice through chat and access to secure teleconsultations.

Innovation and co-construction across business areas

- Engage your company's business areas in co-creating innovative services that meet concrete needs
- Combine the IT department's knowledge of the possibilities offered by the technology with discrete business area knowledge of their issues



- Organise design thinking sessions to pool this information and spark the emergence of new, high-value-adding services
- Validate jointly developed hypotheses quickly and efficiently, thanks to cloud communications platforms' ability to generate rapid prototyping
- Co-construction projects can be jointly guided by your communications provider and your ecosystem of innovation partners
- Open, cloud-based platforms accelerate the development of new services at every stage, from ideation to use
- Your cloud platform's connectivity inspires and promotes value-creation initiatives. And your suppliers can support you in realising these

Beyond uses:

Optimising your operating model

- How can you automate your solution's administration?

For example, if your organisation has high staff turnover, you'll want to automate the HR processes of adding and deleting staff and modifying the tool.

- How can you optimise your administrative operations?

A decentralised organisation may prefer to delegate administrative operations for proximity reasons. Others may prefer to centralise all processes and some may want to outsource their operations.

Simplifying your information system

- Select and reduce your number of vendors
- Optimise existing infrastructures and equipment (in the case of hybrid and private clouds)

Did you know?

The digital transition

Digital transformation, also known as digital transition refers to the integration of digital technology into all business activities: products, processes and strategies.

3. Maximise your investment by contributing to your company's objectives

You've deployed your cloud communications and validated its adoption by your users. You've achieved an essential step in your digital transformation.

However, to maximise the return on your investment and contribute to your company's strategic objectives, you need to go beyond simply adopting new tools.

Five keys to maximising the impact of your cloud investment

1. Technology watching and new services

Does my communications base offer:

- Additional services and options such as webinars, conferences and videoconferencing rooms that I can test in real-life conditions?
- Business-oriented solutions for distance learning, for example video assistance?

2. Improve business processes

- Will integrating additional tools such as CRM/ERP increase productivity?

Example: SFDC Rainbow

- IoT integration to automate, report or exchange collected data
- Develop digital engagement

How can I strengthen customer relations by integrating communications into customer applications?

Example: A health service might strengthen digital engagement and improve accessibility for citizens by offering them expert health advice through chat and access to secure teleconsultations.

3. Innovate and co-construct

- How can my communications base accompany and enhance my organisation's strategic innovations and directions (Examples: Industry 4.0, digitising customer relations)?
- How can we connect our communications hub with my ecosystem of innovation partners?

4. Optimise your operating model

- A decentralised organisation may prefer to delegate administrative operations for reasons of proximity. Others may prefer to centralise all processes and some may want to outsource their operations.

5. Simplify your information system:

- Select and reduce your number of editors
- Optimise existing infrastructures and equipment (in the case of hybrid and private clouds).

4. Enhancing other business applications

Enterprise telephony offers advanced features such as call management, conference calling, international access numbers, call tracking, call blocking and more.

These features are essential for maintaining reliable, efficient communications with customers, partners and suppliers.

Complementing Microsoft Teams services with enterprise telephony allows all corporate communications to be centralised on a single platform, making it easier to manage conversations, collaborate and coordinate projects without sacrificing existing investments and uses.

Alcatel-Lucent Enterprise's telephony connector with Microsoft Teams integrates with your application and complements existing collaboration features. The connector's telephony capabilities build on your existing telephony system.

Purchasing and deploying new solutions can be costly and time consuming. These options are often prohibitive for businesses that need to evolve quickly and adapt on the fly. Furthermore, employees need to learn and adapt to new technologies, user interfaces or applications, which can prolong deployment and impact on operations.

To minimise stress and increase adoption rates, your company can now connect an existing Alcatel-Lucent Enterprise PBX or third-party PBX (cloud or not) to Microsoft Teams. You'll benefit from existing investments without having to remove or replace anything. You can also leverage the expertise of enterprise communications professionals like ALE, while still relying on Microsoft Teams for your enterprise collaboration.

Users benefit from the best of both worlds, with onboard telephony features such as:

- A single number, so you can receive calls simultaneously on your desktop, PC and mobile phone. You'll never lose a call, whatever the context
- Control of office phone and mobility: laptop, smartphone or tablet
- Professional ALE telephony: multiple calls, call waiting, three-way conferencing, transfer, abbreviated call keys and more
- Call forwarding: immediate or conditional
- Detailed call history: outgoing, incoming and missed calls with notifications
- Two-way presence synchronisation with Microsoft Teams calls: no more disruptive phone calls during a Microsoft Teams conference
- Directory integration: PABX, Rainbow, users, company and staff
- Voicemail notifications and remote access to voicemail
- Single sign-on when using Microsoft Azure

Conclusion

Migration to the cloud is a key step in any company's transformation strategy. Whatever your field of activity, the cloud enables you to meet the changing expectations and requirements of your customers and employees. For companies dedicated to maintaining a competitive edge, cloud transformation is no longer an option, it's essential.

As we've outlined in this guide, a successful transition relies on a handful of key things:

- Adopting an agile approach and continuous planning to ensure your transition project's activities align with your company's vision and business goals
- Partnering with experienced, innovative and attentive providers who listen, audit, advise and recommend (in that order)
- Choosing the right technologies and maximising your investment by ensuring organisation-wide buy-in and leveraging strengths in your existing tools and systems. Underpin timely, skillful deployment with impeccable change management
- Reinventing your IT team as proactive prescribers of tools rather than predominantly reactive troubleshooters

Follow the steps and recommendations in this guide, and you'll be prepared for a smooth, efficient cloud transition with the potential to transform your business processes, enhance productivity and customer relations and build your capacity for responsiveness, reliability and innovation.

Contact us to discover how Alcatel-Lucent Enterprise can support your transformation to the cloud. We'd be delighted to offer you a demo of our Rainbow solutions or discuss a free trial.



NOTES

NOTES



Face real-time crisis situations
through **IoT and AI**
with **Rainbow**



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