



Rainbow™ Hub by Alcatel-Lucent

The new digital communications ecosystem



The new digital communications ecosystem

Digital transformation is speeding up the pace of change in businesses, requiring them to rethink their practices by fully integrating new technological levers. According to the France Num 2025 Barometer, 78% of business leaders believe that digital technology brings real benefits, and 77% that it facilitates communication with their customers. What's more, over 36% of SMBs have already had to deal with cyber-attacks, and are now paying particular attention to the security of all their software, including their communications solutions.

* Source: iFop Mastercard barometer

Brochure

Rainbow Hub: The new digital communications ecosystem

Rainbow Hub meets these expectations: a modern, secure and sovereign communications platform that improves internal collaboration, simplifies exchanges with partners and strengthens customer relations. It offers companies innovative communications services for:

- Enhancing customer satisfaction
- Gaining in efficiency
- Optimizing collaboration
- Speed up execution
- Enhance customer satisfaction



Telephony, messages and videoconferencing

Rainbow Hub brings the three pillars of your communications – telephony, messaging and videoconferencing – into a single application. Exchanges with your contacts, customers, suppliers and collaborators are all combined in one place, to act as a business development lever.

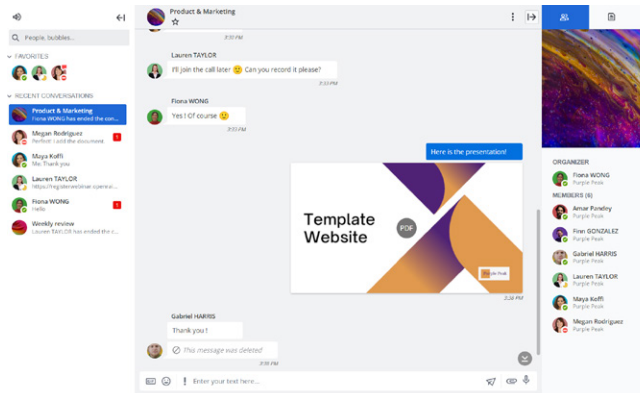
- One number: Your calls follow you on all your devices – PC, mobile and telephone
- A single application to easily connect all your employees, customers and suppliers
- Total control: Create a user, adapt your group call, upload a new welcome message, change your forwarding rules in a few seconds
- The simplicity and speed of a cloud-based service: All you need to activate is an internet access



Telephony

Because a customer call is a business opportunity, Rainbow offers all the advanced functions needed to ensure the best possible handling of customer calls:

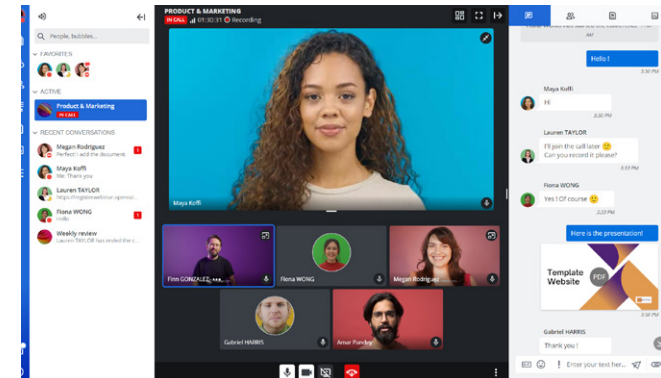
- Integration capabilities within Microsoft Teams
- Greetings and open/close schedules
- Call grouping and call statistics
- Operator Console for front desk employees
- SIP phones with advanced service integration (directory search, joining or leaving a call group, and more)



Messaging

Because the rapid exchange of information is an accelerator for business development, Rainbow enables document sharing within collaborative group spaces called Rainbow "bubbles":

- Group instant messaging
- Message qualification (standard, important, urgent)
- Acknowledgement of receipt and reading
- Voice message transcript
- Up to 30 GB storage/user
- News channels
- Message reaction with emojis



Videoconferencing

Because one videoconference often says more than many text or voice exchanges, take advantage of Rainbow's native video capabilities:

- Up to 200 participants and 49 simultaneous videos
- Accessible from any browser
- Integration with Microsoft Outlook
- Live transcription and translation*
- After meeting transcription and summaries*
- Webinar feature to host events with up to 500 internal and external participants

* early adopter in summer 2026

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Telephony at the service of your business development

For effective management of your call flows, create as many groups as you wish, such as sales, marketing, technical and more. Utilise all the resources of Rainbow to turn your telephony into a business tool, including interactive voice servers (for example, press 1 for sales), opening/closing calendars, and greeting messages.

- Personalised greeting and calendar
- Three-level interactive voice server
- Grouping with or without queueing
- Sequential, circular or parallel call distribution
- Group call log
- Group voicemail
- Members receive calls on all their devices: PC, mobile, phone
- Advanced statistics (rate of calls answered, waiting time, call duration and others)
- Supervisor and/or agent roles per group

AI- enhanced collaboration

Rainbow Hub brings the power of artificial intelligence to your teams and customers securely and with full flexibility. Choose between our built-in AI engine, powered by a trusted Europe-based provider, or integrate your own preferred AI to elevate your communication and collaboration experience.



Advanced communication experience

Stay connected and informed with intelligent tools that make every conversation more efficient.

Seamless voice message and voicemail transcription

- Automatically convert any voice message, leave to your voicemail or sent through the app, into text. Never miss important information. Voice messages, for both users and groups, are automatically transcribed and made available for quick, convenient review.

Enhanced post-meeting experience*

- Create a list of prompts that meet your company's typical meeting minutes needs.
- Select the prompt that best suits the meeting you are about to hold.
- Benefit from automatic transcriptions enriched with AI-generated summaries and timestamps, enabling clear action tracking and helping colleagues who couldn't attend stay fully aligned.

* early adopter in summer 2026



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(Re) invent your communication system

Collaboration is way more than just traditional telephony. Rainbow Hub, with its openness, can deliver a comprehensive communication experience, ensuring that every incoming call becomes an opportunity for your business.



R

Respond

24/7 Answering

The moment someone calls your company, the IVR (interactive Voice Response) engine picks up instantly: day or night, weekends, holidays, and everything in between. No caller is ever left waiting.

A

Advise

Caller selection

Type 1, 2, 3... the caller selects its preference according to the detailed IVR structure you've created to welcome them. Including personalized voice messages, in line with your opening and closing hours, that you can easily adapt at any time.

I

Intelligent routing

Automatic call forwarding

Based on the rules you define, availability, planning, or team structure, the IVR automatically directs each call to the correct employee or group, ensuring faster and more accurate responses.

N

Notify

Key information pop-up

When the employee's phone rings, they can immediately see the caller's essential information, such as that of a VIP customer. This preparation saves time, creates smoother conversations, and shows the caller they are treated with genuine attention.

B

Bring value

Live cooperation

During the call, the employee can seamlessly contact other colleagues and managers to get insights or validation. If a call is missed and the caller leaves a voicemail, you can transcribe it to save time in understanding the need.

O

Outcome

Seamless CRM integration

Avoid extra manual activity. Action buttons can be integrated within Rainbow to automate actions such as ticket creation within a CRM, email sending, and more.

W

Wrap-Up

Advanced analytics & reporting

Comprehensive dashboards and customizable reports give you full visibility into how calls are handled at every stage. Track performance, identify improvement opportunities, and elevate your customer experience.

Rainbow Hub, a solution aligned to your needs

Rainbow Hub is available in four service levels that can be combined to best suit your needs.

Voice Phone

The basic subscription

- Fixed-line telephony only, meeting rooms or DECT terminal

Voice Business

The gateway to digital communications

- PC/smartphone/telephony
- Collaboration

Voice Enterprise

The preferred subscription for digital enterprises

- PC/smartphone/telephony
- Collaboration
- Videoconferencing

Voice Attendant

For a professional welcome

- Voice enterprise and operator console
- Computer telephony only

Voice Premium*

The subscription to enhance operations and productivity with AI

- Meeting transcription
- AI-generated meeting summaries
- Expanded 10 Gb storage capacity

* early adopter in summer 2026

Rainbow Hub comes with a range of telephones for all uses.

The Myriad range

The preferred phones of digital enterprises



M8



M7s/ M7s PRO



M5s



M3s



EM200

DECT phones

For mobility



DECT 8214
*only available in specific countries



DECT 8244
*only available in specific countries



DECT 8262
*only available in specific countries

Phones

For basic use



ALE-2

The Enterprise range

High-end phones



ALE-500



ALE-400



ALE-300



ALE-120



ALE-100



Wifi/BT
Cartouche
ALE-108

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Contact us and try Rainbow Hub

Rainbow Hub is a cloud solution that enables you to optimise and unify your collaboration and communications services among your teams, clients and partners. It supports companies in their digital transformation towards the cloud to enhance efficiency, optimise every interaction, and strengthen the effectiveness of processes between individuals.

Rainbow Hub is supplied without operator service (telephone number and minutes of communication). Please contact your integrator / ALE Business Partner for further information.

Find out more: visit the [Rainbow by Alcatel-Lucent](https://www.al-enterprise.com) webpage.

www.al-enterprise.com

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