

This is collaboration



**Digital team collaboration:
The cornerstone of the digital workplace**



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Introduction

The way people live, work, and socialise has changed significantly over the past decade – with a noticeable acceleration during the past months. **Remote and hybrid work** (a combination of working at the office and at home) is becoming the new normal way of working. As a result, this evolution is creating a competitive advantage for organisations that adapt quickly and provide their workforce with appropriate **collaboration applications and services**.

82% of company leaders plan to allow employees to work remotely some of the time Source: [Gartner](#)*

Because company success and growth also depend on employee engagement and satisfaction, **team collaboration** has become one of the top priorities for business leaders and employees.

To keep employees engaged, motivated, and efficient, businesses need to review the way they are organised and provide **a digital workplace** that meets employee needs and expectations. Addressing these elements will enable companies to grow, retain, and attract talented people.

Alcatel-Lucent Enterprise has helped many customers successfully implement **effective team collaboration in their new digital workplace** and turn their businesses into the best place to work.

Nearly 80% of workers are using collaboration tools for work in 2021, this is an increase since March 2020. Source: [Gartner](#)

Working together with customers allows us to better understand enterprise challenges and difficulties as they create their new way of working. It is giving us the tools to provide the insight organisations need to foster team collaboration and employee empowerment in hybrid work environments.

This ebook is intended for those looking to turn your **digital workplace into the best place to work**. In the following pages we will share, the benefits of the cloud-based team collaboration solutions and services other organisations have chosen to maintain business continuity and increase growth.

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Choose the cloud model that best fits your needs

Every organisation is unique, which means they each have different communications needs. To address these needs, organisations must consider a variety of solutions to choose the one 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.

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? Or would you prefer a full-cloud solution, including traffic? Whatever you need, we have a solution for you.

1. Hybrid model: Rainbow™ by Alcatel-Lucent Enterprise

At the office, at home, on the go, or in a meeting room, the workplace is now everywhere and so is [Rainbow™ by Alcatel-Lucent Enterprise](#). With simple Internet access, you can contact and be contacted in one click.

Rainbow is the ALE cloud-based collaboration service that empowers organisations and individuals to connect and collaborate efficiently with colleagues, business contacts and customers.

Rainbow delivers communications and collaboration capabilities including: Instant messaging, audio/video conferencing, screen and files sharing, one number, information channels, presence detectors and so much more, for you to stay in touch with co-workers, while leveraging existing investments with a hybrid model deployment.

An award-winning professional communications and collaboration app for your business



[Alcatel-Lucent Enterprise Awarded 2021 Unified Communications TMC Labs Innovation Award](#)



[ALE receives Remote Work Pioneer Award 2021](#)

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 ecosystem.

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Rainbow connector for third-party PBX

Companies with heterogenous network and telephony systems from vendors other than ALE may struggle to provide a unique and federated Unified Communications (UC) solution for all employees.

With the Rainbow connector for third-party PBX, they can now federate all users and provide a homogeneous level of service with instant messaging, file storage and sharing, audio and video conferencing, team collaboration and integration with the existing telephony system using the Computer Telephony Interface (CTI). Connecting the third-party PBX to Rainbow cloud services allows the users to benefit from the Rainbow client application (on PC Windows/ macOS/Web) to control business phone calls from/to their phone connected to the third-party telephony system.

In addition, Rainbow comes with other connectors that enable you to integrate telephony features to your Microsoft® Teams or Google apps and get the best of both worlds with business applications and superior phone-quality real-time communications to your CRM.

With the Rainbow CTI connector, your CRM desktop user interface allows you to receive information about the caller when the business phone rings, and offers a click-to-call function from the CRM contact card or any other business app.

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

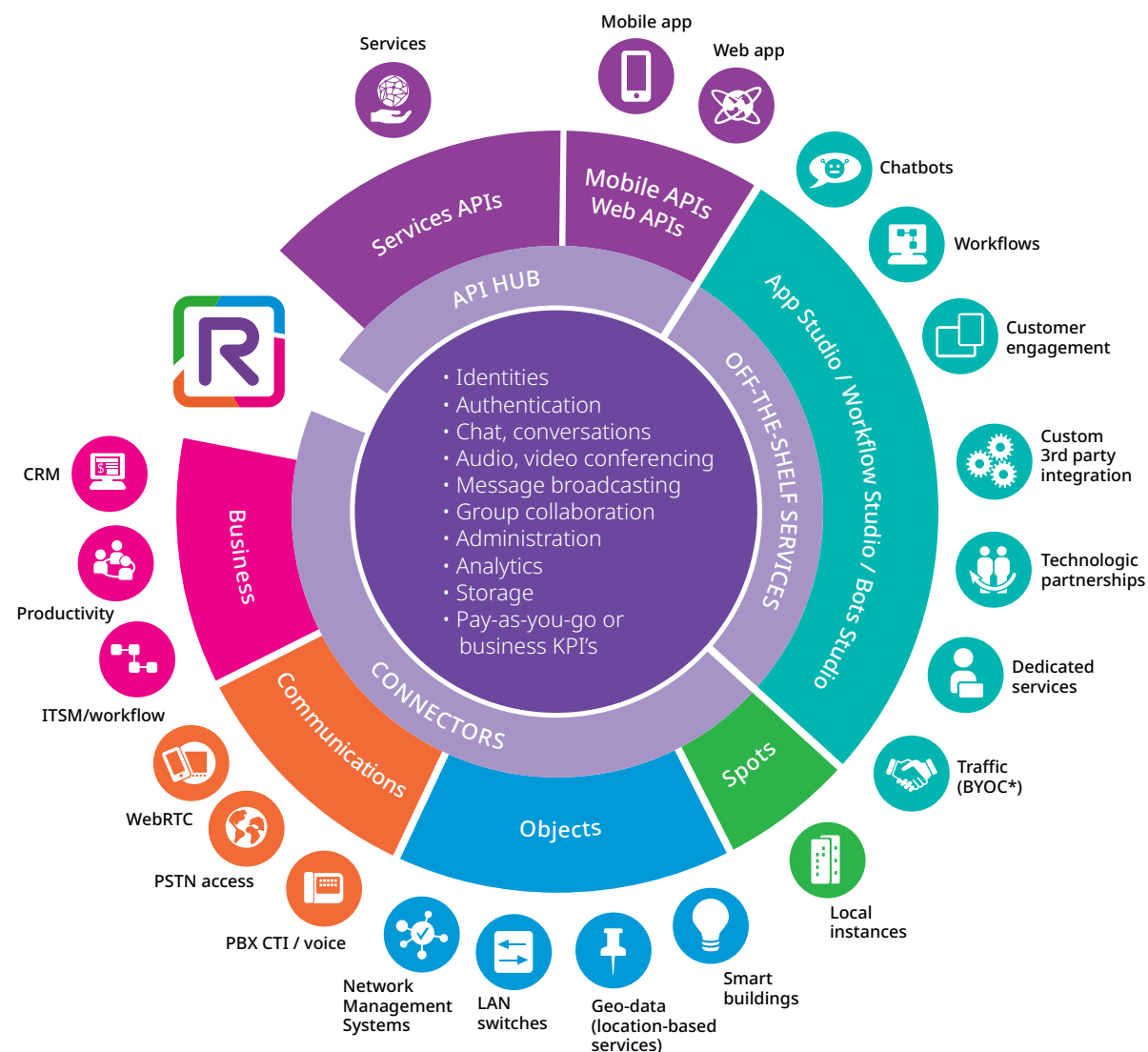


A powerful Communications as a Service Platform (CPaaS)

Integrate real-time communications and collaboration into your existing ecosystem to match your industry standards and processes.

Teamwork, communications and collaboration are important in a modern work environment. Communications Platform as a Service (CPaaS) is a cloud technology that allows you to integrate real-time communications into your existing business applications without complex engineering, whatever your business or size.

The ALE CPaaS solution offers an interoperable eco-system across channels to make your employees more productive and your customers feel appreciated. It bridges communications between humans, objects and processes enabling faster, easier and more secure digital engagement for your business.



Rainbow CPaaS includes:

- A real-time relationship machine connecting all of your customer service players: Prospects and customers, teams, external partners, chatbots, as well as your business apps
- An important community of developers



- A cloud-based development platform and APIs for you to integrate Rainbow capabilities into your business applications, CRM, website or mobile applications.



- Off-the-shelf services to add conversational capabilities to your customer-facing or business applications



- A library of connectors to connect objects, processes or applications to customise your customers' interactions in providing relevant information

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Security, Data and Privacy

Rainbow by Alcatel-Lucent Enterprise is a 100% secure solution, no matter your subscription model. Whether it is a freemium, business, enterprise, or any other subscription, you are guaranteed a secure experience. **Rainbow is ISO 27001-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 General Data Protection Regulation (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 enables ALE to store health data
- GDPR compliant
- ANSSI CSPN certified
- HIPAA certified
- In the process of acquiring FERPA certification
- Offers an extra hosting service, Rainbow Edge, which enables any organisation to host Rainbow on their own premises

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Rainbow by Alcatel-Lucent Enterprise : The Hybrid model benefits

Enhance existing assets	• Connect any PBX with Rainbow to combine telephony and collaboration in one, powerful platform • Mobilise the ALE 40+ million user-base
Migrate to the cloud at your own pace	• Leverage existing PSTN capabilities • No vendor lock-in • Transform your business at your own pace
Seamless integration	• Use all rich-telephony features on a PC, smartphone or tablet • Integrate existing systems and processes
Non-disruptive cloud strategy	• Systems and functionality on premises or in the cloud • Tailored to your needs and circumstances
Flexible working models	• No need for sophisticated VPN infrastructures • Easy set-up for home offices • Workplace flexibility, easy mobility





2. Full cloud model: Rainbow Office powered by RingCentral

Empower your employees with messaging, video meetings and calls, from anywhere, on any device. Rainbow Office powered by RingCentral, provides a complete cost-effective business communications and collaboration solution to help you create the best digital workplace.

Rainbow Office provides a modern all-inclusive cloud platform to address the changing needs and consumption models required by today's organisations. 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.

The Rainbow Office end-to-end offer is a 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.

Comprehensive integration

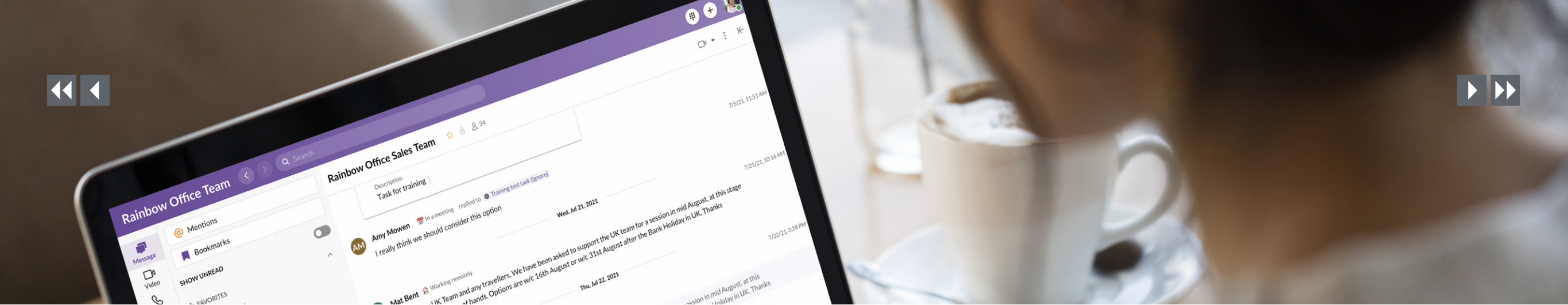
Built as an open platform from the ground up, Rainbow Office is designed to easily integrate your business communications capabilities with the software and cloud services your organisation uses every day. The most popular applications – such as Salesforce, Google Workspace™, Microsoft 365, and many others – can be implemented immediately, with ready-to-use, out-of-the-box connectors. Less common applications can of course be integrated as well but will require custom development using our industry-standard APIs.

World-class security and reliability

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 defence 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.

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Rainbow Office powered by RingCentral benefits

Ease of use	Maximises user adoption and productivity with an intuitive and integrated interface. The online administration portal provides a simple, yet complete, management tool for configuration and reporting, accessible from anywhere.
Trust and reliability	Security is at the heart of the solution. The platform, its users and its devices are all protected through a series of comprehensive defence layers. The service level agreement (SLA) offers enterprise-grade 99.999% availability.
Global	Rainbow Office is a single, global purpose-built multi-tenant cloud solution. Traffic to/from the public network, full telephony service in over 40 countries and inbound virtual numbers in 110+ countries.. The services are translated into more than 16 languages and the platform is compliant with local standards and regulations – including data privacy and emergency calls. Multi-national companies can create and manage their teams across countries.
Openness	Through the numerous APIs and SDKs available, you can develop bespoke integration to third-party applications and enhance them with comprehensive communications and collaboration functionalities. Don't have the time? The more popular applications can be implemented immediately with the hundreds of out-of-the-box connectors we have readily available.

Security, data and privacy

Our partner, RingCentral, maintains a comprehensive set of UK and EU compliance certifications and attestations to protect customers' data and communications.

GDPR: RingCentral performs data transfers in accordance with 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 will continue to support customers in making a decision on their data transfer risk assessments by providing relevant information through the RingCentral Trust Center at: <https://www.ringcentral.co.uk/trust-centre.html#privacy>

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3. Private model: Rainbow Edge

For specific needs and requirements, Rainbow services and data can be hosted in your premises or a partner-based data centre of your choice. This is the Rainbow Edge offering. Upon request, you can benefit from Rainbow Edge, an on premises private cloud solution with a flexible architecture that lets you select a region/ country local data centre, a connected edge, or a standalone edge.

Rainbow Edge Benefits

Highly available

- Replicate cloud platform in dedicated data centre facilities
- Operated by ALE to ensure Quality of Service (QoS)

Enhanced privacy

- Ideal for Sovereign Cloud or stringent privacy requirements

Designed for scale

- 5000 users and above, or compelling reason for added costs

Flexible architecture

- Can be standalone or connected to the global Rainbow network

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This is Digital Age Communications

Alcatel-Lucent Enterprise helps businesses work from anywhere. No matter the size of the organisation, or industry, ALE provides efficient communications, collaboration, and customer service solutions available anytime, from any device, in any context.

Our Digital Age Communications (DAC) strategy and portfolio help organisations exceed employee expectations and re-invent customer engagement in a hybrid work environment by providing communications, team collaboration, conferencing services, Internet of Things (IoT), Artificial Intelligence (AI), cloud services, and multi-channel customer services to create a tangible competitive advantage for innovative enterprises.

A blueprint for success

[Digital Age Communications](#) is the ALE blueprint that enables enterprises to succeed in the digital era and grow their business sustainably. Digital Age Communications is based on three pillars:

- Solutions for the digital workplace
- Solutions that connect everything (people, applications, process, and objects)
- Flexible cloud models

From on premises, to cloud options (private, semi-private, or public), to hybrid cloud communications, our goal is to enable organisations to focus on their business, rather than the technology and architecture required to run their business. We take care of the technology. We also ensure the solutions we provide can evolve to meet our customers' business goals today and tomorrow.

Learn more about Alcatel-Lucent Enterprise Digital Age Communications [here](#).



**Digital
Workplace**



**Flexible Cloud
Models**



**Enterprise
Agility**