

## **Alcatel-Lucent Rainbow**

# Instantly connect and collaborate with your business community

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

<u>Alcatel-Lucent Rainbow</u><sup>™</sup> is the cloud-based collaboration service from Alcatel-Lucent Enterprise that empowers organizations and individuals to connect and collaborate efficiently with colleagues, business contacts, and customers.

Whether handling project details, answering customer questions, or providing quick resolutions, your team can do it all through Rainbow. With instant messaging, high definition audio or video conferences, and seamlessly created collaborative workspaces or groups, participants can securely share large files and host web conferences on the fly.

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

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

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





### Value proposition for end-customers

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



#### **Rainbow Service Plans**

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

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

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

**Rainbow Enterprise Conference:** This per-user subscription packages the Rainbow Enterprise service plan with unlimited phone conferencing minutes. The Rainbow Enterprise Conference user subscription is pre-paid yearly in advance (twelve months).

**Rainbow Conference**: An optional service proposed as a "pay-as-you-go" model for phone (PSTN) conferencing with a price-per-minute/per-connection. The organizer of the meeting can be a **Rainbow Essential** (freemium) user, or premium user with **Rainbow Business** or **Rainbow Enterprise** subscriptions.

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

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

Machine   Mach	Rainbow service plans	Essential	Business	Enterprise	Enterprise Conference
Subcit, MAG Contracts and Magneting France in the Contract in th	Mobility and Collaboration				
Queen of video calling/conference, with access that ring.  I a not a secure of the calling/conference, with screen sharing.  I a not a secure of the calling/conference, with screen sharing.  I a not a secure of the calling/conference, with screen sharing.  I a not a secure of the calling/conference, with screen sharing.  I a not a secure of the calling-conference, with screen sharing.  I a not a secure of the calling-conference, with screen sharing.  I a not a secure of the calling-conference, with screen sharing.  I a not a secure of the calling-conference		•	•	•	•
with steres sharing Call recording (to m.) Tom conditional of (bibbles) with processor information with office suitable (bibbles) with processor information with office suitable (bibbles) with processor information with office suitable (bibbles) with processor information (bibbles) with processor informati		•	•	•	•
Trans notablimentary flushingly with presence information (that history and search)  File charting, storage  Channels (proadcast news)  Integration with Office Surface  Chick-to-call exceeding (Microsoft Teams, Google surface)  Microsoft Teams, Google surface)  Microsoft Azure Active Directory  Application of Teams and promotion  Microsoft Azure Active Directory  Application of Teams and promotion  Microsoft Azure Active Directory  Application of Teams and promotion  Microsoft Azure Active Directory  Application of Teams and promotion  Microsoft Azure Active Directory  Application of Teams and control  with single call management)  Phone presence  Call logging  Any device (choose and control  with single call management)  Phone presence  Call logging  Any device (choose and control  with single call management)  Phone presence  Call long the PEX extensions, to public phone  Business phone control  with single call management  Third-party PEX ennectors  Volcenally Insulate Interface,  Colorate (all management)  Digital Help Center  Organization and deport from CRM, Nucl.)  Digital Help Center  Optional CRM connector service  Digital CRM connector service  Optional CRM connectors to service by a servi		• 1 on 1	• 1 on 1	• Up to 50 participants	<ul><li>Up to 50 participants</li></ul>
presence information, chut, history in danage multiple ingrantzers in search	Call recording (1 on 1)		•	•	•
Channels (broadcast news)	presence information, chat, history	<ul><li>Up to 20 participants</li></ul>			<ul> <li>Up to 300 participants Manage multiple organizers</li> </ul>
Integration with Office Solites  Click-to-call centersion (Microsoft Tourson, Coogle Suite)  Microsoft Outlook plug-in, incl. click-to-call centersion (Microsoft 12005, Coogle Calendar) (Micr	File sharing, storage	● 1 GB of storage	● 1 GB of storage	<ul><li>20 GB of storage</li></ul>	<ul><li>20 GB of storage</li></ul>
Clinch call extension Microsoft Teems, Cogle' Suite) Microsoft Teems, Cogle' Suite) Microsoft Call contact, add URL to conference and poportiment Callendar information Microsoft Azure Active Directory (Apr) Contact Research With single call management Phone presence Call logsing Any device (choose and control with single call management) Phone presence Call logsing Any device (choose and control with single call management) Phone presence Call logsing Any device (choose and control with single call management) Phone presence Call logsing Any device (choose and control with single call management) ValP calling the PBX extensions, to public phone numbers) Company administration and Control Any advanced Research Company administration and Control Company administratory Company administratory Company administratory Company administratory Company administratory Company administratory	Channels (broadcast news)		•	Create and manage	Create and manage
Microsoft Taelons, Google Sulte) Microsoft Call contact, add URL to conference in appointment Calendar information Microsoft Call contact, add URL to conference in appointment Calendar information Microsoft Call contact, add URL to conference in appointment With risingle call management) Microsoft Azure Active Directory (AD) contact season With single call management With single call management Phone presence Call loagsing Any device (choose and control any pithone) Verlealing (to PEX extensions, to public phone numbers) Conference, call forwarding Voicemail (visual interface notifications, call) Thirt-party PDX connectors Averya, Cisco, Mitel, NEC) Management and support Company administration and control United Help Center Service Level Agreement (ELA) and support help center Service Level Agreement (ELA) Rainbow Konference Audio Conference bridge access up to 100 PST participants with a sign coll management) Population of Conference bridge access up to 100 PST participants with web interface to instant messages, file and support help center Service Level Agreement (ELA) Rainbow Conference Audio Conference Bridge access up to 100 PST participants with web interface to instant messages, file and support help center Service Level Agreement (ELA) Rainbow Conference Audio Conference Bridge access up to 100 PST participants with web interface to instant messages, file and support help center Service Level Agreement (ELA) Rainbow Conference Audio Conference Bridge access up to 100 PST participants with web interface to instant messages, file and support help center Service Level Agreement (ELA) Rainbow Conference Audio Conference Bridge access up to 100 PST participants with web interface for instant messages, file and support help center Service Level Agreement (ELA) Rainbow Conference Audio Conference Bridge access up to 100 PST participants with web interface for instant messages, file and the participants with web interface for instant messages, file and the participants with web interface for instant messages,	Integration with Office Suites				
click-to-call contact, add URL to conference in appointment clicking information (Microsoft 128gs, Coogle calendar) Microsoft 128gs, Coogle calendary Microsoft 128gs, Coogle ca			•	•	•
Microsoft 2055, Coogle Calendary  Hybrid Good telephony  Hybrid Hybrid Good telephony  Hybrid Hybrid Good telepho	click-to-call contact, add URL			•	•
(Ab) contact search  Typhid Cloud telephony  Business phone control (with single call management)  Phone presence  Call logging  Any device (choose and control any phone)  Voir Calling (to PBX extensions, to public phone numbers)				•	•
Business phone control (with single call menagement)  Phone presence  Call logging  Any device (choose and control any phone)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)  VolP calling to PBX extensions, to public phone numbers (to PBX extensions, to public phone numbers)				•	•
(with single call management)  Phone presence	Hybrid Cloud telephony				
Call logging Any device (choose and control any phone)  VolP calling (to PBX extensions, to public phone numbers) Second call management, 3-way conference, call forwarding  Volcemali (Visual interface, notifications, call)  Third-party PBX connectors (Avaya, Cisco, Mitcl, NEC)  Third-party PBX connectors (Avaya, Cisco, Mitcl, NEC)  Company administration and control of management, 3-way conference, call forwarding  Visual interface in the control of management of the control of management and support  Company administration and control of multiple administrators  User provisioning and deprovisioning and and altitude and screen large access up to 100 ps. Sq. guaranteed uptime st.A. Sq. guaranteed upt		•	•	•	•
Any device (choose and control any phone)  Any place (choose and control any phone)  Account call management, 3-way  Conference, call forwarding  Anishow Conference bridge access up to 10 10 10 10 10 10 10 10 10 10 10 10 10	Phone presence	•	•	•	•
Avaluation (all management, 3-way conference, call forwarding controlled in public phone numbers)  Second call management, 3-way conference, call forwarding controlled in public phone numbers confidence, call forwarding controlled in public phone numbers controlled in public phone numbers confidence, call forwarding controlled in public phone numbers confidence, call forwarding controlled in public phone controlled in public phone controlled in public phone controlled in public phone numbers controlled in public pu	Call logging	•	•	•	•
Second call management, 3-way conference, call forwarding  Voicemail (visual interface, notifications, call)  Third-party PEX connectors (Avaya, Cisco, Mitel, NEC)  Management and support  Company administration and control from administrator of the control from a management and support  Company administration and control control from a management and support  Company administration and object of the control from a management and support  Company administration and object of the control from a management and support  Company administration and object of the control from a management object of the control from a management object of the control from the control			•	•	•
Voicemail (visual interface, not interface, notifications, call)  Third-party PBX connectors (Avaya, Cisco, Mitel, NEC)  Amanagement and support  Company administration and control  Company administration and on a control  Analytics  Service Level Agreement (SLA) on St.A  Service Level Agreement (SLA) on St.A  Service Level Agreement (SLA) on St.A  Andiport Conference  Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Contingiant CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from GRM (with single call imanagement)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Rai			•	•	•
Third-party PBX connectors (Avaya, Cisco, Mitel, NEC)  Management and support  Company administration and control  Analytics  Indicate the provisioning and deprovisioning and deprovisioning and deprovisioning and support the pidesk  Service Level Agreement (SLA) and support the pidesk  Rainbow Conference  Audio Conference bridge access up to 100 PSTN participants with web pinerface for instant messages, file and screen sharing  Rainbow Connect  Poptional CRM connector service plan CRM. Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Ra			•	•	•
Management and support			•	•	•
Company administration and control  Analytics  User provisioning and deprovisioning and d			•	•	•
Analytics  Superior Level Agreement (SLA) and Store or instant messages, file and screen sharing  Rainbow Connect  Optional CRM connector service plan or Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Connect  CONNECT price /user/month, available also in yearly plans  Room	Management and support				
User provisioning and deprovisioning and deprovisioning  Digital Help Center  Service Level Agreement (SLA) and support help desk  Rainbow Conference  Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow Service plan for small and		1 administrator	<ul> <li>Multiple administrators</li> </ul>	<ul><li>Multiple administrators</li></ul>	<ul><li>Multiple administrators</li></ul>
deprovisioning Microsoft Azure AD Microsoft Azure AD  Digital Help Center	Analytics		•	•	•
Service Level Agreement (SLA) and support help desk  Rainbow Conference  Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Optional CONFERENCE (Pay as You Go) priced/minute per connection type per participant in additional cost  Rainbow Connect  Optional CONFERENCE (Pay as You Go) no additional cost  Rainbow Connect  Optional CRM connector service plan  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and		•	• CSV file		
and support helip desk  Rainbow Conference  Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Optional CRM connector service plan CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Room  Rainbow Service plan for small and	Digital Help Center	•	•	•	•
Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Optional CRM connector service plan  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow Room  Rainbow service plan for small and					
to 100 PSTN participants with web interface for instant messages, file and screen sharing  Rainbow Connect  Optional CRM connector service plan  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VolP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and  ROOM	Rainbow Conference				
Optional CRM connector service plan CONNECT price /user/month, available also in yearly plans  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and	to 100 PSTN participants with web interface for instant messages, file				
pian price /user/month, available also in yearly plans  Supported CRM: Salesforce, MS Dynamics, Service Now  ALE phone control from CRM (with single call management)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and	Rainbow Connect				
Dynamics, Service Now  ALE phone control from CRM (with single call management)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and  ROOM		price		yearly plans	
single call management)  VoIP calling to PBX extensions, to public phone numbers  Rainbow Room  Rainbow service plan for small and ROOM		•	•	•	
public phone numbers  Rainbow Room  Rainbow service plan for small and ROOM		•	•	•	
Rainbow service plan for small and ROOM			•	•	
	Rainbow Room				

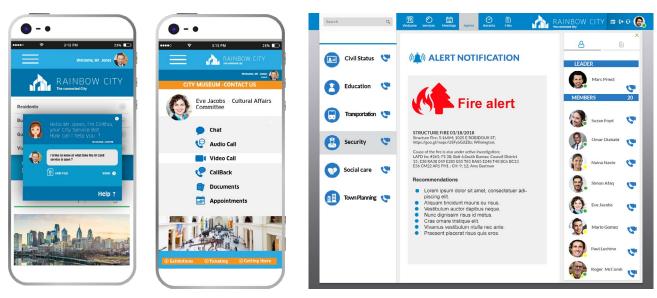
### **Increase business productivity**

The Alcatel-Lucent Enterprise **Rainbow Developer Hub** is an open **CPaaS** with a set of APIs and SDKs that allow any developer to integrate the powerful Rainbow collaboration tool into existing in-house applications, both web or smartphone based.

The Rainbow Hub makes **digital transformation** easy by providing extensive APIs, documentation, and support so that developers can build applications that connect people and transform the way they communicate and collaborate.

The service allows a developer to:

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



The Rainbow Developer Hub offers more than **200 APIs**, based on industry standards for chat, video, multimedia and provisioning services.

Find more information, check out our dedicated website for developers: <a href="http://hub.openrainbow.com">http://hub.openrainbow.com</a>

For more information about Rainbow Cloud Services, please visit our website: <a href="https://www.al-enterprise.com/en/rainbow/">https://www.al-enterprise.com/en/rainbow/</a>

