ALE | Where Everything Connects

ICON Voice Networks

Better serving customers with Cloud-based solutions

> "The feedback of the Alcatel-Lucent Enterprise cloud offering has been fantastic. What we're able to do is provide a solution that can satisfy some of the most complex needs. We no longer talk about technology to customers but how our partnership can help them achieve their goals."
>
> Kevin Kelleher
> CEO

MARKET: SERVICES
DEAL IMPLEMENTED: OCTOBER 2017

REGION: UNITED STATES
NUMBER OF USERS: 1000'S

COMPANY:
ICON VOICE NETWORKS

icon voice networks

ICON Voice Networks (ICON) is a leading-edge provider of communications systems, network infrastructure equipment and hosted services specializing in voice, video, mobility, monitoring and alerting. In addition to development, ICON is a master distributor of IP-PBXs, unified communications systems, hosted voice services, network switching and routing and wireless LAN technology serving a growing community of over 250 authorized resellers with the highest level of technical support, sales support and implementation services.

CHALLENGES

ICON is continually working to expand its cloud services to meet customer needs and support their business objectives. Integrating the Alcatel-Lucent Rainbow™ solution into their CPaaS (Communication Platform as a Service) offering has allowed ICON to quickly expand service capabilities across most platforms, networks and user devices. A more extensive choice of pay-per-use cloud solutions also allows the benefits of CPaaS to be more accessible and affordable to organizations of all sizes and structures.

PRODUCTS AND SERVICES
Alcatel-Lucent Rainbow

WHAT MADE THE DIFFERENCE?

ICON started out as a voice manufacturer and provider. Through its six-year partnership with ALE, ICON leveraged its voice presence and expanded its portfolio of products and services to include the full line of ALE networking equipment. Now, as an ALE application development partner ICON has brought to market solutions that address the entire communications ecosystem inclusive of voice, video, WiFi, switching, along with Rainbow-based UCaaS and CPaaS applications.

Benefits

> TECHNICAL
The collaborative Rainbow solution allows ICON to communicate with other devices, like BOTs and computer systems. Rainbow can communicate and be fully integrated with new proprietary products such as ICON Signals, an alert notification service. CPaaS helps ICON build dedicated apps for its customers.

> FINANCIAL
ICON can now offer a new flexible OPEX model to customers, giving them an alternative to the more constraining CAPEX model.
As an integrator of ALE Cloud communication and fully integrated applications such as ICON Signals, ICON delivers high value to its customers in a variety of verticals. Customers benefit from cost savings, unified access to multiple independent applications and improved security using Rainbow BOT integration and ICON Signals.
The value provided by Signals-generated Rainbow alerts saves customers on insurance costs while helping to minimize damage, loss and recovery costs through early notification.

> USER EXPERIENCE
User feedback on the ALE Cloud offering has been overwhelmingly positive. Thanks to its enhanced Cloud-based solutions, ICON can solve its customers' most complex needs on a worldwide basis.
ICON uses Rainbow internally to ensure excellent communication with employees, vendors, and their customers.

View this case study online

Alcatel·Lucent Enterprise