

# Alcatel-Lucent Rainbow

Connect and instantly share with your business community

New technologies are revolutionizing the way we communicate and interact in the business world. For enterprises to remain competitive and attractive while continuing to deliver a superior customer experience, they need professional, reliable, connected business phones.

**Alcatel-Lucent Rainbow™** the cloud-based collaboration service from Alcatel-Lucent Enterprise, empowers individuals and teams to connect and collaborate efficiently with colleagues, business contacts and customers.

Whether they are handling project details, answering a customer question, or providing a solution—your team can instantly do it all with a chat, an audio, or video call. And they can create a project group and share files, or host a web conference, on the fly.

Rainbow connects all your locations, as well as remote workers, with collaboration services. It's simple to deploy, and protects your existing investments. It provides secure encrypted communications and data storage for data centers located in privacy-conscious countries.

Rainbow also offers unlimited customization capabilities with numerous APIs opened to all developers. Rainbow cloud services can be integrated into a website (for example, a customer portal to reach sales or support teams), or integrated into a mobile application to provide direct contact with your end-customers.



## Value proposition for end customers

- **Speed up your digital transformation with the cloud:** Communication mobility, business community openness, click-to-deploy, ease-of-use and viral adoption
- **Leverage investments and connect your telephony system:** No rip and replace. Rainbow offers a hybrid cloud that leverages your investments in PBX telephony systems by easily connecting them to the cloud and providing: unified presence, click-to-call from desk phone, softphone capabilities, and multimedia conference
- **Increase business process productivity:** Rainbow API Hub is a Communications Platform-as-a-Service (CPaaS). It provides integration capabilities into business applications, web sites, mobile apps and workflows through various Application Programming Interfaces (APIs) and Software Development Kits (SDKs). It is targeted at vertical industries including: hospitality, healthcare, transportation, education, government and the public sector
- **Flexible pricing models adapted to your needs:** Price-per-user service; pay-for-what- you-use for audio conference; pay-as-you-grow with API consumption



## Rainbow service plans

**Rainbow Essential:** Free-of-charge, Rainbow Essential 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-site or off-site, on-the-move or as a remote worker.

**Rainbow Enterprise:** The per-user subscription includes all services from Rainbow Business, in addition to collaborative multi-party services with video conferencing and extended file storage, as well as office tool integration including: Microsoft 365, Google Suite.

**Rainbow Enterprise Conference:** The per-user subscription packages the **Rainbow Enterprise** service plan with unlimited phone conferencing minutes. The **Rainbow Enterprise Conference** user subscription is pre-paid for a period of one year (twelve months).

**Rainbow Conference:** An optional service proposed as a “pay-as-you-go” model for phone 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 services plan	Essential	Business	Enterprise	Enterprise conference pack
<b>Mobility and collaboration</b>				
Multiple platforms (smartphone, tablet, Web, PC, MAC)	●	●	●	●
Contacts, contact groups, guests	●	●	●	●
Chat (1-on-1, group chat) with history and search	●	●	●	●
Channels (broadcast news)	●	●	● create and manage	● create and manage
Team collaboration (bubbles) with presence information	● Up to 20 participants	● Up to 20 participants Manage multiple organizers	● Up to 100 participants Manage multiple organizers	● Up to 100 participants Manage multiple organizers
Voice and video calling, screen/app sharing	● 1-on-1	● 1-on-1	● Up to 10 participants	● Up to 10 participants
File sharing, storage	● 1 Gb of storage	● 1 Gb of storage	● 20 Gb of storage	● 20 Gb of storage
Recording (1-on-1)		●	●	●
Calendar information			● Microsoft Office 365 Exchange Online, Google Calendar	● Microsoft Office 365 Exchange Online, Google Calendar
Microsoft Outlook plugin-, including contact search and audio conference scheduling			●	●
Microsoft Azure Active Directory (AD) contact search			●	●
<b>Hybrid cloud telephony</b>				
Business phone control (with single call management)	●	●	●	●
Phone presence	●	●	●	●
Call logging	●	●	●	●
Any device (choose and control any phone)		●	●	●
VoIP calling (to PBX extensions, to public phone numbers)		●	●	●
Caller identification, user search		●	●	●
Second call management, 3-way call, call forwarding		●	●	●
Voicemail (notifications, call)		●	●	●
Microsoft Skype for Business connector		●	●	●
<b>Management and support</b>				
Company administration and control	● 1 administrator	● Multiple administrators	● Multiple administrators	● Multiple administrators
Analytics		●	●	●
Company domain name management		●	●	●
User provisioning and deprovisioning		● CSV file	● CSV file, Microsoft Azure AD	● CSV file, Microsoft Azure AD
Digital Help Center (FAQ, knowledge base, proactive comm., production notes)	●	●	●	●
Service Level Agreement (SLA) and help desk		● 99,5% guaranteed uptime SLA	● 99,5% guaranteed uptime SLA	● 99,5% guaranteed uptime SLA
<b>Rainbow Conference</b>				
Audio conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing	Optional conference (pay-as-you-go) priced/minute-per-connection type per-participant			Included no additional cost

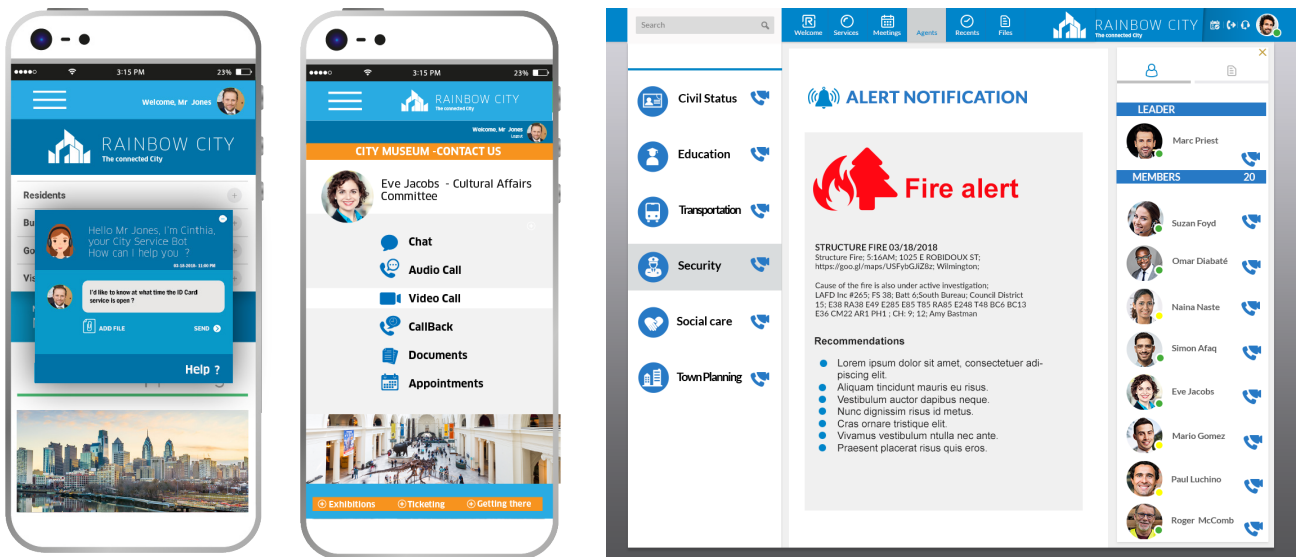
## Increase your business process productivity

Alcatel-Lucent Enterprise **Rainbow API Hub** is an open **CPaaS** with a set of APIs (Application Programming Interfaces) and SDKs (Software Development Kits) that allow a developer to integrate the powerful Rainbow collaboration tools into your existing in-house applications, both web-based and on smartphones.

The Rainbow API Hub makes **digital transformation** easy by providing APIs, documentation and support that let developers build applications that connect people, and transforms the way they communicate and collaborate.

The services allow a developer to:

- Add real-time interaction and multimedia to **web sites**
- Add real-time multimedia capabilities into **smartphone apps**
- Automate live interactions with **Bots and Chatbots**
- Interconnect Rainbow with a **customer's infrastructure and IoT**



Rainbow API Hub offers more than **150 open programming interfaces**, based on industry standards, for chat, video, multimedia and provisioning services.

Find more information check out our website dedicated to developers: <http://hub.openrainbow.com>

For more information about Rainbow Cloud Services, please visit our website: [www.openrainbow.com](http://www.openrainbow.com)

