



ALE

Where  
Everything  
Connects



## Local government wins with efficiency using Rainbow

Bring citizens, elected representatives, local officials  
and staff together with one mobile application

### Solution Brief

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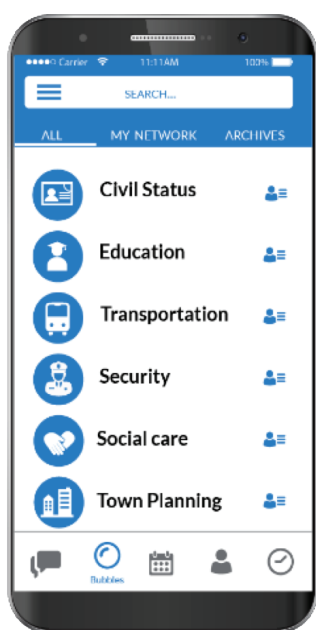
Alcatel•Lucent   
Enterprise

**Alcatel-Lucent Rainbow™ for Government environments provides rich communications to all public service employees. It enables a connected dialogue with citizens, residents and tourists. Integrating Rainbow into a user-friendly web or mobile application ensures quick response and improves citizen satisfaction, so they can enjoy a friendly and safe environment.**

## Create a strong link with your community through e-Government and e-Democracy

Today's hyper-connected citizens and tourists expect the same level of simplicity and response from public e-services as they get with consumer level services, at home or in the office. However, they also want to be closer to elected officials and connect to participatory and democratic decision-making processes, or simply be notified of incidents that may occur in day-to-day life.

To address the diverse needs of a varied public that includes citizens, residents and tourists, government ecosystems need a number of representative entities. These include public service offices, collaborators, as well as public and private partnerships and delegations of services to different suppliers. All these teams, as well as their different profiles, need to collaborate to ensure citizen satisfaction.



Digitization is a key factor for success. However, the challenge of digitization is delivering innovation, while ensuring cost containment, security and data privacy.

Digital tools like Rainbow CPaaS provide the innovation to ease deployment of new e-services, deliver rich communications and build a connected social community. This cloud platform makes it easier to implement secure shared services.

By connecting people, objects (Internet of Things (IoT)), and processes or services—such as common calendars or directories, as well as chatbots or more complex cognitive technology such as artificial intelligence (AI)—you can start to automate services and move from reactive and responsive solutions to predictive and proactive.

The direct impact will be contained costs while ensuring staff and citizen satisfaction through innovation.

### Be closer to citizens:

Create a strong social link with citizens and tourists:

- Create chatbots to provide tourists with museums' opening hours and assist with location information
- Help citizens in their daily lives and connect them with the right team to solve problems, and provide information about services disruption or changes

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- Support citizens in finding the right forms to complete, inform them when expected official documents are ready, and remind them about appointments
- Help representatives provide quick and courteous responses and promote successes in the community
- Get community opinions about municipal planning (from services to public highways)

Ensure community safety:

- Citizens who encounter obstacles or damage on the street can use Rainbow to contact authorities by sending a message including a picture or a video. If necessary, the city staff can contact the citizen by text message to provide feedback on actions taken.
- Keep citizens safe by using the Rainbow app to send push notifications about potential natural disasters such as floods or forest fires.

## Ensure privacy, security and easy integration in business processes

Simple and cloud secure data privacy:

This cloud-based solution can be used anywhere with no compromise to privacy due to the encrypted data flow between browser, applications and the Rainbow data center. In addition, Rainbow is compliant with the level of data protection required by the GDPR.

Improved efficiency:

Rainbow CPaaS is easy to integrate into any application. It offers innovation and increases responsiveness to citizen inquiries, as well as work related emergencies.



State-of-the-art technology:

Rainbow accommodates all standards-based devices. It connects people, objects and services, from common calendars and directories, to cognitive services such as simple chatbots or more comprehensive artificial intelligence.

With Rainbow, communications are becoming easier in community ecosystems, from citizens to government representatives.

## Rainbow rewards

No matter where you are in your transformation process, the ALE Rainbow hybrid solution will evolve with you at your own digital engagement pace.

Whether you provide e-government services, with people-to-people communications enhanced by simple chatbots, or you are already investing in more complex smart and safe city solutions, Rainbow provides the backbone for your solutions.

Start using Rainbow with your team for free. Visit [www.openrainbow.com](http://www.openrainbow.com)

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# | Want to learn more?

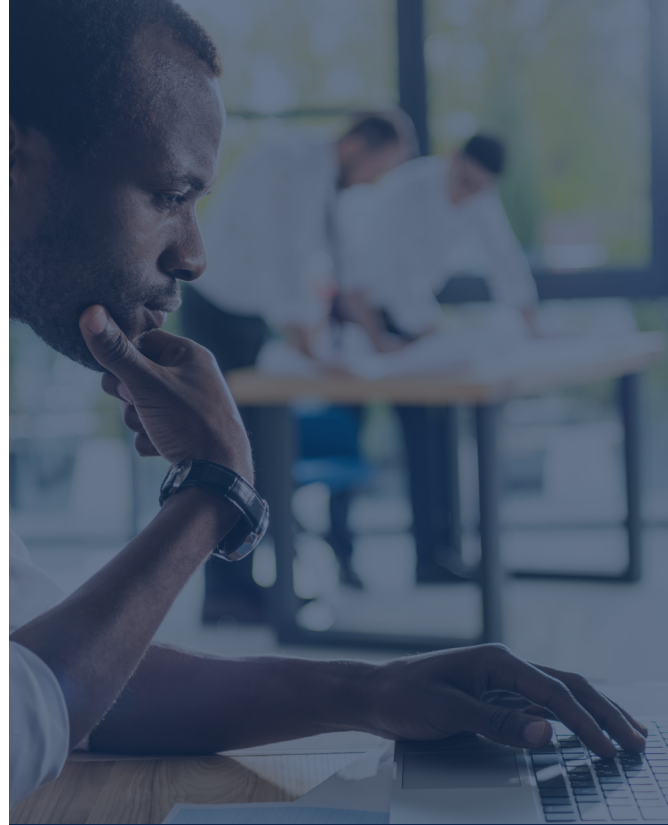
Visit our [dedicated GOVERNMENT web site](#)



## eGovernment

Where citizens Connect for secure, responsive experiences. Where staff Connect to deliver efficient, reliable public services. Where public officials Connect for innovation, collaboration, and budget control.

We make everything connect, delivering technology that works for your people, your public, and your organization. With our global reach and local focus, we deliver secure networking and communications, purpose-built for responsive community services.



**ALE** | **Where Everything Connects**