This is
the future

Digital Age Communications
for Enterprises

Alcatel·Lucent
Enterprise

Digital Age Communications

The **Digital Age**, also known as the **Fourth Industrial Revolution**, refers to the advancement of technology from analogue electronic devices to the digital technologies available today. One of the main areas where these technology breakthroughs have had the most impact is enterprise telecommunications. While the revolution was initiated in the 1980's, it has accelerated its pace over the last five years, fueled by an increasing demand for mobility, flexibility, and the need for accessible information anywhere, anytime.

This evolution translates into massive shifts in the way technology is used, from both an enterprise and a user perspective. Cloud-based communications and collaboration, Internet of Things (IoT), Artificial Intelligence (AI), customer experience, flexibility, and simplicity, among others, are the core elements of a new digital "holy grail", aimed at providing organisations with a tangible, competitive advantage while helping them exceed customer and employee expectations.

Digital Age Communications is based on three pillars and enables enterprises in any industry, segment, and public organisation, to take advantage of new ways of communicating and evolving with market demands. **With Digital Age Communications enterprises can successfully transform and connect people, applications, and objects, and take action on the following top three business priorities.**

- **The digital workplace**: Enables employees to work from anywhere (at the office, at home or remotely), with efficient communications, collaboration, and customer service, cloud-based solutions available anytime, from any device.
- **Communications as the catalyst for enterprise agility**: Connecting everything (people, applications, and objects) to enrich traditional business interactions, accelerate decision-making, automate business processes and pro-actively detect incidents before they occur.
- **Flexible cloud-model solutions and architecture**: From the enterprise premises to a full cloud solution (private, syndicated, or public) organisations can decide on the best approach to support their transformation in terms of budget, timeframe, and objectives.

The digital workplace

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.

With cloud communications technologies the workplace is now everywhere.

Alcatel-Lucent Enterprise is helping business workforce's **work from anywhere**. No matter the size of the organisation, or industry, we provide efficient communications, collaboration, and customer service solutions available anytime, from any device, in any context required.

Our unique approach is based on a strategy we call **hybrid cloud communications**. Hybrid cloud communications let businesses leverage their existing communications investments, while providing the ability to add cloud-based team collaboration services to make their workforce available anywhere, anytime. With the ALE solution, businesses can keep their workforce motivated and engaged. This proven approach delivers fast, tangible benefits while reducing operational and financial risk.

For example, our Rainbow™ by Alcatel-Lucent Enterprise team collaboration cloud-based solution can be implemented in less than four hours for an entire workforce, whereas a rip and replace solution and move to the cloud would take far longer.

Rainbow connects to the existing communication platform and immediately enables collaboration services such as group chat, file exchange, audio and video calls, web conferencing, among others. Rainbow services are available in an *as a Service* model which complements existing communications voice servers and continues to deliver enterprise-grade services, in terms of **five nine's** availability and with the highest security standards such as Common Criteria. These telephony features are available from any endpoint including; deskphones, wireless mobile terminals (DECT), and software-based phones for those working remotely on PCs.

Figure 1. Hybrid cloud communications services

Enterprise agility: Connecting everything

One of the main benefits of digital technology is enabling communications from anywhere, anytime. Perhaps even more importantly, digital technology provides real-time communications value, in any professional context, when the business needs it. To enable the communications, digital technology must provide accurate and timely information to support the business situation. This intelligence, in addition to any conversation, can be provided by people, applications (or processes), objects (IoT), or any combination of the three, enabling enterprise to be flexible, responsive, and competitive.

At Alcatel-Lucent Enterprise we believe we are uniquely positioned to help enterprises – connect everything – with real-time secure communications to deliver concrete business outcomes for our customers.

Connecting people

In addition to providing *as a Service* cloud-based customer service and collaboration platforms with Rainbow, Digital Age Communications encompass new engagement models such as web chat bots, and of course, on-the-fly audio and video conferencing capabilities.
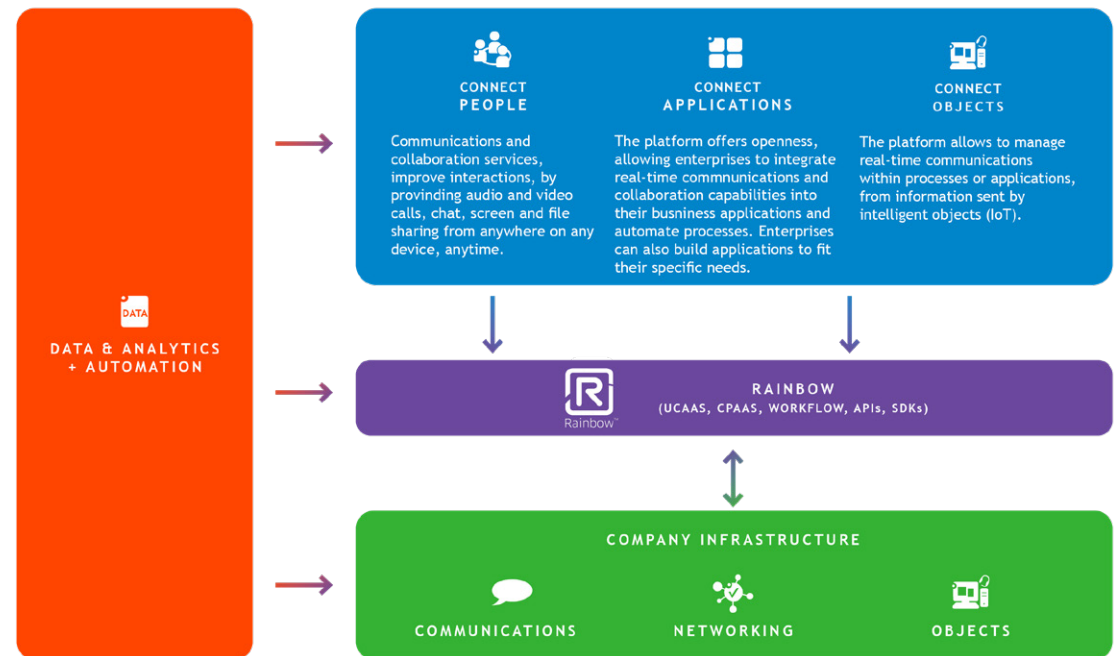
You can select from a full cloud solution, or a hybrid solution by combining cloud and on premises services.

Connecting applications

The real value of any conversation is the ability to bring context-based information (for example, call history or customer file), which often requires connection to IT applications, which can be costly. At ALE, we offer off-the-shelf "connectors" to easily integrate real-time communications services to a wide range of office and enterprise applications such as Microsoft® Teams, Salesforce.com CRM, and many others. This integration lets people save time, offer more personalised interactions, and provides the right and relevant information, at the right time.

Connecting objects

IoT is a core element of digital age technology and can be easily leveraged when coupled with real-time communications. Alcatel-Lucent Enterprise offers a real-time Communications Platform as a Service (CPaaS) to connect objects from and to the cloud. ALE CPaaS is widely implemented by customers in smart cities, efficient buildings, education (learning management systems), hospitality, and many others.

DATA & ANALYTICS + AUTOMATION

CONNECT PEOPLE
Communications and collaboration services, improve interactions, by provinding audio and video calls, chat, screen and file sharing from anywhere on any device, anytime.

CONNECT APPLICATIONS
The platform offers openness, allowing enterprises to integrate real-time commmunications and collaboration capabilities into their busniness applications and automate processes. Enterprises can also build applications to fit their specific needs.

CONNECT OBJECTS
The platform allows to manage real-time communications within processes or applications, from information sent by intelligent objects (IoT).

RAINBOW
(UCAAS, CPAAS, WORKFLOW, APIs, SDKs)

COMPANY INFRASTRUCTURE
COMMUNICATIONS   NETWORKING   OBJECTS

Flexible cloud models

Enterprises embarking on a digital transformation need to consider which architecture is best for their organisation: On premises, full cloud, or a hybrid model – or a combination of the two. Often there is only one possible option which means organisations must make compromises. There are also the issues of timing, impact, and required resources that must be considered.

We believe that a digital transformation should provide customer and user benefits and eliminate frustration. ALE offers an à-la-carte approach that lets organisations decide on the model that best suits their digital workplace.

For organisations – whatever the industry – that want to leverage existing communications investments, a hybrid cloud provides an ideal solution as it enables CPaaS capabilities on top of the existing telephony solution. With more than 11,000 telephony systems already connected to Rainbow you can rely on ALE to provide hybrid cloud communications to best meet your needs.

For customers willing to shift to a 100% cloud model, there are different options which can include traffic or not, and that offer state-of-the-art cloud services at an affordable cost, and with zero footprint. More than 3,000,000 users connect to Rainbow everyday to collaborate through audio and video conferences, or voice calls. For specific integrations, Rainbow can provide a complete CPaaS offering a comprehensive set of APIs to connect everything.

	PRIVATE CLOUD		HYBRID CLOUD	PUBLIC CLOUD	INDUSTRY SPECIFIC
Enterprises' needs	You are considering a cloud solution and want to host the servers and data on your premises or at a place of your choice.		You are considering a cloud solution on top of your on premises communications system.	You are considering an all-in-one cloud solution, including traffic.	You are considering integrating real-time communications into your business/office applications, or creating your own application, or want a specific connector to fit your business need.
Alcatel-Lucent Enterprise cloud offering	Rainbow Edge by Alcatel-Lucent Enterprise	Rainbow Hub by Alcatel-Lucent Enterprise	Alcatel-Lucent OXO Connect or Alcatel-Lucent OmniPCX Enterprise Purple Rainbow by Alcatel-Lucent Enterprise No PSTN Traffic	Rainbow Office Powered by RingCentral	Rainbow CPaaS APIs and SDKs
Services provided	Team Collaboration* + Video + Cloud PBX + OEM PSTN Traffic	Team Collaboration* + Video + Cloud PBX + OEM PSTN Traffic	Team Collaboration*	All-in-one solution Team Collaboration* + Traffic included	SaaS integration industry specific connectors:Rainbow Classroom, Rainbow for Microsoft® Teams, Rainbow for SalesForce, Alert, Workflow and many more.

* Audio and video calls, share screen and files, and chat, among others

This is the future
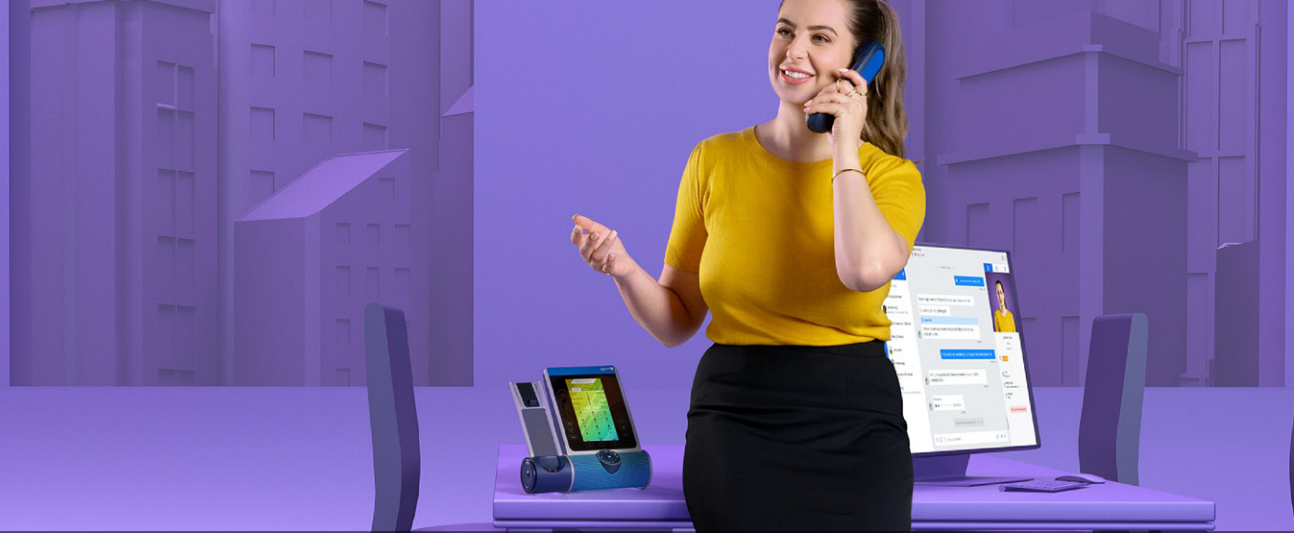
Summary

Digital Age Communications is the Alcatel-Lucent Enterprise blueprint that enables enterprises, no matter the size or industry, to succeed in the digital era and sustainably grow their business.

Digital Age Communications is based on three pillars:

- **Solutions for the digital workplace**: Enabling employees, suppliers, customers, citizens, patients, and guests to communicate and engage from anywhere, anytime, through state-of-the-art cloud-based solutions such as audio and video conferencing, and file sharing, using a pure cloud model or coupled with an existing communications solutions (hybrid cloud model).

- **Solutions that connect everything (people, applications, process, and objects)**: Adding real-time communications to any application or process for speed and agility. This can be done on premises or directly in the cloud. ALE offers both options.

- **Flexible cloud models**: From on premises, to cloud options (private, semi-private, or public) through to hybrid cloud communications, our goal is to enable organisations to focus on their business goals rather than the underlying technology and architecture. We take care of the technology. We also ensure that the solution we provide can evolve to meet your business needs today and tomorrow.

Alcatel-Lucent Enterprise serves more than 1 million customers around the globe. Additionally, more than three million Rainbow users benefit from the power of Digital Age Communications every day.

Learn more about Alcatel-Lucent Enterprise Digital Age Communications.

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