



# Purple on Demand by Alcatel-Lucent Enterprise

Accelerate your digital transformation with  
on demand business communications



## Tackle the challenges

Enterprises embarking on a digital transformation are looking for more **simplicity** and **flexibility**, while bringing new and innovative communications services to employees and ensuring individual security and digital sovereignty.

**Speed** and **agility** are key to stay competitive and respond to market conditions. Access to the latest technologies that consider new work habits is essential for any organisation in our fast-moving digital world. However, upfront transformation costs can be a barrier for many organisations.

### An innovative business model for a powerful solution

Purple on Demand by Alcatel-Lucent Enterprise is a products and services offer aimed at delivering business communications to end customers in a private environment. This offer is based on an OPEX business model for user and usage-centric software and services, complemented with hardware items (including phone sets, conferencing devices and accessories) purchased in a CAPEX model.

Purple on Demand leverages the proven and reliable products and applications that already exist in the ALE Communications Suite offer for Enterprises, such as the flagship **Alcatel-Lucent OmniPCX® Enterprise Purple** communication server. It is proposed by ALE experienced Business Partners to customers looking for a flexible, rich communications solution to accelerate their digital transformation. The solution offers:

- Enterprise-grade business communications
- Full software/full IP
- Highest level of security and reliability
- Mobility across all usages (on-site, on the road, remote working)
- Collaboration across teams and with external people
- Customer relationship services and contact centre
- Integration with business processes and applications
- Open APIs for specific development and solutions for verticalised industries (for example healthcare, government, education, hospitality, transportation, energy and utilities)
- Deployment flexibility on premises, hosted or in a private cloud





## Purple on Demand is simple

The simplified Purple on Demand offer proposes a unique user profile called Voice Enterprise, which includes **all business telephony services on multiple endpoints** using IP-based supported technologies (including IP, SIP, IP-DECT and WLAN) and also the REX (Remote Extension) connectivity to connect a [Rainbow™ by Alcatel-Lucent Enterprise](#) software client. **Voice messaging, high availability, and native encryption** are also included in the user base profile. Each user can be equipped with one or multiple **physical endpoints** or **softphones**.

Optional services can be added to address various specific needs of the customer, including:

- **Attendant service** to welcome external calls to the enterprise
- **Contact centre service** for voice-only agents or multi-channel agents
- **Management and analytics**
- A large set of **APIs** are also available for business applications and workflow integration (for example, telephony, management and recording)

Connectivity with the public network can be performed through VoIP technology based on **SIP standard**, including:

- Media processing
- SIP trunk



# Purple on Demand is flexible

Two service plans are available:

**Evergreen:**

- No contract
- Invoiced **monthly**, at the beginning of each month
- Flexible to increase or decrease at any time

**One-year contract:**

- One-year prepaid contract with automatic renewal at the end of the period
- Invoiced at the beginning of the period
- In case of add-ons during the period, the new invoicing is calculated pro-rata for the remaining months. For example, in the case of a customer with a one-year contract for 500 users starting on 01/01/2023 and ending on 31/12/2023, if an add-on of 10 users is purchased in October 2023, the additional price will be calculated based on 10 users over 2 months (November, December) the October month is not taken into account.
- Flexible to increase at any time, and decrease only at renewal (at the end of the period)

	Evergreen	One-year contract
Engagement	No	Yes – 12 months
Invoicing	Monthly, at beginning of each month from the starting date according the number of actual items ordered.	Prepaid (annually or pro rata remaining months). At the beginning of the contracted period and according to the number of actual items ordered.
Flexibility	Increase (+)/Decrease (-)	Increase (+)
Auto Renewal	Yes (Month)	Yes (One year) (unless explicitly refused). At renewal it is possible to decrease the qty of items.
Exit before end of term	Not applicable	No (One year is due)

To complement the service plans and depending on the customer’s requirements and choice of technology, some hardware items may be purchased in a CAPEX model from the Purple on Demand catalogue; for example the physical endpoints (phones, accessories, mobile handsets, conference devices) and complementary hardware such as CPU board and chassis.



## Privacy, security and management

Privacy, confidentiality and data sovereignty are key for business. At ALE we deliver solutions that allow companies and organisations to maintain control over their communications, whatever their environment, usages and IT infrastructure and deployment.

Purple on Demand is based on a **private instance** principle. That means the instance is dedicated to the customer and is deployed in their private network environment. Based on **physical** or **virtualised** application servers, the private instance is deployed on premises or in a **private data centre** space hired/owned by the customer. But it can also be outsourced to the ALE Business Partner who will host the private instance in a data centre logical area dedicated to the customer and interconnected through a virtual private network in a **private cloud** approach.

With Purple on Demand, the customer IT team simplifies its communications solution management with zero compromise on the security and service (SLA), providing:

- Reliable and secure business communications based on proven ALE technologies for Large/XL organisations

- Service delivery from the customer's premises/hosting infrastructure or from the ALE Partner in a private environment, depending on the customer's preference
- Fully managed service by the ALE Partner or by the customer's IT team

Day-to-day operations and maintenance can be performed by the customer's IT team or delegated to the ALE Business Partner. Purple on Demand includes all the tools to fully manage the private instance, including:

- Configuration of users, endpoints and communication options
- Administration profiles and domains to delegate simple tasks to local teams
- Real-time alarms monitoring and topology maps for proactive maintenance
- Accounting reports to keep track of expenses and reduce communication costs
- Performance dashboard to measure resources availability
- Scheduled backups and updates to automate maintenance operations

# Shift from CAPEX to OPEX

Moving from a CAPEX to an OPEX business model allows enterprises to manage operational expenses rather than capital assets and focus on operating statements rather than balance sheet management. Purple on Demand offers a 100% OPEX business model for software and services. This offer is ideal for companies looking for more flexibility compared to a perpetual licensing model.

## Minimise upfront investments

Purple on Demand reduces or eliminates the investment required to launch new projects and lets businesses re-align cash-flow requirements with solution adoption, over time. Freed from the risks associated with upfront investments, IT departments can focus on value-added activities that promote the business. **No financial barrier.**

## Predictable costs for your business communications

Replace high, upfront investments with linear, predictable monthly or yearly fees. All the services users need, as well as solution support and evolutive maintenance are included in a single invoice. **No hidden costs.**

## Flexibility to terminate costs as required

An OPEX business model provides organisations with the flexibility to terminate costs to match business demands. With a CAPEX business model, acquiring a product with perpetual licenses requires a full financial commitment. Regardless of whether it is being used, the ongoing costs (depreciation or financing costs) still need to be managed. Contrast this with the OPEX business model where payments can rapidly cease if the item is no longer required.

**No unnecessary expenses.**

## Accounting benefits

From a pure financial perspective, CAPEX items require a major investment in goods, which are accounted for on the balance sheet and are depreciated over the life of the goods. However, OPEX items are accounted for on the Profit and Loss (P&L) statement which tracks ongoing expenses as they are incurred and doesn't affect the balance sheet. One final important consideration is that in most countries, OPEX is tax deductible and CAPEX is not. **No statement of liability on the balance sheet.**

## Support included – security assured

With Purple on Demand the support and evolutive maintenance of the software items are included in the OPEX model. This means the organisation has all the necessary patches and upgrades in place to ensure the highest level of protection and prevent cyberthreats or potential attacks. It removes the security burden from the internal IT staff when adopting new technologies, applications and services for the users.

**No compromise on security.**



# Accelerate your digital transformation with on demand business communications

ALE helps enterprises, no matter the size or industry, to succeed in the digital era and sustainably grow their business. 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 can evolve to meet your business needs today and tomorrow.

With Purple on Demand, companies can align budget, communications services and operations with their business needs and usage. By enabling **operational simplicity**,

through a simplified and user-centric catalogue of software and services, it accelerates access to the latest communication technologies. Global **business efficiency** is improved, by reducing the initial investment in the communications solution and offering a predictable, flat cost (monthly or yearly). It ensures **maximum flexibility** enabling the organisation to scale and adjust along the digital transformation journey and provides value-added applications and services on the fly when needed.



Align budget, communications services, and operations with your business' needs and usage

## Operational simplicity

- Simplified and user-centric catalogue for software and services
- Faster access to the latest communications technologies

## Business efficiency

- Reduce initial investment in the communications solution
- Get a predictable, flat, monthly or yearly cost

## Maximum flexibility

- Scale and adjust as you transform
- Get value-added applications and services on the fly

