

# RAINBOW™ HUB

THE COMPLETE COLLABORATION AND  
COMMUNICATION PLATFORM THAT GIVES  
BUSINESSES ULTIMATE CONTROL AND FLEXIBILITY IN  
REAL TIME.

# THE PITCH

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Rainbow is a cloud service created and developed by Alcatel-Lucent Enterprise. Rainbow is a sovereign solution allowing companies to communicate and collaborate in secure and trusted environments. It offers persistent communications, hybrid collaborations, calls, conferences and real-time messaging, where everything is connected. It is available for all businesses, regardless of size, in the private, hybrid and public cloud.

Rainbow Hub is the public version of our Rainbow platform. It allows its users to migrate completely to the cloud thanks to a telephony system entirely based on softphony. No additional equipment is required.

# CHALLENGES

- Rainbow Hub meets the demand of users who want to **migrate completely to the cloud**.
- This makes it possible to **optimize the space** occupied by the **physical infrastructure** that will be replaced.
- The platform allows users to use a **single platform** for **telephony, group conversations, video calls, and video conferencing meetings**.

# A UNIFIED SOLUTION



- ▶ Rainbow Hub is a **unified communication and collaboration** solution. It seamlessly combines and integrates various means of **communication** (such as **instant messaging, videoconferencing, voice calls, etc.**).
- ▶ It also includes **collaborative work tools** such as **file sharing**, within the same platform.
- ▶ Rainbow aims to simplify and **optimize interactions** between team members or an organization by centralizing these features in one place to **promote better productivity**.

# RAINBOW PUBLIC CLOUD

- Rainbow Hub is the **public version** of our **Rainbow platform**. This means it is accessible directly through the cloud.
- No system is to be deployed at the customer (other than the **Rainbow application**).
- Users benefit from **softphony**, as well as any other means of **communication** and **collaboration** directly from the **Rainbow platform** in a totally unified way.
- **Rainbow Hub** also allows you to connect phones (SIP or SIP/DECT)



# SECURITY AND CONFIDENTIALITY

- Compliance with GDPR data protection rules
- ALE is ISO 27001 certified, certification governing information security, cybersecurity and privacy requirements
- Rainbow is a cloud solution created and hosted in Europe, not subject to the US CLOUD Act or PATRIOT Act\*.

*\*The CLOUD Act (Clarifying Lawful Overseas Use of Data Act) is an American law introduced in 2018, it aims to facilitate access to data stored abroad by the US government. Thus, the US authorities can request from cloud service providers, access to data stored abroad, even if this data is administered by the privacy laws of the countries where it is stored. Rainbow Edge is not subject to the CLOUD Act, this reduces the vulnerability related to regulations such as the CLOUD Act or the Patriot Act. Thus our customers benefit from the total confidentiality of their data.*

# ADVANTAGES AND BENEFITS



- ▶ Support by Rainbow consultants with a **study of demand and context**
- ▶ Adaptability according to constraints (infrastructure, deployment, use)
- ▶ An **intuitive and transparent** cloud solution
- ▶ Benefit from the evolutions of the solution without supplement
- ▶ Improves the **customer/partner experience**
- ▶ Data sovereignty

# FEATURES

Rainbow Hub is a cloud solution that allows you to have all the features of Rainbow directly from the Cloud.

- Fully cloud telephony service (softphony)
- Connection to phones (SIP or SIP/DECT)
- Instant messaging
- A unique number for each user
- Voice and video calls
- Online meetings
- Creating discussion bubbles (persistent working groups)
- File sharing
- Integration of tools and applications
- Accessibility from any device



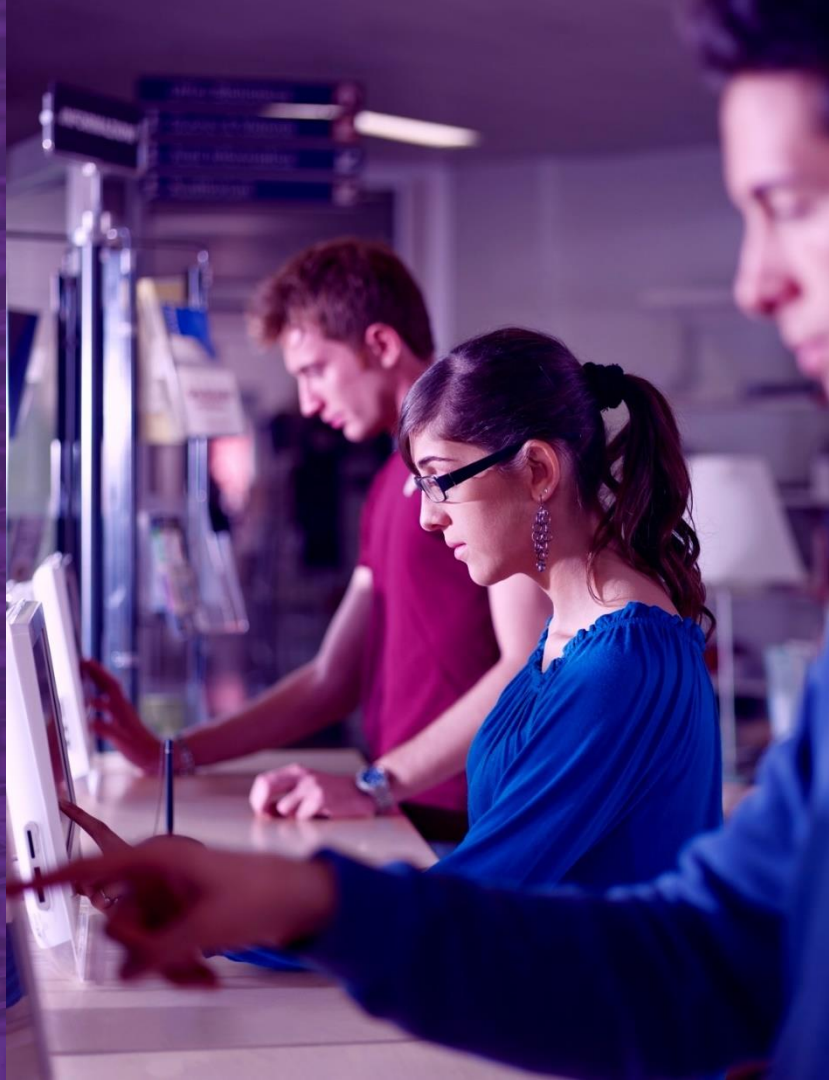
# USE CASE: LARGE EUROPEAN CITY

**Context :** A large European municipality was looking to replace their telephony solution with an as a service solution. 100% softphone (PC and mobile).

**Challenge:** With the evolutions of the workstations and the increased needs of flexibility and mobility, the customer wanted to provide his staff with a unified communication solution 100% softphone (pc and mobile) while keeping the existing operator contract.

**Solution :** By adopting a fully cloud-based telephony and collaboration solution, employees in the municipality have modern means of communication regardless of where they are on their mobile and/or pc. The organization was optimized thanks to Rainbow Hub and the power of group management because each service (police, school, urban planning, etc.) has its own personalized welcome.

**Results :** The municipality has gained management flexibility and agents are reachable regardless of their position. The sharing of experience with the customer has even made it possible to evolve the service by integrating new functions making the use even more user-friendly.



## WHY IS IT THE RIGHT TIME?

- You are looking to move fully to the cloud
- You are looking to unify your communication tools to increase your productivity
- Your employees are ready to move fully to a 100% cloud solution.
- You are looking for a solution developed and created in Europe, which guarantees the security and confidentiality of your data.
- You stay on course for the future: easily add new features adapted to the number of users you have and according to your needs.

# THANK YOU



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