RAINBOW READINESS KIT

FOR BUSINESS PARTNERS

SEPTEMBER 16TH 2021

RAINBOW READINESS KIT IN 2 STEPS

Alcatel·Lucent Enterprise

1

Business Partner Readiness

- Engagement
- Offer & Promotion
- Organization
- Quote to Cash
- Data protection
- Support & Troubleshoot
- Automation
- Try & Buy

2

Onboarding End Users

- Creation & Provisioning
- Welcome Email Template
- User Guide

BUSINESS PARTNER READINESS CHECK LIST

- 1. ENGAGEMENT ☐
- 2. OFFER & PROMOTION ☐
- 3. ORGANIZATION ☐
- 4. ORDERING ☐
- 5. BILLING ☐
- 6. SUPPORT ☐
- 7. DATA PROTECTION ☐
- 8. TIERED MODEL ☐
- 9. AUTOMATION ☐
- 10. DEMO LICENSES / TRY&BUY ☐

1. ENGAGEMENT

☐ **Any Partner can register to Rainbow Freemium services and be elevated to a BP role in Rainbow:**

- The request can be sent either to the ALE Channel Sales Manager or directly by email to support@openrainbow.com
- The BP can create End Customers in Rainbow, connect their PBXs and configure users with Freemium mode

☐ **To benefit from the Rainbow Premium service, the Business Partner must have signed a Rainbow Cloud Agreement and conduct business within the Rainbow country green list**

- The contract is available as either an addendum to the current Enterprise Partner Program contract or a standalone Cloud Agreement

☐ **To understand the solution**

- Rainbow Solution sheet (EN FR DE ES IT PT)
- Rainbow WPL Price List (EUR USD) including Service Plans and Country Availability
- Rainbow Feature List & Compatibility

- Rainbow public website: https://www.al-enterprise.com/en/rainbow/
- Rainbow Help Center: support.openrainbow.com and more specifically the Business Partner Administration Space
  Rainbow Video Tutorials
- Rainbow CPaaS: https://hub.openrainbow.com / Rainbow API Hub video

2. OFFER & PROMOTION

- ☐ **Select business model (Monthly, Yearly prepaid) according to contract, invoicing cost**
  - Prepaid yearly offers may allow to re-use existing BP processes, including sales and support team incentives
  - It is also an opportunity to bundle Rainbow in a more global leasing contract

- ☐ **Add a service pack: installation, training of 5 End Customer champions, support during ramp-up**
  - Qualitative onboarding of the End Customer is paramount to ensure adoption of Rainbow
  - Average 4 hours upfront and 4 hours per quarter for a company with 5 EC champions, hence 2 days of service per year

- ☐ **Demand generation:**
  - Check with your local CSM for the latest promotions and campaigns

- ☐ **Data processing and privacy:**
  - All data protection measures we have in place

3. ORGANIZATION

- ☐ **Define who has which type of Role in Rainbow**
  - Rainbow Admin: manages the BP's own use of Rainbow
  - Rainbow Finance: has the right to place an order to ALE to buy the Rainbow Premium subscriptions and can retrieve invoices
  - Rainbow Operations: provisions the End Customers linked to the BP and allocates the available subscriptions to the end users

    Note 1: A single individual can cumulate several roles
    Note 2: Roles can be allocated by the BP itself

- ☐ **Set up the BP company information in Rainbow**
  - Name, logo, visibility (public or private), contact information, …
- ☐ **Define how the lab and demo equipment are managed**
  - The lab users can be mixed with the BP's own use. Pros: demo licenses can be leveraged. Cons: lab users are visible to all
  - The lab users can be created as a separate End Customer. Pros: separate tenant. Cons: additional licenses must be bought
- ☐ **Define what will be the unique Rainbow EC id of the BP (two fields are available)**
  - The End Customer id will appear in the billing files and allow to simplify and automate the quote to cash process
  - These fields may be important to the accounting and support teams
- ☐ **What to do when EC wants to change the BP**
  - Ask your local CSM representative for the Rainbow Takeover Process (MyPortal)

4. ORDERING

- Only BP users with a finance role can place an order to ALE

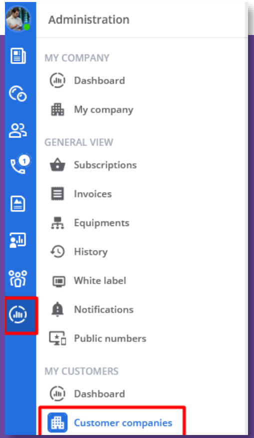
- BP Finance has the capability to delegate the order process to the EC admin:
  - This can be managed EC by EC. In such a case, the EC admin can only add, or add and remove, subscriptions, depending on the setting

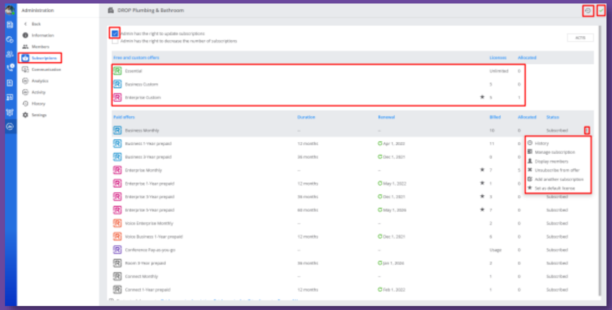
- Orders must be placed in Rainbow
  - Orders cannot be placed in another tool such as eBuy
  - Three means to manage the Order entry: Manual entry in web interface, upload of Actis xpo file, or connect to Rainbow Developer Hub Rest APIs

- Prepaid orders must be placed for an EC and cannot be moved

- Subscriptions can be deleted only during the first partial month

- Once the order is passed, it is up the BP Operations or EC Admin to allocate the licenses to the End Users
  - Either one by one, or in bulk





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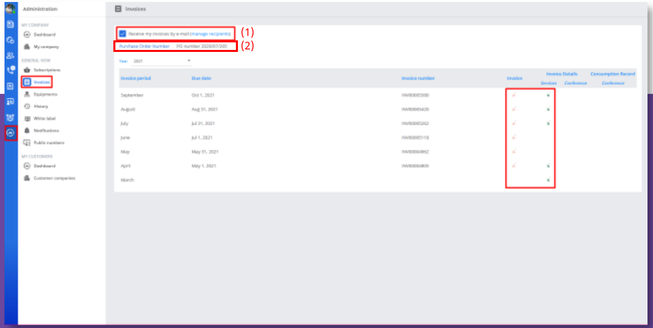
5. BILLING



☐ Define who will get the email of the monthly invoice

- A default email is provided manually to ALE operations and set in the tool
- Additional emails can be added in the Rainbow admin space (1)

☐ The ALE invoice doesn't expect a BP order

- However, the BP Finance can send a PO number to ALE or directly set it in the Rainbow admin space (2)
  If done before the end of the month, the PO number will appear on the ALE invoice

☐ Understand the purpose of the INV and CDR files

- The global invoice is provided in a single monthly PDF file
- Invoice details (INV files) are aimed to be imported in the BP billing system to generate customer invoices
  - *For Rainbow subscription invoice detailed files "INV_SERV_YYYY-MM-DD_CompanyType_ CompanyName.csv"*
  - *For audio conference invoice detailed files "INV_CONF_YYYY-MM-DD_ CompanyType _ CompanyName.csv"*
- Consumption Detail Records (CDR files) are aimed to support any detailed consumption analysis
  - *For audio conference CDR detailed files "CDR_CONF_YYYY-MM-DD_ CompanyType _ CompanyName.csv"*

Note: To create a future save process, the import algorithm should rely on the csv header name and not on the header column number

☐ Understand how Rainbow is billed

- [Rainbow billing principles]

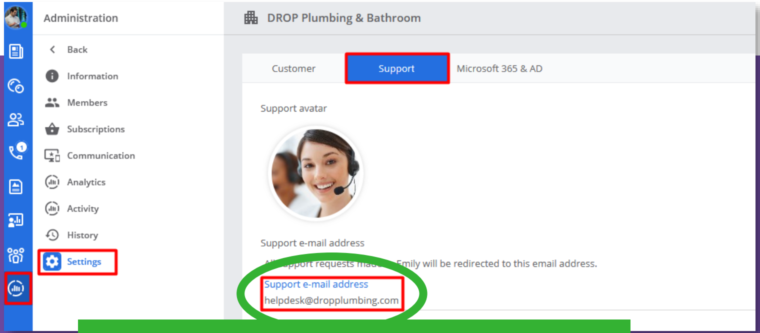
6. SUPPORT

- **Who supports the End Users ?**
  - Every User of a Company will have Emily routed to an email address
  - For ECs, the email address is the Company Admin’s email, unless defined differently by the BP supporting the EC
  - Ecs cannot change the support email address themselves

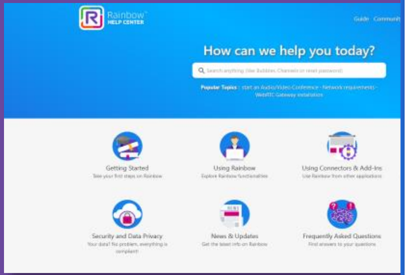
- **Who supports the End Customer Admin ?**
  - Usually, selected EC Admins will have access to a BP hotline

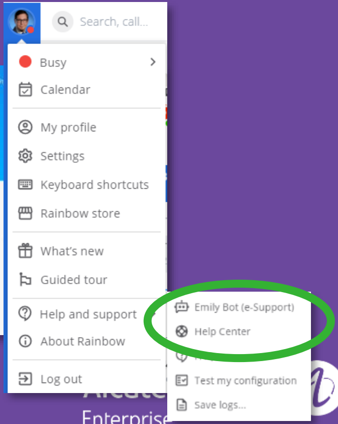
- **Every User in Rainbow benefits from default support at:**
  - Public Rainbow Help Center at https://support.openrainbow.com or by clicking on **“Help Center”** in the profile tab of the Rainbow app
  - Ask Emily for help directly in the Rainbow app
  - Escalation through Emily with **#support** goes to previously set email
  - Post questions and discuss with other users in the Rainbow community https://support.openrainbow.com/hc/en-us/community/topics

- **Standard uptime and time-to-resolve**
  - Detailed SLA’s can be found in your Rainbow amendment



Email set by ALE Business Partners
Cannot be changed by the End Customer

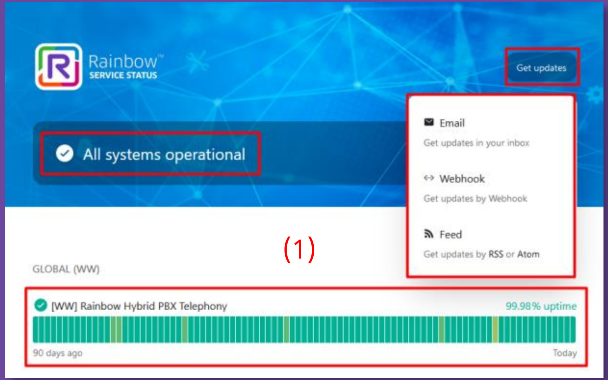




6. SUPPORT

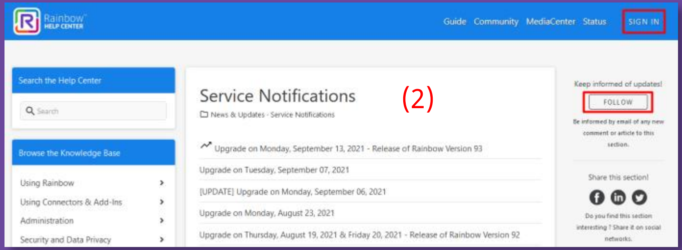
Rainbow status updates

- You can find information on the real-time status of Rainbow services here
- We highly recommend subscribing to notifications by clicking on „Get updates” in the top right of the screen (1)



Updates on new Rainbow versions and service notifications

- You can find all information by clicking on this link
- Stay informed on the go by signing in and clicking on „Follow” (2)



Rainbow customer care channel

- In order to get regular updates about all changes regarding Rainbow from inside the Rainbow interface reach out to your local sales representative for access to the Rainbow customer care channel
- Full channel name: „Rainbow Customer Care Channel”

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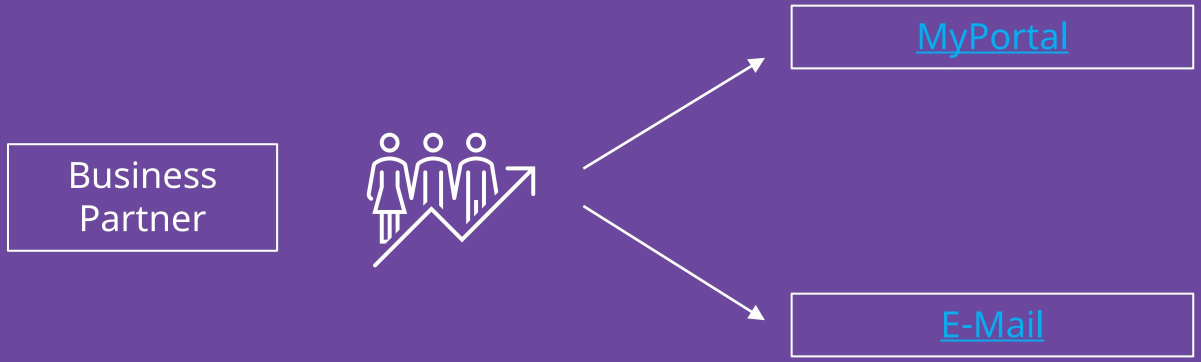
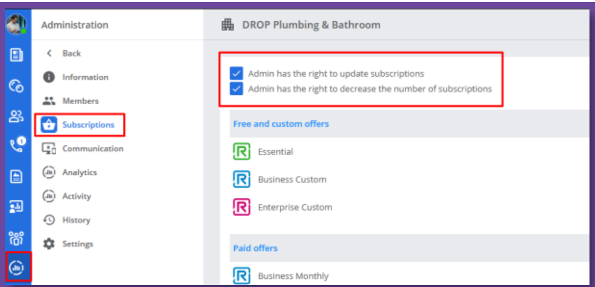
6. SUPPORT

- **How to open a support ticket for your customer**
  - The business partner can open a ticket in 2 different ways
    - Either by using the MyPortal interface
    - Or by sending an e-mail to ebg_global_supportcenter@al-enterprise.com



7. TIERED MODEL

- **In case of a 2-tier model with a Distribution channel managing Resellers, you can delegate the following authority to lower tiers:**
  - Delegate ordering
  - Delegate invoicing



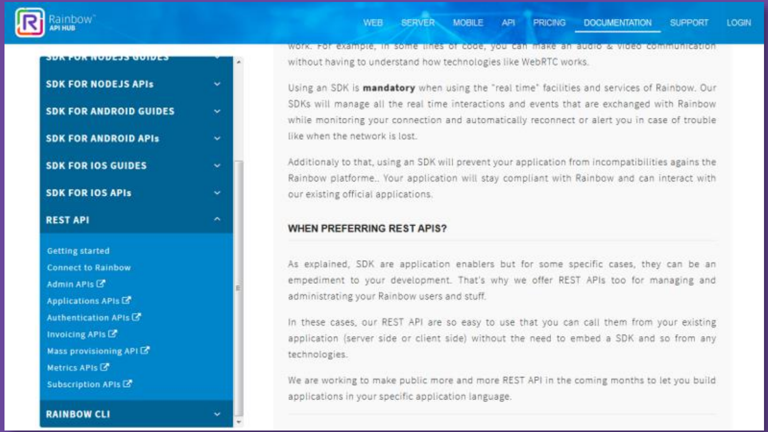
Depiction of who is supporting whom

Case	End Customer	End Customer Help Desk	Business Partner: Reseller	Business Partner: Distributor	ALE support@openrainbow.com
EC of DR	End User →	Help Desk →	DR →		ALE
EC of VAD	End User →	Help Desk →	→	VAD →	ALE
EC of IR with VAD	End User →	Help Desk →	IR →	VAD →	ALE
EC of IR w/o VAD *	End User →	Help Desk →	IR →	→	ALE
EC w/o BP *	End User →	Help Desk →	→	→	ALE
DR			DR →		ALE
VAD				VAD →	ALE
IR of a VAD			IR →	VAD →	ALE
IR w/o VAD *			IR →	→	ALE

** Transitional solution under commercial approval by ALE.*

8. AUTOMATION

- **For the order intake, the provisioning and the billing, an automated process can be created by leveraging the Rainbow Developer Hub Rest API at https://hub.openrainbow.com**



- **ALE can provide dedicated support to help create an automated quote to cash process.**
  Please engage with your ALE Sales representative

9. DEMONSTRATION LICENSES / TRY & BUY

- **For Direct Resellers & VAD**
  - 10 Business & 20 Enterprise demo licenses for their own use
  - Licenses connected to their Rainbow company or lab
- **For chartered Indirect Resellers**
  - 5 Business & 5 Enterprise demo licenses for their own use
  - To be requested via support@openrainbow.com
- **For all Business Partners having sold Rainbow Premium licenses to their End Customers**
  - 2 Rainbow Room demo licenses (hardware kits not included) for their own use
- **For all Business Partners**
  - With the approval of the ALE sales representative, a BP (DR, VAD, IR) can obtain N free Enterprise licenses for his own use. N is capped at 100
  - These licenses will remain free in the following year, if the PB sells at least N Enterprise licenses to its end customers before the end of the current year

Business Partners must include the Rainbow demonstration effort in their cost of sales. For larger deals (>10 licenses), Business Partners may contact their ALE sales representative to exceptionally obtain free demonstration licenses for a pilot phase at the end customer's site.

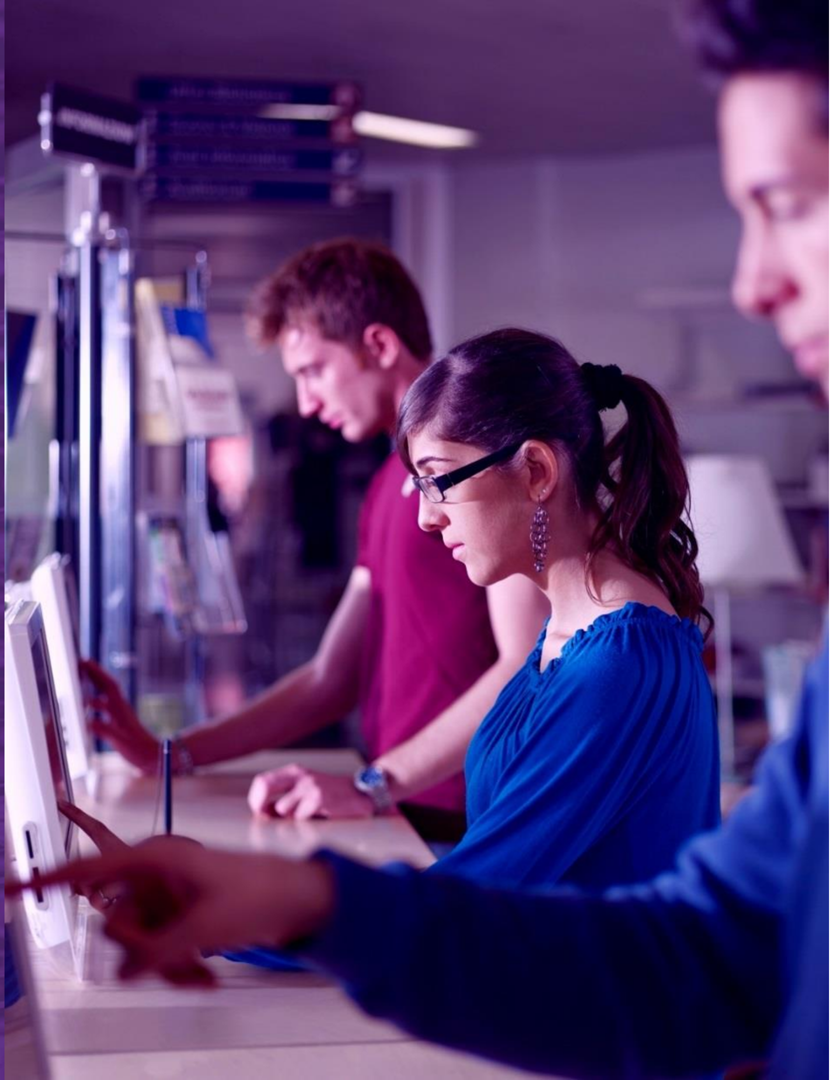
GLOSSARY

Attribute of Users:

- A **User** is always part of a **Company**
- Various types of **Company:**

EC	End Customer
BP	All type of Business Partners
DR	Direct partner of ALE
VAD	Value Added Distribution partner of ALE
IR	Indirect Reseller of ALE, Reseller of VAD

- The **"Rainbow Company"** captures all the Users who aren't attached to a defined **Company** (EC or BP)
- A User has **Services** (**Essential** OR **Business** OR **Enterprise** OR **Enterprise Conference**) and possibly Options (**Conference** for User with **Essential**/**Business**/**Enterprise**)
- A User has **Roles** (**EC Admin**, **BP Admin**, **BP Operations**, **BP Finance**)

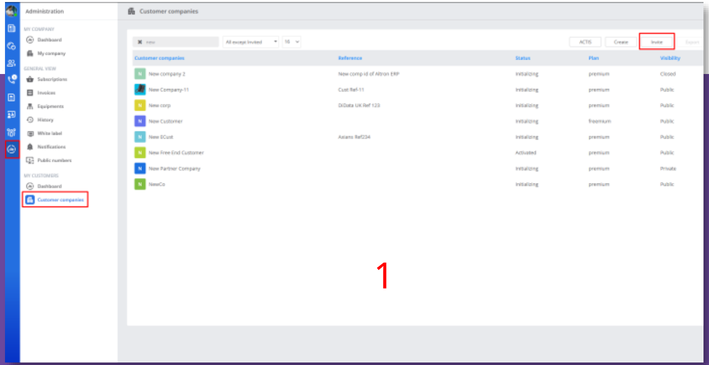


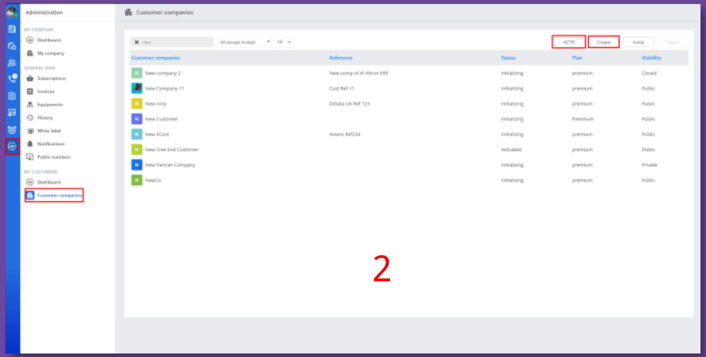
ONBOARDING END-USERS CHECK LIST

1. CUSTOMER CREATION	☐
2. PROVISIONING	☐
3. ON BOARDING	☐

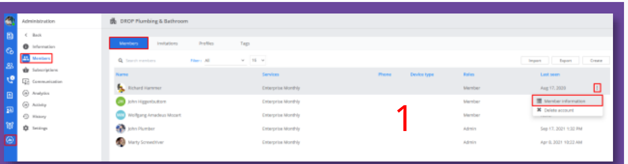
1. CUSTOMER CREATION

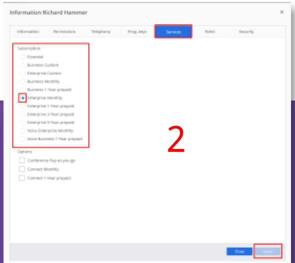
- ☐ **If the EC already exists, click on "Invite" to invite the EC (1)**
- ☐ **If the EC is to be created, click on "Create" or import "Actis" .xpo2 or .SAP file (2)**
- ☐ **Settings can be modified afterwards, but understand the importance of**
  - Visibility
  - Customer reference and Additional reference
  - Support email address
  - End Customer first member/admin
  - To find a detailed guide on how to administer Rainbow companies click here





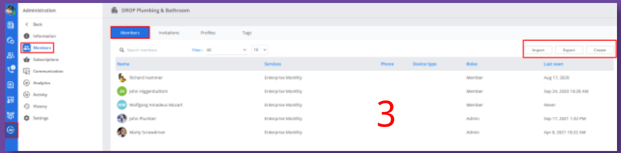
2. PROVISIONING





❑ Add new End Users:

- One by one,
- From MS Azure AD,
- Or in bulk import:
  - Download first CSV file template to manage End User data
  - Download second CSV file template to manage Phone extensions



❑ Once the order is finalized, it is up the BP Operations or EC Admin to allocate licenses to the End Users

- Either one by one through the „Members” tab
  (click on the user and change his/her service) (1), (2)
- or via bulk import, whereas an efficient way is to export the CSV file, then manage the provisioning in Excel and import the resulting CSV file afterwards (3)

❑ Tips and tricks

- Create the first End User manually. Export the CSV file, as it delivers a template with customer specific content
- After a bulk upload of End Users, an email can be automatically sent to the imported users.
  For larger companies, it is recommended to deactivate Rainbow email notifications and send a dedicated email from the IS/IT department instead

3. ONBOARDING

- ☐ **To ensure End Customer adoption, it is paramount to train a critical mass of End Customers (eg. 5 champions in a small environment)**

- ☐ **Before training the End Users, ensure the provisioning of all company members has been performed. Since colleagues can be searched for and added to a specific network**

- ☐ **Setup a predefined Welcome Email that could be sent by CIO or IS/IT Leader**

- ☐ **Handout quick start guides to the End Customer**
  - Quick Start Guide for End Users (EN FR DE ES)

- ☐ **For large customers, a dedicated training session can be organized by Alcatel-Lucent Enterprise.**
  For more information reach out to your local sales rep

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