CAMPAIGN
BRIEF

Alcatel-Lucent Enterprise is pleased to provide our Business Partners with this campaign-in-a-box (CIB), which contains various marketing assets to be co-branded and used to generate demand and create opportunities with ALE solutions. This campaign targets Higher Ed, and K-12. Primary target audiences would be Education C-level Administrators and IT, network and operations administrators/managers. Secondary targets would be Corporate learning.

The benefits of this CIB

+ All assets can be co-branded and customized:
  Business Partners can co-brand and customize each asset with their own messages and offer. Partners will also save on the expense and time of hiring an external agency to create a campaign from scratch.

+ All messages are developed and validated by ALE
  Business Partners do not have to look for content and value propositions. It is all here.

+ Fast execution of the campaign
  No campaign execution delays as assets are ready.
  Local ALE team help and support partners in executing the campaign

In this campaign brief we also provide guidance on the way each asset can be used for best return on investment.

Rainbow Classroom: Regain classroom control and engage your students

Customer Challenges

- Schools/instructors face the challenges of recreating the physical classroom in cyberspace- an actual classroom with functionality that instructors require like creating and delivering content, monitoring student

participation and on-line attendance, performance assessment and lesson continuity/persistence.
- Instructors and students struggle with inconsistent platforms- Most conferencing software/apps are corporate conferencing systems that try to make a classroom fit into the corporate conference structure. What instructors and students need is a conference platform/app/system that's tailored it to fit the classroom needs
- They need integration with LMS platforms to drive student success
- Instructors need more control of the classroom- something that they have in person but find elusive in a virtual environment

Key messages
Rainbow Classroom allows you to regain control of your classroom and engage your students

1. Fully secured solution (LTI standards).

2. Designed to connect and work with learning management systems- Bring the community to your learning management platform

3. Real time collaboration capabilities

4. Seamlessly create and manage virtual classrooms

5. Seamlessly integrates into your existing system– your students never leave your platform

6. Tailored to your exact needs

- Where learning management systems meet real-time collaboration

- Developed for education customers in need of virtual classrooms more than ever

- Our unique approach of bringing communication capabilities to the customers community instead of taking their community to our platform

- Fully secured solution (running on Learning Tools Interoperability standards (LIT)- a method for a learning system to invoke and to communicate with external systems)

- Connects and works with learning management systems.

- Enriches existing platforms with real-time collaboration capabilities

- Turns your learning management system into a virtual classroom you can access using a web browser and an internet connection

- Allows instructors to create and manage a seamless remote classroom environments…virtual classrooms that work as an extension to courses setup in your learning management systems

- Tailor to your exact needs and customize features to add to your learning platform.

- Doesn't require a move to another platform. Rainbow Classroom provides communication and collaboration capabilities in the learning management system it already uses.

- After COVID-19 virtual classrooms will continue to rise in demand

Target Market - Global
- Vertical: Education
- Primary: Higher Ed, K-12
- Secondary: Corporate learning

Target Audience
Primary: Education C level (Administrators) and Technical (IT, network and Operations administrators/managers)

C-level:
- **Universities**: CEO/CIO/Chairman (Deans, Presidents, Dept heads) IT-C level, Operations C-level, Network C-level
- **K-12**: CEO/CIO/Chairman (Superintendents, Principals, Dept heads), Operations C-level, Network C-level
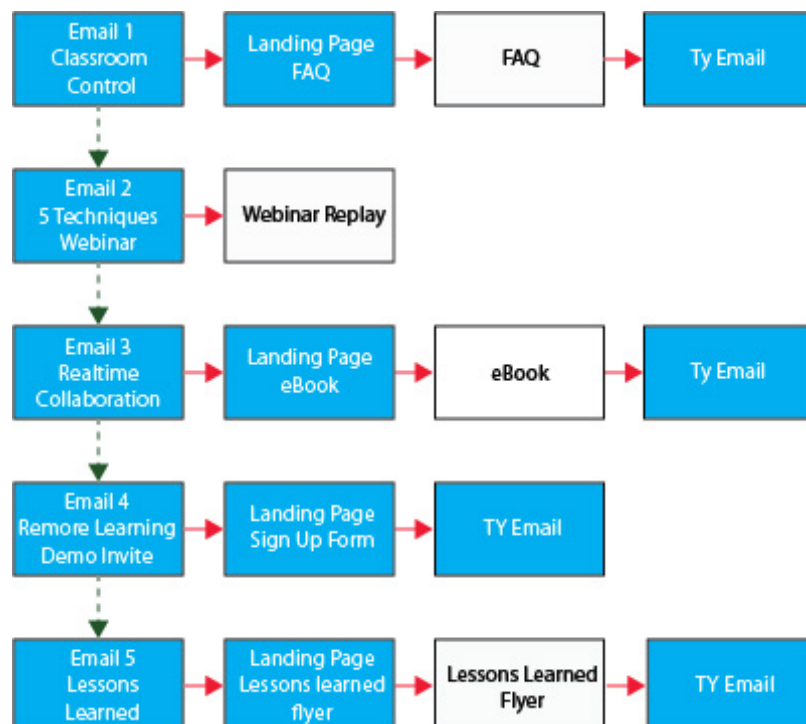
Technical:
- **Universities**: IT Director, IT Manager, IT Technical, Network Manager, Operations director, Operations Manager, Operations technical, Network technical
- **K-12**: IT Manager, IT Technical, Network Manager, Operations technical, Network technical

Secondary: Corporate learning
- **HR Training** (internal): Training manager, coordinator, development / Training services manager, director
- **Training Services** (external): Customer Success managers, lead, head, specialist, consultant

Campaign Flow

Assets

- Rainbow Classroom FAQ (EN, DE, ES, FR, PL, PTBR)
- Rainbow Classroom eBook (EN, DE, ES, FR, PL, PTBR)
- Rainbow Classroom lessons learned checklist (EN, DE, ES, FR, KO, PL)

Webinar replays

- 5 techniques to engage your students webinar (EN)

Rainbow Classroom Solution Web Pages:

EN	https://www.al-enterprise.com/en/rainbow/rainbow-classroom
FR	https://www.al-enterprise.com/fr-fr/rainbow/rainbow-classroom
DE	https://www.al-enterprise.com/de-de/rainbow/rainbow-classroom
ES	https://www.al-enterprise.com/es-es/rainbow/rainbow-classroom
PTBR	https://www.al-enterprise.com/pt-br/rainbow/rainbow-classroom
IT	https://www.al-enterprise.com/it-it/rainbow/rainbow-classroom
RU	https://www.al-enterprise.com/ru-ru/rainbow/rainbow-classroom
KO	https://www.al-enterprise.com/ko-kr/rainbow/rainbow-classroom
CN	https://www.al-enterprise.com/zh-cn/rainbow/rainbow-classroom

For more information and guidance please get in touch with your local Alcatel-Lucent Enterprise field marketing interface and channel manager.