Sign your customers up and find your pot of gold

Alcatel·Lucent
Enterprise

Upgrade your contacts today and lift your capital

See how to cascade your business with Rainbow

Victoria Falls
Wish you were here

Alcatel-Lucent Rainbow™ Sales guide

Your customers want to go digital. They know that while many of their users still rely on the telephone, they're clamoring to get their hands on new and emerging collaboration tools too – Instant Messaging (IM) and video calling for instance. But how does the business make the journey to this new world of collaboration using existing IT resources?

Rainbow. Our new powerful Unified Communications as a Service (UCaaS) and Communication Platform as a Service (CPaaS) offers secure, seamless, scalable collaboration with enterprise-grade management and control.

Whether you're focused on premise, hybrid or full cloud deployments, just telephony or full Unified Communications, Rainbow gives you the means to add value for your customers. Upgrading users from freemium to Enterprise, adding your own valuable services, or creating your own apps, Rainbow is the a quick, easy, compelling new opportunity to boost your revenues and access new opportunities.

In fact, it's a real pot of gold that can keep on growing.

Why your customers will love Rainbow

Rainbow offers the whole spectrum of communications for your customers:

- Secure chat and easy sharing of large documents
- Business-class, multi-party, multimedia messaging
- Instant audio/video calls, screen sharing and file transfer
- Persistent chat ('Bubbles') for group communications
- Anywhere, any device working – across desktops, deskphones and mobile devices

Your customers only pay for what they use, with the flexibility to change their requirements, moving between Essential and Business or Enterprise versions as needed. At the same time, it addresses shadow IT, providing consumer-grade ease of use with the management and control that IT needs.

This flexibility and transparency lowers risk for the customers, while encouraging greater adoption and use. The cloud delivery model means that it's affordable for your customers, SMB or enterprise, to deploy Rainbow across their whole company.

Why should you partner with ALE?

ALE is changing the way businesses can buy technology; how they deploy, use and leverage it. Everything we do centers on tailoring solutions to organizations, and their people, processes and customers.

We rely on our channel partners to engage with the customer and promote sales. This is core to the development of our products, and Rainbow is no exception. It's designed to support partners of all types in growing their revenue, providing an entry to the UC market, through to a fully-integrated CPaaS solution.

Rainbow – a whole new palette of opportunity

Rainbow means new revenue streams and greater profitability because it sets the customer on the path to cloud-based collaboration and to a closer partnership with you.

It offers all the collaborative power that users already know from consumer apps like WhatsApp and Skype, while enabling simple, easy enterprise-grade management that your customers need.

Persistent, recurring new revenues. Fast.

Digital transformation is happening, and your customers know where they want to be. How to get there is the difficulty they face. Rainbow gives you a way to start them on the right path. It is easily and seamlessly integrated with existing ALE PBX systems, giving you the opportunity to start hardware upgrade discussions. Rainbow also allows you to quickly open up persistent, recurring revenues by simply upgrading users to the multimedia, multiplay, multidevice world of its premium versions or connecting to third-party PBXs to create a harmonized user experience. Now, Rainbow gives you the means to lead your customers on their transformation journey.

Add **40% uplift** on an upgrade over 3 years

Big opportunities to grow a bigger business

Building Rainbow-based collaboration into your customers' current processes provides tremendous opportunities for you to create value-added services that are indispensable to their businesses.

• Creates a "sticky" long-term revenue source

• Provides the CPaaS to deliver services everywhere

• Extends your professional services business

40 million potential users for the taking instantly

You can develop your own applications or leverage those from our ISV partners to integrate communications features – such as audio, video or messaging – into applications and business processes.

• Open APIs make it simple to connect

• You have access to a potential installed base of 40 million active PBX-users

• There are multiple different business models to monetize your app – from charging for information, per user, per connection, or giving it away to increase customer loyalty

Banking on Rainbow for customer communications

A bank deployed Rainbow at its enterprise-wide core customer communications layer – and it's already passing with flying colors. It has enabled a consistent, reliable and secure comms platform and enhanced user experience (UX) with APIs that allow customers to connect with advisors via the method of their choice – video call, IM or telephone.

How Alcatel-Lucent Rainbow makes a difference

With the enterprise-grade CPaaS that's Rainbow you can access a unique service that can help your customers move into the digital world and transform their communications.

- Free for your contacts to sign up, unlike other vendors
- Generous margins on premium services
- Uniquely connects unified communications with PBX services
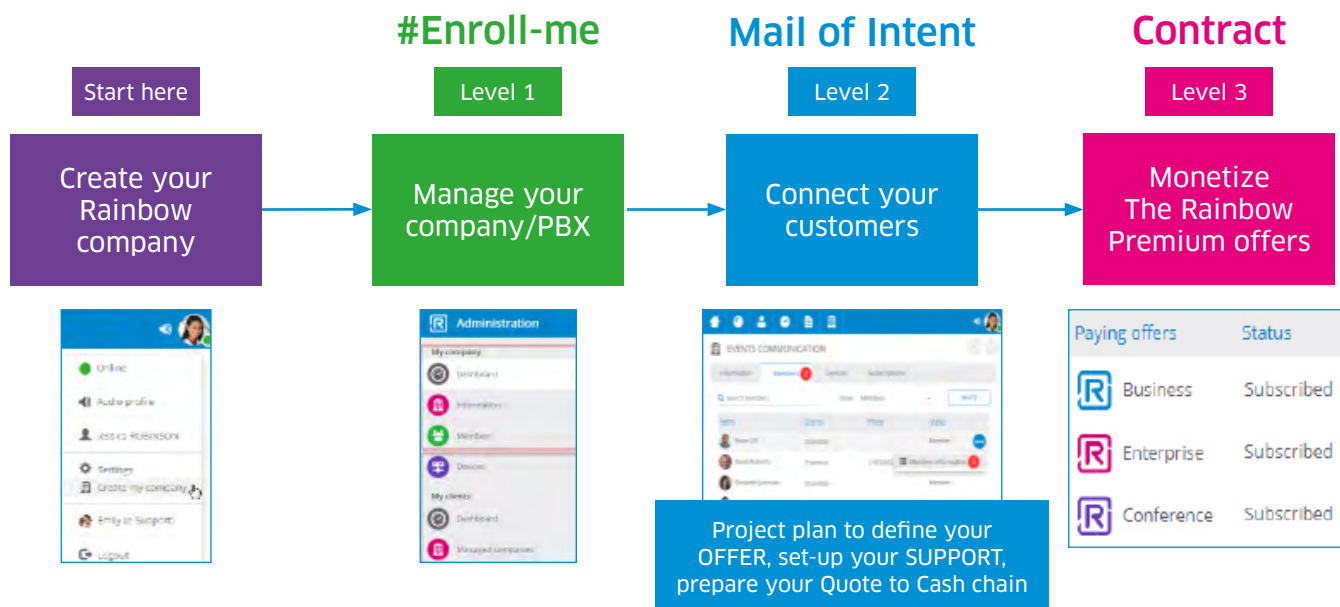- Unrivalled opportunities to add your own services and develop apps

RAINBOW- COLORED COMBINATIONS

Rainbow has three different customer offers:

Rainbow ESSENTIAL free of charge	Rainbow BUSINESS fee / user / month	Rainbow ENTERPRISE fee / user / month
Collaboration Services – include Instant Messaging, presence, screen sharing, file transfer and group collaboration in 'Bubbles'. Additional services that partners can offer: **PBX Services** – including telephony presence, click-to-call and call logs **Rainbow Conference** – up to 100 PSTN participants, each charged a price per minute per connection type.	**Collaboration Services** – same as Essential Additional services that partners can offer: **PBX Services** – same as Essential plus: • PBX Advanced Call control • PBX Voice-mail • Skype for Business and third-party PBX connectors **Rainbow Conference** – up to 100 PSTN participants, each charged a price per minute per connection type.	**Collaboration Services** – same as Business plus: • 'Bubbles' up to 100 participants • instant and scheduled meetings of up to 10 participants with audio/video/screen sharing • File storage up to 20Gb per user • Microsoft® Exchange Calendar Presence • Microsoft® Outlook plug-in Additional services that partners can offer: **PBX Services** – same as Business **Rainbow Conference** – up to 100 PSTN participants, each charged a price per minute per connection type.

Getting started

Ordering, billing and profiting from Rainbow couldn't be simpler.

Start here	#Enroll-me Level 1	Mail of Intent Level 2	Contract Level 3
Create your Rainbow company	Manage your company/PBX	Connect your customers	Monetize The Rainbow Premium offers

Project plan to define your OFFER, set-up your SUPPORT, prepare your Quote to Cash chain

You can get started with Rainbow at no cost for your company, through a stepped approach.

- **Create** your Rainbow user account from our public web site and upgrade your account from user to administrator (if your company doesn't have an administrator already). This will allow you not only to use Rainbow, but as well to invite other members of your company to become Rainbow users

- **Request** administration right Level 1 to ALE by sending a message #Enroll-me to Emily (Rainbow's bot). This will allow you to connect your company or showroom ALE PBX to Rainbow and benefit from Rainbow's integrated experience with your phone system

- **Define** your project plan with your ALE sales representative to fully on-board Rainbow for your business and acquire level 2 administration rights. This allows you to proactively register your customers to Rainbow and connect their PBX

- **Sign** the Rainbow contract to access the Rainbow premium offers. This will allow you to sell Rainbow subscriptions to your customers and start generating recurrent revenue streams for your company. Your Rainbow administration interface will allow you to click to place orders to ALE and to retrieve monthly detailed data for your own invoice to your customer

These milestones require no investment on your side and are free of charge.

Rainbow services

- Online and virtual training cover on-boarding new customers and what's needed to integrate PBX services, all free of charge from ALE.

- You will have access to your own admin area where you can administer your customers' accounts easily.

- Once you have introduced an account to Rainbow, any subsequent users in that email domain who sign up will be allocated to you, automatically.

Sales tools

Transforming your business with Alcatel-Lucent Rainbow

Rainbow Partner Presentation >

eDemo

Connecting PBX to Rainbow >

Latest Marketing Campaigns

View the latest communications prepared for you by ALE >

Admin tools

Assets to enable you to drive digital transformation

Ordering and billing support information, updates, product details and other resources are available here >

General Helpdesk

For general inquiries go directto our support desk, support@openrainbow.com

Discover the pot of gold that cloud-based collaboration holds for you with Rainbow.

www.openrainbow.com