

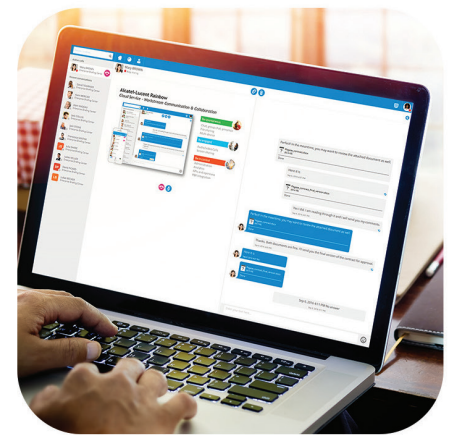
# Alcatel-Lucent Rainbow™

Mobile. Borderless. Connected. Enterprise Grade.  
Connect and share instantly with your Business Community

Alcatel-Lucent Rainbow™ is a **cloud-based, enterprise-grade, Unified Communication as a Service (UCaaS)** and **Communication Platform as a Service (CPaaS)** that connects people and systems.

With a hybrid cloud approach, Rainbow™ offers a global solution for **business Collaboration and Communications** while addressing the specific needs of our end-customers from the Small Business requiring cost-effective **mobility**, to the multinational organizations that desires a single standard for **unified communications** across their complex IT, geography and along with the **integration in their business process** environment.

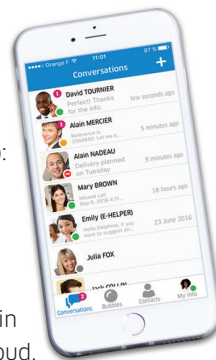
Rainbow™ services are available from any device: **desktop** (PC/MAC and Web) or **smartphone** (iOS and Android). Rainbow™ is able to integrate with ALE **OXO Connect** and **OmniPCX Enterprise** products, but also with 3rd party IP PBXs from different vendors.



## What is the value proposition of Rainbow™ for end-customers ?

The benefits of the Alcatel-Lucent Rainbow™ services are to:

- **Accompany your transformation to the cloud:** providing communication mobility, business community openness, click-to-deploy, ease of use and viral adoption
- **Secure your installed telephony system:** No rip & replace, hybrid cloud leveraging your investments in PBX telephony systems by connecting them easily to the cloud, and providing unified presence, click-to-call from desk phone, multimedia conference and more...
- **Integrate into your business environment:** Rainbow Hub, a Communication Platform as-a Service (CPaaS), provides integration capabilities into the customer's business processes, web sites, mobiles apps and workflows through various sets of APIs and SDKs, including services from their own existing PBX infrastructure
- **Provide a subscription model for cost optimization & flexibility:** Price per user service, pay for what you use in conference



## What is the business model ?

- **Rainbow Essential**, free of charge, is dedicated to small teams, or anyone who wants to try Rainbow™ for an unlimited period of time (no SLA).
- **Rainbow Business** addresses teams and businesses ready to make Rainbow™ the center for their projects and business communications, with guaranteed uptime.
- **Rainbow Enterprise** includes all services from Rainbow Business adding collaborative multi-party services, office tools integrations (e.g. Microsoft Office and Active Directory) and premium services to administrators.
- **Optional service** can be added to Rainbow™ Essential, Business & Enterprise (contact your local ALE sales representative for availability in your region/country):
  - **Rainbow Conference** : Instant and meet me PSTN conferences created from within Rainbow™ that is charged on a price per minute per connection basis.

For more information about the Rainbow Cloud Services please visit our website:

[www.openrainbow.com](http://www.openrainbow.com)



Alcatel-Lucent   
Enterprise

## RAINBOW SERVICE PLANS

**Rainbow ESSENTIAL**  
free of charge

**Rainbow BUSINESS**  
fee / user / month

**Rainbow ENTERPRISE**  
fee / user / month

### Collaboration services

User self-enrolment & profile management	●	●	●
Search engine / Conversations management	●	●	●
Contact lists / Guest management	●	●	●
Instant Messaging / Presence	●	●	●
Team collaboration (Bubbles)	● up to 20 users	● up to 20 users	● up to 100 users
File transfer / Storage per user	● 1GB	● 1GB	● 20GB
Audio / Video / Screen Sharing	● 1 to 1	● 1 to 1	● up to 10 (1)
Multi-platform (iPhone, android, web, desktop)	●	●	●
Calendar Presence			● 0365 (2)
MS Outlook plug-in			●

### PBX services (when PBX connected to Rainbow)

Phone Presence	●	●	●
Click-to-call (dial by name, answer, release)	●	●	●
Call history	●	●	●
Advanced Call control		●	●
Voicemail (notification, click-to-call)		●	●
Skype for Business connector		●	●
3rd party PBX connector		● (1)	● (1)

### Management

Company administration & control	● 1 admin	● multiple admin	● multiple admin
FAQ Service desk	●	●	●
Company name & logo customization		●	●
Company domain name management		●	●
History, backup management		● (1)	● (1)
Analytics dashboard		● (1)	● (1)
Active Directory integration			● (3)

**Rainbow CONFERENCE** <sup>(1)</sup>  
priced / minute per connection type per participant

### Audio Conference

Bridge access up to 100 PSTN participants	●	●	●
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(1) available soon  
(2) additional calendars planned  
(3) available with cloud-based active directory

[www.enterprise.alcatel-lucent.com](http://www.enterprise.alcatel-lucent.com)

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