Alcatel-Lucent Rainbow

Instantly connect and collaborate with your business community

New technologies are revolutionizing the way that we communicate and interact. For businesses, the desire to remain competitive and attractive while continuing to deliver superior customer experiences necessitate that we have professional, reliable, and connected business phones in place.

Alcatel-Lucent Rainbow™ is the cloud-based collaboration service from Alcatel·Lucent Enterprise that empowers organizations and individuals to connect and collaborate efficiently with colleagues, business contacts, and customers.

Whether handling project details, answering customer questions, or providing quick resolutions, your team can do it all through Rainbow. With instant messaging, high definition audio or video conferences, and seamlessly created collaborative workspaces or groups, participants can securely share large files and host web conferences on the fly.

Available on desktop, smartphone, and tablet, Rainbow's key collaboration capabilities connect all your employees regardless of where they are situated, making it the perfect solution for effective remote working.

Extremely simple to deploy, Rainbow protects your existing investments and provides encrypted communications and data storage in data centers located in highly privacy-conscious countries.

Rainbow also offers unlimited customization capabilities with numerous Application Programming Interfaces (APIs) and Software Developer Kits (SDKs) open to any developer. Rainbow cloud services can be integrated into a website (for example, a customer portal to reach sales or support teams), or integrated into any mobile application to provide augmented interactions with end-customers.

Solution sheet
Alcatel-Lucent Rainbow

Value proposition for end-customers

- **Speed up your digital transformation** through truly mobile cloud-based communication, intuitive user collaboration, seamless deployment, and consistent design that boosts user-adoption
- **Leverage investments and connect your telephony system** with no rip-and-replace requirements. Rainbow offers a hybrid cloud that leverages your investments in PBX telephony systems by easily connecting them to the cloud and providing: unified presence, desk phone click-to-call and softphone capabilities, and multimedia conferencing
- **Increase business process productivity** Rainbow through the Rainbow Developer Hub. A Communications Platform-as-a-Service (CPaaS), the Hub provides integration capabilities into existing business applications, web sites, mobile apps, and workflows through various APIs and SDKs. It is targeted at vertical industries including: hospitality, healthcare, transportation, education, government and the public sector
- **Flexible pricing models adapted to your needs** with usage or per-user subscription levels for audio conference. Pay-as-you-grow with API consumption on the Developer Hub

Rainbow Service Plans

Rainbow Essential: This free option is available to anyone who wants to try Rainbow for an unlimited period (no SLA). The Essential subscription can also be blended with any premium subscription, optimizing the cost of the solution for the whole organization.

Rainbow Business: The per-user subscription addresses individuals and teams who want to improve their daily communication, on or off-site, on-the-move, or as a productive remote worker.

Rainbow Enterprise: The per-user subscription includes all services from Rainbow Business, but with the addition of collaborative multi-party services with video conferencing and extended file storage. Integration into existing office tools such as Microsoft O365 and Google Suite also forms part of this service plan.

Rainbow Enterprise Conference: This per-user subscription packages the Rainbow Enterprise service plan with unlimited phone conferencing minutes. The Rainbow Enterprise Conference user subscription is pre-paid yearly in advance (twelve months).

Rainbow Conference: An optional service proposed as a "pay-as-you-go" model for phone (PSTN) conferencing with a price-per-minute/per-connection. The organizer of the meeting can be a **Rainbow Essential** (freemium) user, or premium user with **Rainbow Business** or **Rainbow Enterprise** subscriptions.

Rainbow Connect: The per-user subscription addresses users of any Customer Relationship Management (CRM) application. The integration of the Rainbow functionality is provided thanks to a specific connector dedicated to the compatible CRM application.

Rainbow Room: An optional per-room subscription proposed for meeting rooms equipped with large screens for communication and interaction with people inside and outside of the company. Additional hardware is required to equip the meeting room and ALE has audio and video hardware kits readily available.

| Rainbow service plans	Essential	Business	Enterprise	Enterprise Conference
Mobility and Collaboration				
Multi-platform client (smartphone, tablet, Web, PC, MAC)	●	●	●	●
Contacts (individuals, groups, guests)	●	●	●	●
Voice and video calling/conference, with screen sharing	● 1 on 1	● 1 on 1	● Up to 50 participants	● Up to 50 participants
Call recording (1 on 1)		●	●	●
Team collaboration (bubbles) with presence information, chat, history and search	● Up to 20 participants	● Up to 100 participants Manage multiple organizers	● Up to 300 participants Manage multiple organizers	● Up to 300 participants Manage multiple organizers
File sharing, storage	● 1 GB of storage	● 1 GB of storage	● 20 GB of storage	● 20 GB of storage
Channels (broadcast news)		●	● Create and manage	● Create and manage
Integration with Office Suites				
Click-to-call extension (Microsoft Teams, Google Suite)		●	●	●
Microsoft Outlook plug-in, incl. click-to-call contact, add URL to conference in appointment			●	●
Calendar information (Microsoft O365, Google Calendar)			●	●
Microsoft Azure Active Directory (AD) contact search			●	●
Hybrid Cloud telephony				
Business phone control (with single call management)	●	●	●	●
Phone presence	●	●	●	●
Call logging	●	●	●	●
Any device (choose and control any phone)		●	●	●
VoIP calling (to PBX extensions, to public phone numbers)		●	●	●
Second call management, 3-way conference, call forwarding		●	●	●
Voicemail (visual interface, notifications, call)		●	●	●
Third-party PBX connectors (Avaya, Cisco, Mitel, NEC)		●	●	●
Management and support				
Company administration and control	● 1 administrator	● Multiple administrators	● Multiple administrators	● Multiple administrators
Analytics		●	●	●
User provisioning and deprovisioning	●	● CSV file	● CSV file, Microsoft Azure AD	● CSV file, Microsoft Azure AD
Digital Help Center	●	●	●	●
Service Level Agreement (SLA) and support help desk		● 99.5% guaranteed uptime SLA	● 99.5% guaranteed uptime SLA	● 99.5% guaranteed uptime SLA
Rainbow Conference				
Audio Conference bridge access up to 100 PSTN participants with web interface for instant messages, file and screen sharing	**Optional CONFERENCE (Pay as You Go)** priced/minute per connection type per participant			**Included** no additional cost
Rainbow Connect				
Optional CRM connector service plan	**CONNECT** price /user/month, available also in yearly plans			
Supported CRM: Salesforce, MS Dynamics, Service Now	●	●	●	
ALE phone control from CRM (with single call management)	●	●	●	
VoIP calling to PBX extensions, to public phone numbers		●	●	
Rainbow Room				
Rainbow service plan for small and large meeting rooms	**ROOM** priced/room/month, available also in yearly plans			

Increase business productivity

The Alcatel-Lucent Enterprise **Rainbow Developer Hub** is an open **CPaaS** with a set of APIs and SDKs that allow any developer to integrate the powerful Rainbow collaboration tool into existing in-house applications, both web or smartphone based.

The Rainbow Hub makes **digital transformation** easy by providing extensive APIs, documentation, and support so that developers can build applications that connect people and transform the way they communicate and collaborate.

The service allows a developer to:

- Add real-time interaction and multimedia capabilities to any **web or smartphone application**
- Automate live interactions with AI-powered **Bots and Chat Bots**
- Integrate Rainbow with any **customer's infrastructure or hardware (IoT)**
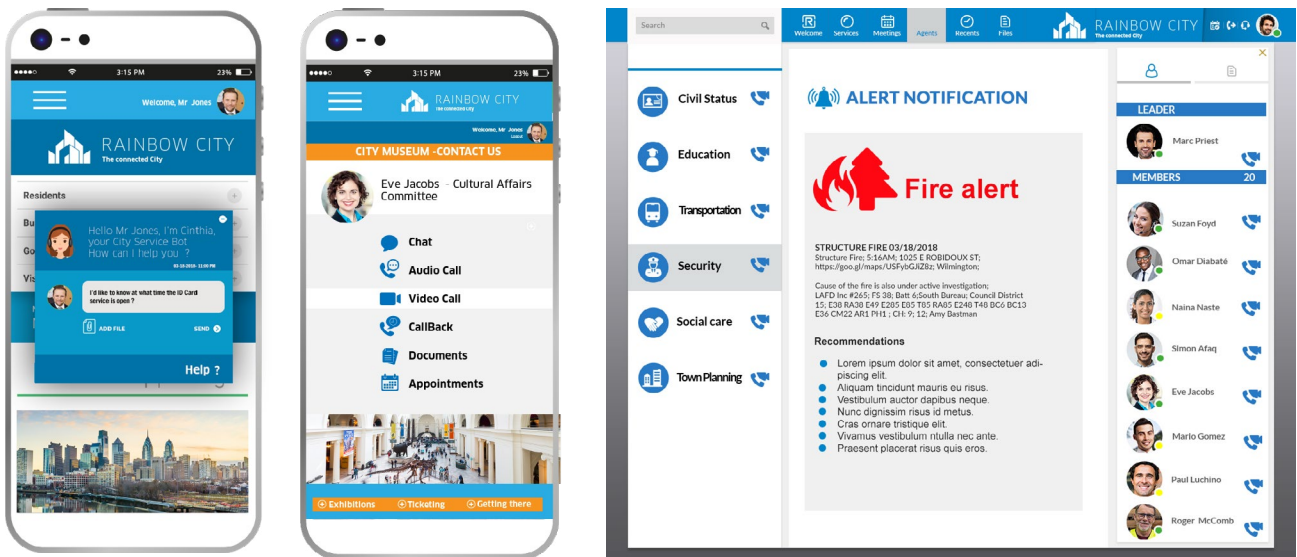
The Rainbow Developer Hub offers more than **200 APIs**, based on industry standards for chat, video, multimedia and provisioning services.

Find more information, check out our dedicated website for developers: http://hub.openrainbow.com

For more information about Rainbow Cloud Services, please visit our website: https://www.al-enterprise.com/en/rainbow/

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Enterprise