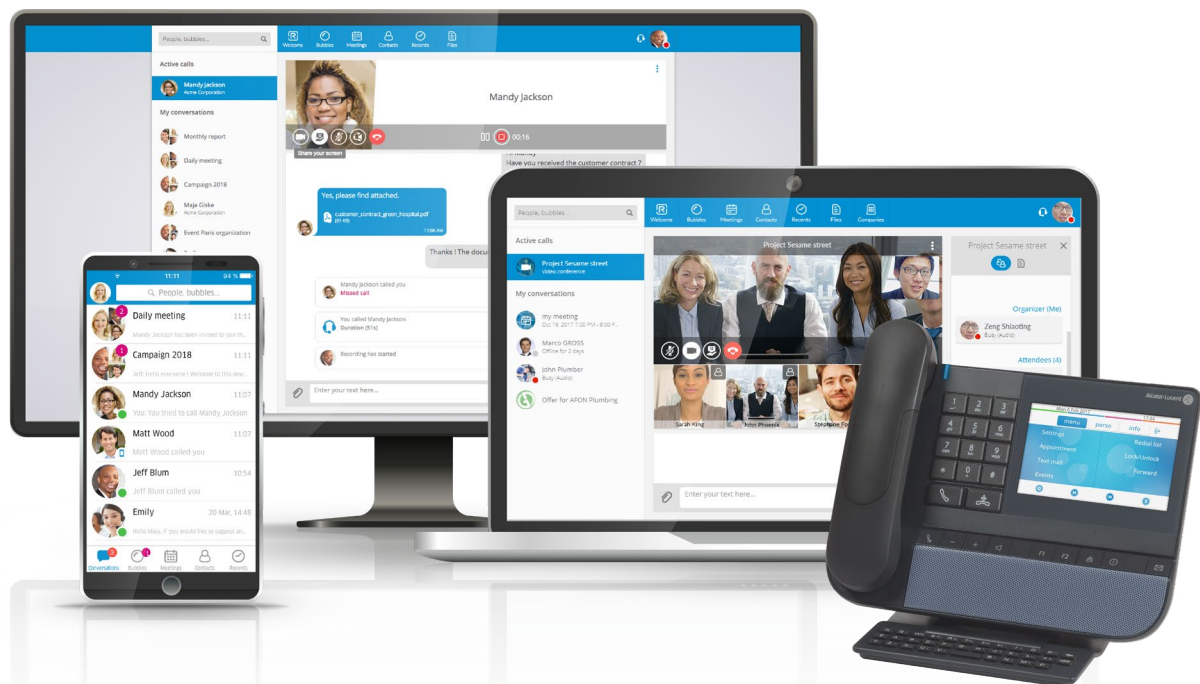# Alcatel-Lucent Rainbow

Connect and instantly share 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.

Rainbow offers a **hybrid cloud solution** for **business collaboration and communications** while addressing the specific needs of end customers. It addresses the needs of the small business that requires cost-effective mobility, to the large multinational looking for a single, standard Unified Communications solution across their complex IT, that covers a scattered geography and can be integrated into their business applications.

Rainbow™

Alcatel·Lucent
Enterprise

The Rainbow value proposition for end-customers

- **Speed up your digital transformation with the cloud**: Communication mobility, business community openness, click-to-deploy, ease-of-use and viral adoption
- **Leverage your investments and connect your telephony system**: No rip and replace. Rainbow offers a hybrid cloud that leverages your investments in PBX telephony systems by connecting them easily to the cloud and providing; unified presence, click-to-call from desk phone, full softphone, multimedia conference.
- **Increase productivity in your business processes**: Rainbow API Hub is a Communications Platform-as-a-Service (CPaaS), provides integration capabilities into business applications, web sites, mobile apps and workflows through various Application Programming Interfaces (APIs) and Software Development Kits (SDKs). Focus on vertical industries such as Hospitality, Healthcare, Transportation, Education, Government and the public sector
- **Flexible pricing models adapted to your needs**: Price-per-user service; pay for what you use for audio conference, pay-as-you-grow with API consumption

The business model

- **Rainbow Essential**: Free of charge is dedicated to anyone who wants to try Rainbow for an unlimited period (no SLA). The Essential subscription can also be blended with any premium subscription, allowing to optimize cost of the solution for the whole organization.

- **Rainbow Business**: Per user subscription addresses individual and teams who want to improve their daily communication, on-site or off-site, on-the-move or as remote worker.

- **Rainbow Enterprise**: Per user subscription includes all services from Rainbow Business, in addition to collaborative multi-party services with video conferencing and extended file storage, as well as office tools integration (Microsoft 0365, Google Suite).

- **Rainbow Conference**: An optional service that can be added to the three offers, which provides scheduled or instant PSTN conferences created from within Rainbow, charged on a per/minute, per/connection basis.

Main Rainbow services

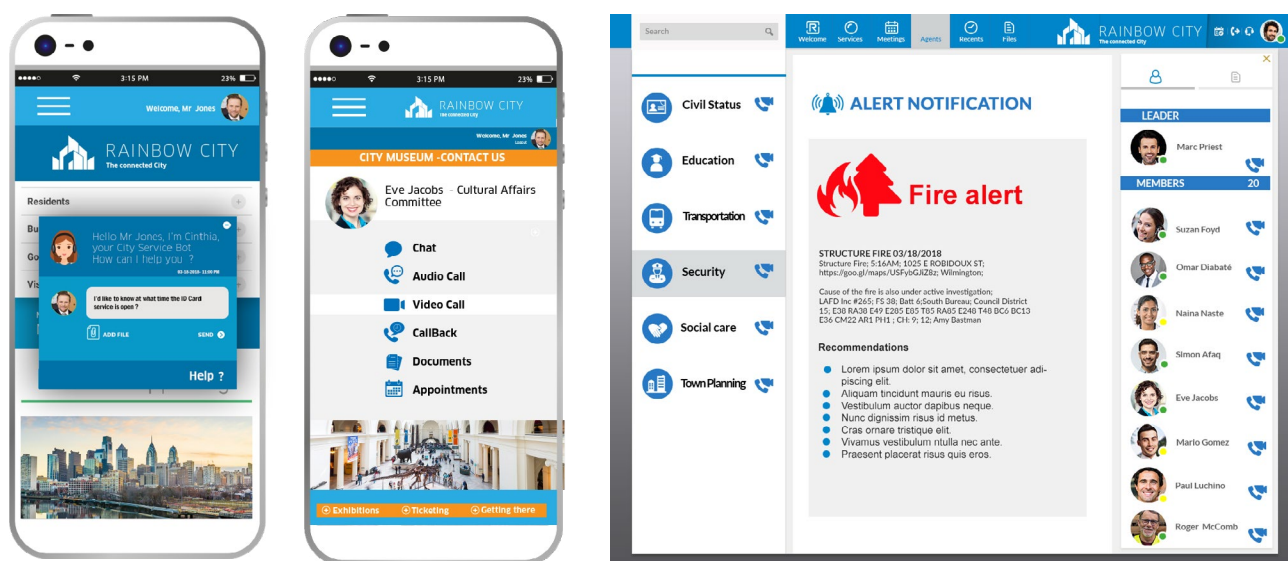| Rainbow services	Essential	Business	Enterprise
Collaboration services			
Multiple platforms (Web, Desktop, Smartphone, Tablet)	●	●	●
Team collaboration (bubbles) with presence information	● Up to 20 participants	● Up to 20 participants Manage multiple organizers	● Up to 100 participants Manage multiple organizers
Contacts, contact groups, guests	●	● Invite guests	● Invite guests
Chat (1-on-1, group chat) with history and search	●	●	●
Voice and video calling, screen/app sharing	● 1-on-1	● 1-on-1	● Up to 10 participants
File sharing, storage	● 1 Gb of storage	● 1 Gb of storage	● 20 Gb of storage
Recording (1-on-1)		●	●
Calendar information			● Microsoft Office 365 Exchange Online, Google Calendar
Microsoft Outlook plugin-, including contact search and audio conference scheduling			●
Micosoft Azure Active Directory (AD) contact search			●
Connected PBX telephony			
Business phone control w/ basic call control (call, answer, release)	●	●	●
Phone presence	●	●	●
Call logging	●	●	●
Nomadic mode: Manage/control calls from any device		●	●
WebRTC to PSTN calling from/to a Rainbow client multi-devices		●	●
Caller identification, contact search		●	●
Call control up to 3 participants, call forwarding		●	●
Voicemail (notifications, call)		●	●
Microsoft Skype for Business connector		●	●
Management services			
Company administration and control	● 1 administrator	● Multiple administrators	● Multiple administrators
Custom company logo, custom company banner	●	●	●
Analytics		●	●
Company domain name management		●	●
User provisioning and deprovisioning		● CSV file	● CSV file, Microsoft Azure AD
Support			
Digital Help Center (FAQ, knowledge base, proactive comm., production notes)	●	●	●
Service Level Agreement (SLA) and help desk		●	●
Uptime		● 99.5% guaranteed uptime SLA	● 99.5% guaranteed uptime SLA
Rainbow Conference priced per minute/connection type/participant			
Audio Conference Bridge access up to 100 PSTN participants with web interface for instant messages, file sharing and screen sharing	●	●	●

Increase productivity in your business processes

Alcatel-Lucent Enterprise **Rainbow API Hub** is an open **CPaaS** with a set of APIs and SDKs that allow a developer to integrate the powerful Rainbow collaboration tools into your existing in-house applications, both web-based and on smartphones.

The Rainbow API Hub makes **digital transformation** easy by providing APIs, documentation and support that let the developer build applications that connect people and transform the way they communicate and collaborate.

The services allow a developer to:

- Add real-time interaction and multimedia to **web sites**
- Add real-time multimedia capabilities into **smartphone apps**
- Automate live interactions with **Bots and Chatbots**
- Interconnect Rainbow with the **customer's infrastructure and IoT**

Rainbow API Hub already offers more than **150 open programming interfaces**, based on industry standards, for chat, video, multimedia and provisioning services.

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

For more information about Rainbow Cloud Services, please visit our website: www.openrainbow.com

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