

# HELLWEG Baumärkte

Modern cloud service optimises communications and supports online collaboration

"The Rainbow™ by Alcatel-Lucent Enterprise unified communications platform is the perfect solution for our company."

Christoph Blume, System Administrator,  
Hellweg Die Profi-Baumärkte GmbH

Thanks to its successful hardware stores, garden centres and online shops concepts, the German owner-managed family business, HELLWEG, is growing fast. The 97 stores in Germany and Austria are currently managed from the company's headquarters in Dortmund.

## CHALLENGES

HELLWEG was looking for a modern unified platform for its internal and external corporate communications that could be seamlessly integrated with the existing Alcatel-Lucent OmniPCX® Enterprise Communication Server. The requirement to connect mobile employees took a priority with the onset of the global health crisis. A home office solution was needed quickly to keep employees connected and accommodate online meetings.

## ACTION

HELLWEG already had experience with Rainbow, the unified communications platform from Alcatel-Lucent Enterprise. The convenient, secure, cross-location collaboration had HELLWEG convinced to continue in that direction.

In 2020, Rainbow was gradually expanded and connected to the OmniPCX server using WebRTC. Today, up to 650 registered users benefit from the system on a daily basis, including the entire administration team in Dortmund, the DIY store managers, and the training department. They hold calls and conferences using audio and video, chat, and share files and screen content. The Human Resources department even conducts job interviews using Rainbow.

Rainbow is closely linked with the company's telephony, so users can dial a phone number directly from Microsoft® Outlook and use other comfort functions that had not been available in the past. Rainbow has also led to a significant and welcome reduction in the number of emails. In the near future, HELLWEG plans to add more Rainbow licences. Functional extensions currently being evaluated include the use of news feeds and a connection to SugarCRM.

## PRODUCTS AND SOLUTIONS

[Alcatel-Lucent OmniPCX® Enterprise Communication Server](#)  
[Rainbow™ by Alcatel-Lucent Enterprise, with WebRTC](#)

## RESULTS

### Technical Benefits

- Unified communications platform with end-to-end connectivity using PC, browser, smartphone, and tablet
- Easy integration with OmniPCX Enterprise using WebRTC
- GDPR-compliant data storage on servers in the European Union

### Financial Benefits

- Low IT expenses, since the platform is provided as a cloud service
- Subscription-based billing for predictable operating costs without upfront investment
- Flexible adjustment of number of licences
- No additional hardware required

### User Experience Benefits

- Consistent user interface on all devices
- User-friendly operation that is easy to learn and intuitive
- Training videos available, to set up chat groups, for example
- Comfort functions for telephony, such as caller ID and connection to Outlook
- Fewer e-mails, and more chats, calls and video conferences

WANT TO TALK WITH SOMEBODY?

[CONTACT US](#)

## Customer Reference

MARKET: RETAIL

DEAL IMPLEMENTED: 2020

COUNTRY: GERMANY

NUMBER OF USERS: 650

COMPANY:  
HELLWEG DIE PROFI-  
BAUMÄRKTE GMBH