



# Move to cloud

How to successfully transform your business communications to the cloud



## Introduction

How do organizations that successfully transform their communications to the cloud differ from other organizations? Is it the technology they choose, the way they restructure their workflows or how they adapt with their teams? In reality, it's a combination of all these factors, thoroughly planned and executed. Understanding the key steps these organizations have taken can provide insights for businesses looking to make the same move.

Beyond technology, the real challenge lies in optimizing business processes to adjust and refine critical performance areas such as customer experience, operational fluidity and responsiveness. This transformation will reshape the tools you use and the roles within your organization, and some job responsibilities may need to evolve to align with new ways of working.

Several functional teams will play an important role in this transformation:

- **Marketing**
  - Design and implement a new digital strategy
- **Sales Teams**
  - Redefine customer relationship management
  - Optimize tools to enhance customer experience
- **Human Resources**
  - Support employees and attract new talent
  - Equip managers with the right tools to lead effectively

## Cloud adoption and the evolution of modern digital strategy

With 92%<sup>1</sup> of companies adding cloud technologies into their business infrastructures, it is now essential for all organizations to consider this transformation for more agility, flexibility and innovation. However, the path to cloud migration isn't always an easy one.

Organizations face a variety of concerns, from the complexity of data security and sovereignty to keeping the budget in check.

If you're ready for this transformation, Alcatel-Lucent Enterprise is here to support you at your own pace. We guide you every step of the way, and we help you choose the best path for your organization with:

- The most flexible and appropriate architectures
- The most suitable financial model (CAPEX, OPEX or pay-as-you-go)

1

Source: State-of-the-art Cloud Report, Flexera.com, 2021



This solution sheet aims to prepare you, as a decision-maker, with the necessary insights and tools to:

- Understand the challenges of migrating communications services to cloud solutions
- Plan your transformation, addressing all critical factors for a smooth cloud adoption

Digital transformation is picking up speed across every industry, and IT departments are taking on a bigger, more strategic role. They're not just keeping systems running—they're shaping how businesses innovate and how communication will steer the course ahead. We'll lay out practical steps to help you shift to the cloud at a pace that works for you and keeps your business flexible and ready for whatever comes next.

## Step 1: Define your vision and strategic alignments

Moving to the cloud can sound like a simple technical shift but it's a real transformation for your business. Start by understanding what the cloud can do for you. The flexibility, scalability and cost efficiencies are undeniable, but real success comes from aligning this move with your company's broader strategy.

You should then consider making an audit of your current systems. What works? What's holding you back? You should also consider the user experience: what do your teams need to work more efficiently? Communication should be easy and natural to manage and collaboration effortless. This is where criteria like performance, accessibility and integration capabilities come into play.

Two other subjects you should be strict about are security and sovereignty. Where will your data be stored? How will it be protected? Address these challenges early to guarantee compliance and mitigate risks. At the same time, consider the shift in your IT department's role because moving to the cloud means less maintenance and more focus on innovation. Your IT teams will evolve from system caretakers to strategic advisors who will guide the company toward smarter and more agile solutions.

A defined plan is the foundation of this transformation. Map out your objectives, define specific achievements and establish metrics for success. With clarity and strategic alignment, your cloud transformation begins on solid ground.



## Step 2: Choose your technology

What makes a communication system effective for the way businesses work today? It's simple: it requires the right tools to collaborate and the ability to be integrated and scale as needs evolve.

Rainbow™ by Alcatel-Lucent Enterprise is a cloud-based collaboration and communication platform designed to bring teams together, no matter where they are. It offers businesses a flexible and secure way to communicate through messaging, video conferencing and voice services. It can also be integrated with existing workflows. Rainbow provides deployment flexibility to match your operational and security requirements.

- **Full cloud – Rainbow Hub**

This deployment is perfect if you need a quick and simple deployment because it ensures minimal IT management. It offers a fast implementation with automatic updates and the scalability to grow. This deployment does not require any on-premises infrastructure.

- **On-premises – Rainbow Edge**

This on-premises deployment model is if you have strict data security, compliance or regulatory requirements. It gives you control over data and security while integrating with existing on-site infrastructure.

- **Hybrid – Rainbow Hybrid**

If you're looking for public cloud capabilities coupled with on-premises infrastructure, this model helps you take the first step towards the cloud without entirely getting rid of your installed infrastructure. It's the ideal solution when you need the reliability of on-premises systems and the adaptability of cloud services.

## Collaboration services

With Rainbow's integrated features, your teams can stay connected and productive no matter where they are.

- With instant **messaging and status** presence, communication happens in real time, making it easy to reach others and see who's available.
- Audio and video conferencing make it simple to host high-quality meetings with both internal and external participants. With support for up to **120 attendees** and **49 simultaneous video streams**, everyone can stay engaged and involved.
- File and screen sharing make collaboration smoother during meetings, letting you instantly share documents and screens so everyone stays on the same page.

## Modular features and add-ons

With powerful features and add-ons, Rainbow can be customized and adapted to fit your industry requirements:

- **Rainbow Classroom** – Create secure, interactive virtual spaces for education, training and onboarding.
- **Rainbow Webinar** – Host large-scale virtual events with all the engagement tools you need—live Q&A, audience analytics and more.
- **Rainbow Alert** – Keep your team informed with real-time emergency notifications, ensuring effective crisis management and business continuity.



## Integrations

Rainbow connects easily with your existing systems to give smooth workflows and better team efficiency:

- **CRM integration** – Enhance customer relationship management by connecting Rainbow with systems like Microsoft Teams, Salesforce, ServiceNow and more. This integration brings real-time communication and collaboration into your existing platforms, making information flow more smoothly.
- **Open APIs and SDKs** – Developers can use our suite of APIs and SDKs to integrate Rainbow's features into your existing software, offering the flexibility to create custom solutions tailored to your business needs.

## Flexible subscription plans

Understanding the need for financial flexibility, Rainbow is available with several subscription plans and purchasing models:

- Choose the model that works best for your company—CAPEX, OPEX or pay-as-you-go giving you the freedom to scale and adapt as your business grows.
- Whether your business is small, large or somewhere in between, you can choose from multiple subscription tiers to find the right balance between investment, scalability and operational efficiency.

The right choice is the one that aligns with your company's operational, security and financial priorities. If you assess your needs carefully, you'll be able to ensure your chosen model supports both current operations and future growth.

# Step 3: Plan your transformation to the cloud

How you transition to the cloud is just as important as why. Some businesses take the fast lane, opting for a swift, disruptive migration to maximize immediate benefits. Others prefer a more gradual approach, moving workloads in phases to minimize operational impact.

Whichever route you take, planning is crucial. Prioritize projects based on business impact and technical feasibility. Form dedicated teams to drive the transition, ensuring IT, management and end-users are aligned. Defining success criteria—cost savings, improved collaboration or increased security—up front keeps the process focused.



## Step 4: Take a phased approach for successful adoption

To get the most out of your new solution, it must be integrated effectively. Here's the right approach to make that happen:

- **Discovery phase: Validate the solution and its uses**  
Before committing, test the solution in real-world conditions. Validate its fit for your business needs, identify potential roadblocks and ensure it aligns with your operational goals.
- **Integration phase: Prepare your teams and users**  
A smooth transition starts with preparation. Train your teams, communicate clearly about the changes and ensure your infrastructure is ready to support the new environment.
- **Adoption phase: Deploy, train and validate adoption**  
Deployment is only the beginning—success depends on user engagement. Provide hands-on training, offer ongoing support and track adoption to ensure employees fully embrace the system.
- **Validation phase: Support over time**  
Cloud adoption isn't a one-time event. Regular evaluations, user feedback and system refinements will help maintain momentum and ensure your investment continues delivering value over time.

## Step 5: Turn your IT department into a digital transformation leader

Rather than focusing on maintenance, IT can now drive innovation, offering new services that enhance business operations. Cloud-based communications, for instance, create a more connected, responsive organization.

With IT as a strategic enabler, cloud investments deliver more than operational improvements—they align with business objectives, enhance collaboration and support future growth. The cloud isn't just an IT upgrade: it's a catalyst for company-wide digital transformation.



## Conclusion

Successfully transforming your business to the cloud requires careful planning, the right technology choices and a structured adoption strategy. This solution sheet provides an overview of the key steps, but there's much more to consider for a frictionless transition.

For a more detailed roadmap and expert guidance, explore our [full-length guide](#). Take the next step, [contact us](#) and let's start your cloud transformation journey together.