



Rainbow™ by Alcatel-Lucent Enterprise

The new digital communications ecosystem

Brochure

Alcatel-Lucent
Enterprise





The new digital communications ecosystem

Digital transformation is at the heart of corporate evolution. It involves rethinking the way companies operate by integrating all the benefits of technology. It's a highly dynamic field, as shown by the third edition of the Ifop Mastercard barometer*, which reveals that in 2023, 64% of very small enterprise (VSE) managers considered digitalisation an important issue for their company.

Beyond providing greater online visibility, digital transformation impacts all functional roles and represents a significant opportunity for leaders to improve employee collaboration. At the same time, though, data security becomes even more paramount.

* Source: Ifop Mastercard barometer

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Rainbow: The new digital communications ecosystem

Rainbow™ from Alcatel-Lucent Enterprise is a communications platform that is part of this evolution and meets the challenges of data security and sovereignty. It offers companies the communications services they need to support their digital transformation in order to:

- Increase efficiency
- Optimise collaboration
- Accelerate execution
- Enhance customer satisfaction



Telephony, messages and videoconferencing

Rainbow brings the three pillars of your communications – telephony, messaging and videoconferencing – into a single application. Exchanges with your contacts, customers, suppliers and collaborators are all combined in one place, to act as a business development lever.

- One number: Your calls follow you on all your devices – PC, mobile and telephone
- Total control with a simple administrative interface
- The simplicity and speed of a cloud-based service: All you need to activate is an internet access

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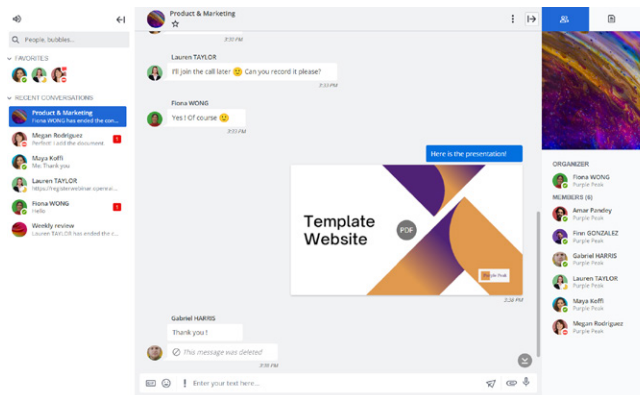
Rainbow: The new digital communications ecosystem



Telephony

Because a customer call is a business opportunity, Rainbow offers all the functions needed to ensure the best possible handling of customer calls:

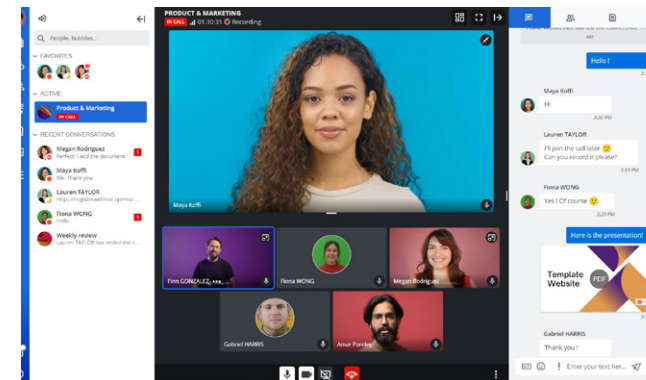
- Greetings and open/close schedules
- Call grouping and call statistics
- Call supervision-interception and operator console
- A range of elegant, high-performance telephones



Messaging

Because the rapid exchange of information is an accelerator for business development, Rainbow enables document sharing within collaborative group spaces called Rainbow "bubbles":

- Group instant messaging
- Message qualification (standard, important, urgent)
- Acknowledgement of receipt and reading
- Up to 20 GB storage/user
- News channels



Videoconferencing

Because one videoconference often says more than many text or voice exchanges, take advantage of Rainbow's native video capabilities:

- Up to 120 participants and 49 simultaneous videos
- Accessible from any browser
- Integration with Microsoft Outlook
- Compatible with meeting room equipment

Telephony at the service of your business development

For effective management of your call flows, create as many groups as you wish, such as sales, marketing, technical and more. Utilise all the resources of Rainbow to turn your telephony into a business tool, including interactive voice servers (for example, press 1 for sales), opening/closing calendars, and greeting messages.

- Personalised greeting and calendar
- Three-level interactive voice server
- Grouping with or without queueing
- Sequential, circular or parallel call distribution
- Group call log
- Group voicemail
- Members receive calls on all their devices: PC, mobile, phone
- Advanced statistics (rate of calls answered, waiting time, call duration and others)
- Supervisor and/or agent roles per group



A high-performance directory

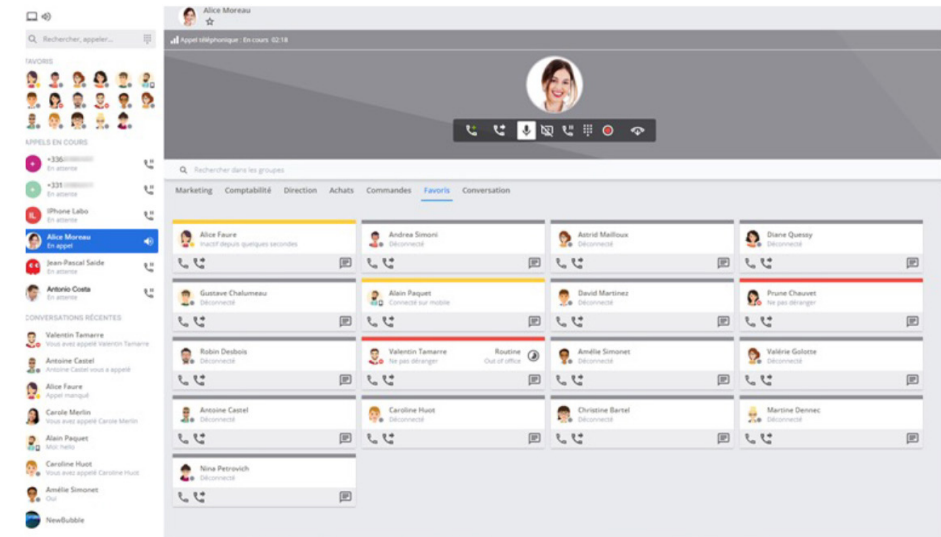
Ideal for centralising all relevant contacts, whether internal or external, with easy search facilitated by the addition of keywords.

- Unified directory accessible from all your devices: PC, mobile, phone
- Professional contacts integrated into the directory
- Easy search through keywords

Operator console

For businesses with a significant incoming call flow, Rainbow offers an operator console directly integrated into the Rainbow application, making it easy to manage a high volume of calls.

- Up to 10 calls on hold
- Chat and presence status
- Blind or supervised transfer
- Supervision and interception groups



Rainbow

A tool for digital transformation

Whether for hybrid work and mobility, working better together, enhancing the customer experience, or strengthening engagement, Rainbow provides the communications and collaboration tools enterprises need to accomplish their digital transformation.

A comprehensive all-in-one cloud service, including telephony, collaboration and videoconferencing

- **Telephony:** all the features for quality telephone reception, opening schedules, interactive voice server, call groupings, dashboards and statistics, integration with third-party applications (for example, data retrieval), operator console and much more
- **Collaboration:** All the features for working better together. Secure group messaging for up to 300 internal and external participants within the company per group (bubble), timestamped messages accessible 24/7, message qualification tags (standard, information, important), storage space, information channels through subscription
- **Videoconference:** Simple audio/videoconferences on-the-fly or scheduled, up to 120 participants and 49 simultaneous videos, internal and external participants, conference accessible using application and browser, speaking time

Rainbow is available in four service levels that can be combined to best suit your needs.

Voice Phone

The basic subscription

- Fixed-line telephony only, meeting rooms or DECT terminal

Voice Business

The gateway to digital communications

- PC/smartphone/telephony
- Collaboration

Voice Enterprise

The preferred subscription for digital enterprises

- PC/smartphone/telephony
- Collaboration
- Videoconferencing

Voice Attendant

For a professional welcome

- Voice enterprise and operator console
- Computer telephony only

Rainbow comes with a range of telephones for all uses.

The Myriad range

The preferred phones of digital enterprises



Myriad M7



Myriad M5



Myriad M3



EM200

DECT phones

For mobility



DECT 8212



DECT 8214

Phone

For basic use



ALE-2

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Contact us and try Rainbow

Rainbow is a cloud solution that enables you to optimise and unify your collaboration and communications services among your teams, clients and partners. It supports companies in their digital transformation towards the cloud to enhance efficiency, optimise every interaction, and strengthen the effectiveness of processes between individuals.

Rainbow is supplied without operator service (telephone number and minutes of communication). Please contact your integrator / ALE Business Partner for further information.

Find out more: visit the [Rainbow by Alcatel-Lucent Enterprise](#) webpage.

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