# Define your winning strategy with XaaS

Why shift to an as a Service model?

In today's uncertain business climate, enterprises and public institutions are finding it extremely difficult to manage spending priorities and predict business outcomes. The challenges affect all aspects of business activities including:

Operational

- Unpredictable economy
- Disrupted projects
- Workforce shortages
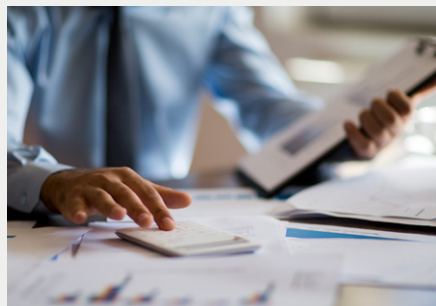
Financial

- Cash management
- Budget control
- Cost-cutting arbitrage

Customer experience

- Changing purchasing habits
- Increasing demand
- Customer retention and attractiveness

To improve their competitiveness, organizations are increasingly transitioning to an **as a Service model** to preserve their cash flow and enhance operational flexibility and simplicity.

The as a Service purchasing model boosts your ability to modernize your network and your business communications

Alcatel-Lucent Enterprise has developed a comprehensive end-to-end as a Service offering to meet the needs of all businesses:

- Unified Communications and Collaboration (UCaaS)
- Communications Platform (CPaaS)
- Contact Center (CCaaS)
- Network (NaaS)

ALE's Everything as a Service (XaaS) offering delivers an **à-la-carte** choice of subscriptions to any type of service, whether technologies and solutions are deployed on-premises, in a public or private cloud or a combination of both.

UCaaS & CPaaS

NaaS

CCaaS

XaaS

Alcatel·Lucent Enterprise
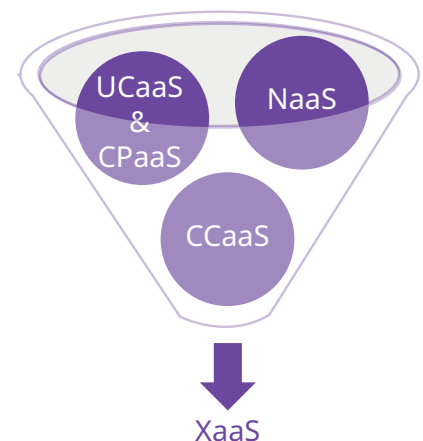
XaaS benefits according to your needs and priorities

Take the time to assess which transformation path towards an as a Service model is best suited to your needs and priorities:

Operational need	As a Service offering to evaluate
Empower employees to instantly communicate and collaborate so they can work more efficiently and productively	**Unified Communications as a Service (UCaaS) offerings** that securely support seamless voice, text and video communications, are easy to install and use and are available everywhere
Integrate with applications, intelligent IoT objects and industry-specific services in the broader company ecosystem	**Communications Platform as a Service (CPaaS) offerings** that provide integration capabilities in the cloud, along with a software development kit (SDK) and interface for integration
Reduce customer service complexity and increase customer satisfaction with more efficient and flexible interactions	**Contact Center as a Service (CCaaS) offerings** that support all types of interactions, including new conversation channels and social networks, live chat and advanced chatbots or voicebots, with high quality, efficiency and availability
Improve campus, branch office, remote worker and data center connectivity	**Network as a Service (NaaS) offerings** that securely support access points, edge and core network switches, indoors and outdoors, with robust, end-to-end cybersecurity mechanisms

The as a Service model helps you respond quickly to:

- Lack of resources or budget in your in-house IT team to implement new technologies
- Seasonal peak of activity requiring a temporary extension of what's already in place
- New office/site requiring the same level of service wherever it is located

Considerations for the as a Service model:

- The contract length (monthly, yearly, multi-year plans)
- The flexibility to mix several subscription levels/profiles
- Any hardware equipment installed on site to enable the service
- The reuse of existing network and communications equipment
- À-la-carte solutions for on-premises, private cloud, public cloud and hybrid cloud deployments
- The ability to move individual services to the cloud in line with your cloud strategy
- The compliance with regulations (cybersecurity, data protection, sovereignty)

Evaluate the cost of your project in light of the expected benefits and return on investment

It's not just a financial exercise: Take the time to assess the potential gains in terms of flexibility in the use of services by your employees, the ability to integrate innovation and automation more rapidly for your IT teams, and the reduction in the number and complexity of contracts for your purchasing department.
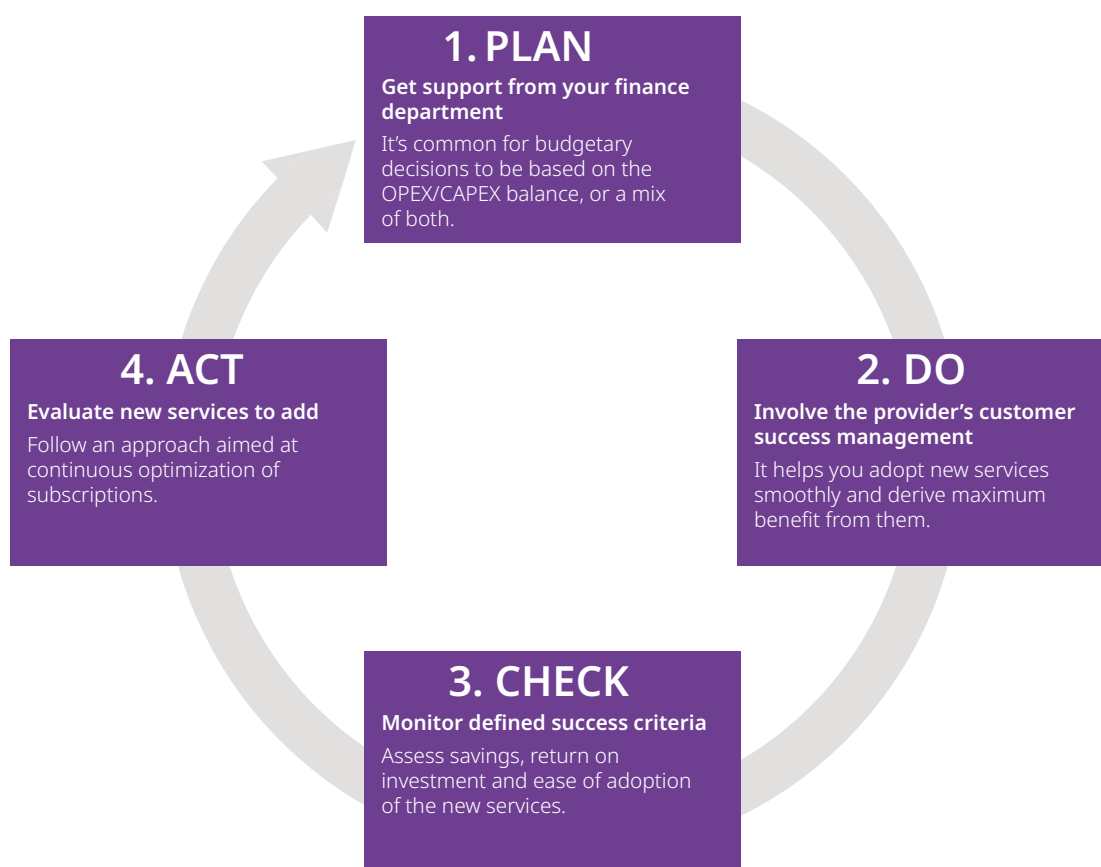
Your successful move to XaaS

Shifting to as a Service is a critical step in any company's strategy. Whatever your field of business, the as a Service approach enables you to meet the changing needs of your customers and employees. For companies dedicated to maintaining a competitive edge, it is no longer an option, it's essential.

However, some organizations may encounter obstacles on the road to change, both technical and organizational, and it's often useful to follow a few best practices before getting started.

Here's a simple four-step approach to successfully negotiate the move to XaaS:

1. PLAN
Get support from your finance department
It's common for budgetary decisions to be based on the OPEX/CAPEX balance, or a mix of both.

2. DO
Involve the provider's customer success management
It helps you adopt new services smoothly and derive maximum benefit from them.

3. CHECK
Monitor defined success criteria
Assess savings, return on investment and ease of adoption of the new services.

4. ACT
Evaluate new services to add
Follow an approach aimed at continuous optimization of subscriptions.

XaaS with Alcatel-Lucent Enterprise

ALE offers solutions and products tailored to each of our customers' needs as they embark on a partial or global shift to XaaS:

Unified Communications as a Service (UCaaS)

- Purple on Demand
- Rainbow Hybrid
- Rainbow Hub
- Rainbow Edge
- CPaaS

Contact Center as a Service (CCaaS)

- Purple on Demand
- ALE Connect

Network as a Service (NaaS)

- NaaS model
- LAN and Wi-Fi
- OmniVista Cirrus

At ALE, we offer organizations an à-la-carte choice of subscription to any combination of network, unified communications, collaboration and contact center services. Organizations can choose to deploy technologies and solutions on-premises, in a public or private cloud, or a combination of both. We offer end-to-end solutions, from the network to the applications according to organizations' needs and requirements.

To learn more about ALE's products and solutions delivered as a Service to your organization, visit our website, or you can contact us to speak with an ALE representative.

Help us help you

We kindly invite you to complete a short questionnaire, for you to share your specific issues. In appreciation for your valuable time, get tailored recommendations and solutions to overcome obstacles and achieve your business goals.

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