Digital reputation:
What keeps you awake at night?

Alcatel·Lucent
Enterprise

For businesses to succeed in today's competitive landscape, they need more than just excellent products and price points. Customers are on the hunt for exceptional experiences, and they're ready to disregard vendors until they find the one that suits their needs.

However, in the customer experience environment, companies can't just rely on quick provisioning and excellent contact center communication tools. For an experience to be truly remarkable, customers need to feel informed, protected, and safe during every stage of the customer journey. Unfortunately, it's becoming increasingly difficult for today's organisations to offer that sense of security. After all, defending the customer doesn't just mean securing voice lines anymore.

The volume and nature of interactions is evolving. Companies must consider everything from their SMS messages to clients, their internal collaboration between employees, and even their interactions with remote and mobile workers. Threats exist throughout the entire communication landscape.

Cyber threats are on the rise

To capture the attention of their target audience, enterprises need to build a reputation for security that addresses every aspect of the current environment. This is an increasingly important consideration as cyberattacks continue to accelerate. A June 2020 study conducted by Tanium a security vendor, indicated that 90% of 1000 global CxOs surveyed, reported an increase in cyberattacks during the first half of the year.[1]

Even the most traditional and familiar forms of communication aren't safe. The global health crisis prompted a significant increase in the number of new threats, including higher numbers of ransomware attacks. By the end of 2020, approximately 199.7 million ransomware attacks were reported, an increase of 40% from 2019.[2]

Unfortunately, while the accelerated move into the cloud environment helps businesses to meet the needs of an increasingly demanding audience, it also presents new challenges. The same technologies that are fueling the growth of the telecom environment could also make it easier to attack and damage operators, and their customers. The more technology evolves, the more individuals with criminal intent will use that evolution to target gaps in business strategies.

1   https://www.tanium.com/press-releases/tanium-report-reveals-90-percent-of-organizations-experienced-an-increase-in-cyberattacks-due-to-covid-19/
2   https://www.sonicwall.com/news/new-sonicwall-research-finds-aggressive-growth-in-ransomware-rise-in-iot-attacks/

Defend your digital reputation

As customer data continues to be an essential component of business growth, companies will need to find a way to protect both themselves and their customers. How companies manage and collect data is crucial to their digital reputation, as are the strategies that organisations have in place to securely serve their clients.

As threats continue to accelerate, businesses cannot afford to underestimate the importance of security and privacy. This is particularly true at a time where regulations such as General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) compliances are gaining more attention than ever. The digital trust that companies can inspire by excelling in privacy and security will become a key differentiator.

At Alcatel-Lucent Enterprise, we work with businesses that require mission-critical communications with stringent security that includes data privacy. We work with government, defense, healthcare, bank, and insurance organisations.

Our position in the marketplace provides us with the opportunity to understand the key areas that organisations need to focus on when building digital trust, from the ground to the cloud.

Make sure your network security it properly implemented

As security in the business landscape becomes more complex and far-reaching, today's businesses need to start from the ground to build the right protection. Networks are expanding rapidly, branching out from basic call centers and internal communication systems, to cloud-based collaboration tools, instant messaging and video conferencing.

As networks continue to grow, it's becoming increasingly difficult for businesses to define the perimeters of their security measures. Your network security strategy could encompass your local network, as well as your branch connections, your mobile links, and even the tools that your telecommuting employees need to access the cloud.

The comprehensive nature of the new network security environment makes confidentiality and data privacy strategies a persistent priority for all organisations.

Discover your business needs

The network environment is evolving more rapidly than ever before, and there's no one-size-fits-all strategy for the right protection strategy. The only way for businesses to accurately determine the type of security they need is to look at their environment and understand the pain points they encounter.

An in-depth analysis of your organisation includes:

• An evaluation of where employees communicate inside and outside of the business

• An understanding of the remote working community and the threats they impose

• Analysis of employees' potential communication issues

• A full understanding of where internal and external data is stored and how it is managed

• A strategy for protecting people, processes, and data from end-to-end

The more information you have about your business and how it operates, the easier it will be to identify the potential areas that may need the most attention and protection. Just as data drives crucial business decisions for customer experience and service, it also helps to encourage better choices for digital reputation management.

Implement network protection with ALE

To ensure the right level of network protection for every aspect of business, companies need to work with an organisation that understands the changing nature of the landscape.

At Alcatel-Lucent Enterprise, we offer:

- Secured connectivity (with mutual authentication and encryption) between your on-premises communications system (PBX and phones) and the cloud infrastructure delivering more services, fully developed and operated by Alcatel-Lucent Enterprise

- Communications confidentiality with strong encryption based on industry standards natively implemented into the solution, without any impact on the voice quality and performance. This means that you can continue to deliver the experiences your customers and employees expect without compromising security.

- Data privacy in the cloud, with access control and encryption of your stored data. This ensures that all of the crucial data that is gathered in the evolving business environment is fully protected from end-to-end.

Using an end-to-end strategy for coverage of the evolving business network, it's possible to ensure that every aspect of your communications strategy is protected. This includes not just your conversations with a client in the contact center, but also collaborative experiences between staff members.

Select a trusted service provider

The organisations that today's companies choose to work with when building their communications strategy can play a big part in their digital reputation. When companies look for opportunities to invest in the latest communications and collaboration technology, they know that they need to find a service provider they can trust.

This means looking for a service provider that offers future-proof technology with a focus on extensibility and scalability. While it's important to find a company that can power your digital transformation strategy with the correct tools and innovations, the technology should never come at the expense of security or reliability.

Find a service provider that protects you

For most companies today, the digital transformation process will require a closer focus on data. Experts predict that by 2025, approximately 463 exabytes of data will be created every 24 hours worldwide. That is equivalent to more than 212 million DVDs of information.[3] As digital technology continues to evolve, bringing to life the concepts of artificial intelligence, machine learning, and the internet of things, the volume of data we have access to will grow.

Businesses with superior digital reputations know that the data they collect isn't just valuable – it's priceless. If your cloud environment is hosted outside of your network, you need to ensure that you're placing your data in a space that you trust.

Assessing the marketplace for the right service provider means finding a company that can meet your digital transformation needs in terms of privacy and regulatory requirements.

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3   https://www.weforum.org/agenda/2019/04/how-much-data-is-generated-each-day-cf4bddf29f/
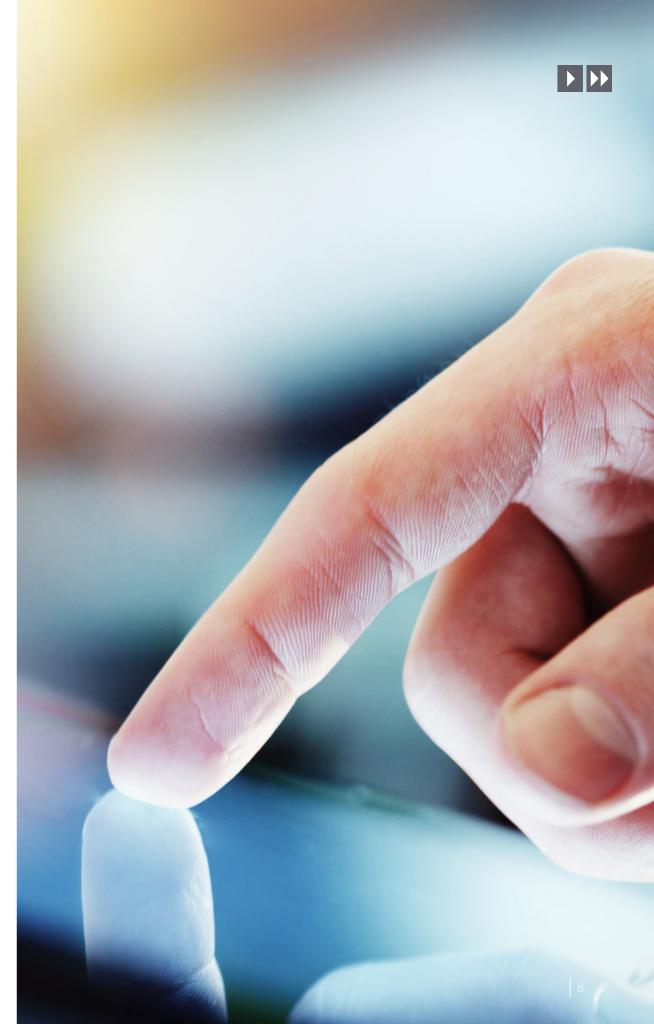
Privacy, control, and traceability

Going forward, the digital trust landscape will rely on control, privacy, and traceability. On a global scale, compliance will also be essential when addressing industry standards and certification. Government agencies will be able to help you to identify whether your vendor has the right security processes for your needs.

ALE stands out in the marketplace for companies in search of an improved and protected digital reputation. ALE's full-stack approach to security includes:

• Common Criteria EAL2+ certification for the on-premises communications system

• ISO27001 certification of ALE services. Implementation of security best practices described in ISO 27017/27018 standards in Rainbow™ by Alcatel-Lucent Enterprise cloud services

• GDPR compliance for European countries

• Hébergeur Données Santé (HDS) certification of Rainbow cloud services for data patient protection compliance in France.

Ensure that your service provider can provide the tools and support you need to thrive in the digital transformation era.

Combine the elements of a successful implementation

To ensure a secure, reliable, and effective communications environment, companies require a strategy for the successful implementation of approved business products. There's a common problem in the current corporate environment, where employees continue to rely on consumer services for external and internal communications.

In addition to consumer-focused services having the potential to lead to critical concerns like shadow IT in the evolving digital environment, they also remove crucial data from the hands of the business. Consumer tools make it difficult for companies to access the information they need to make informed and trend-driven decisions about the future. Instead, critical data from employees, partners, and customers goes to web giants.

Create a valuable communications environment

In a world where all employees have their own distinct preferences when it comes to communications and collaboration tools, implementing the right strategy can be challenging. Businesses can't simply expect their team members to use services that restrict them or make it impossible for them to perform to their best potential. Today's organisations need to consider the needs of their employees carefully and build a strategy for communications and collaboration based on crucial information. Organisations that understand the needs of their staff members and the customers they interact with will thrive.

As we head into the new era of communications, customer experience, and user experience, businesses will need to thoroughly assess the needs of their staff members, and how they interact with essential customers. Through in-depth business intelligence and data analysis, organisations can provide their employees with a resilient, robust, agile, and informed solution.

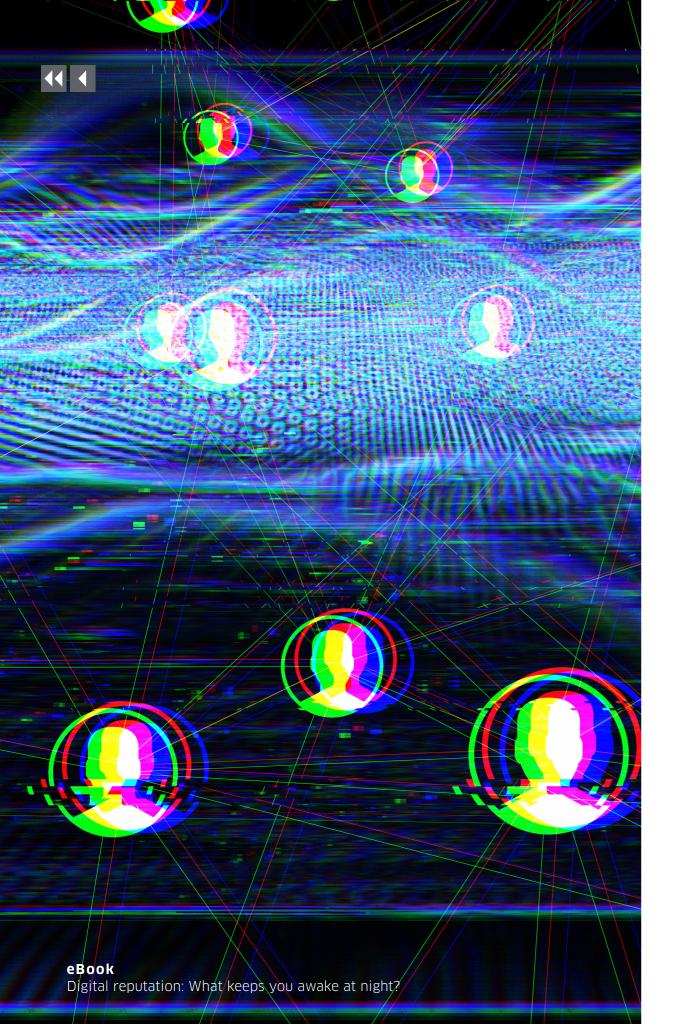## Adoption by all is the key to success

One of the biggest challenges that any business will face in this current landscape, is the struggle of trying to encourage the adoption of new tools without proper planning. If businesses simply invest in technology because it's new and interesting, without considering employee needs first, then adoption is sure to suffer. It can also be difficult to drive adoption among remote office workers. However, if an organisation can focus on making the technology as valuable as possible to their team members, acceptance will thrive.

At the same time, it's important to ensure that the vendor that you're working with can provide a solution for even the most complex digital transformation strategies, without increasing complications on the back-end. Today's tools must be easy to access and understand, or your employees will go right back to the shadow IT practices that put your business at risk in the first place.

ALE solutions make adoption easy:

- Phones are natively encrypted without any action required by the employee

- Cloud services are available from anywhere, anytime

- The employee is automatically and transparently authenticated using industry standards such as Single Sign-On (SSO)

Create your digital reputation strategy: Key takeaways

The communications and collaboration environment is not as simple as it used to be.

Years ago, communication was relegated to phone calls, faxes and emails. Most collaboration took place in the office between members of staff who shared the same environment every day. We are now moving into an environment where everything is more virtual and digital than ever before.

Your team members expect to be able to complete professional tasks from a distance, using cloud collaboration tools and critical software. The pandemic that began in 2020, has created an environment where more staff are increasingly working from "anywhere". Your contractors, freelancers, and other external contacts want to share information with you not just over the phone, but across the Internet as well. Even your customers expect a lot more when it comes to having conversations with your business.

The flow of knowledge is faster than ever

We're living in a world where partners, employees, and customers can all connect and collaborate, however, and wherever they wish. The evolution of the cloud and the arrival of tools that allow for real-time communications means that anything is possible. The trickle of knowledge and data that businesses used to have access to has turned into a flood. Information is pouring in from everywhere, and in every business environment.

While access to a greater volume of data has its value, and tools that facilitate better knowledge sharing allow for stronger partner and customer satisfaction – there are still challenges to address. Any genuinely transformational experience in the business world comes with risks and threats to consider.
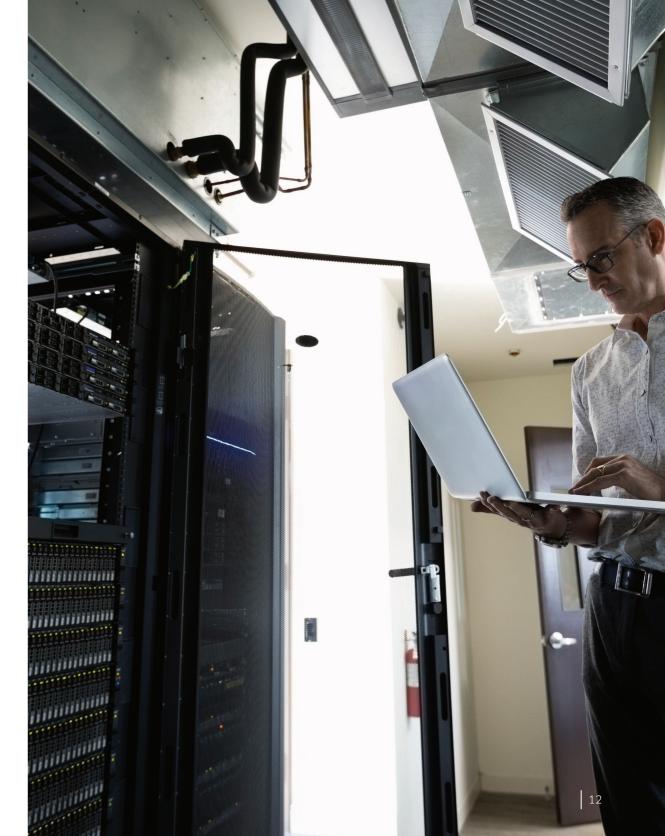
Today's businesses need to know whether the communications tools and services they're implementing will meet their needs. Not all the solutions on the market today provide the necessary framework to simultaneously address requirements such as continuous availability, confidentiality, security rules, and compliance.

Build a future with ALE

In a constantly changing environment full of transformational challenges, Alcatel-Lucent Enterprise refuses to compromise on performance and security. ALE provides access to communications solutions that guarantee the highest level of security for our customers. We offer a communications and collaboration strategy that's forward-thinking and disruptive, without compromising innovation for security.

ALE solutions offer exceptional security and privacy guarantees in a time where digital reputation is more important than ever. We consider not just the latest guidelines for communications technology, but also local regulations around the globe. ALE solutions provide the protection you need, and the quality that you demand for successful and meaningful implementations.

Your digital reputation is fundamental to your success. Alcatel-Lucent Enterprise provides the solutions you need to ensure your digital reputation.

We are Alcatel-Lucent Enterprise.
We make everything connect by delivering
technology that works, for you. With our
global reach, and local focus, we deliver
networking and communications.
On-premises. Hybrid. Cloud.

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