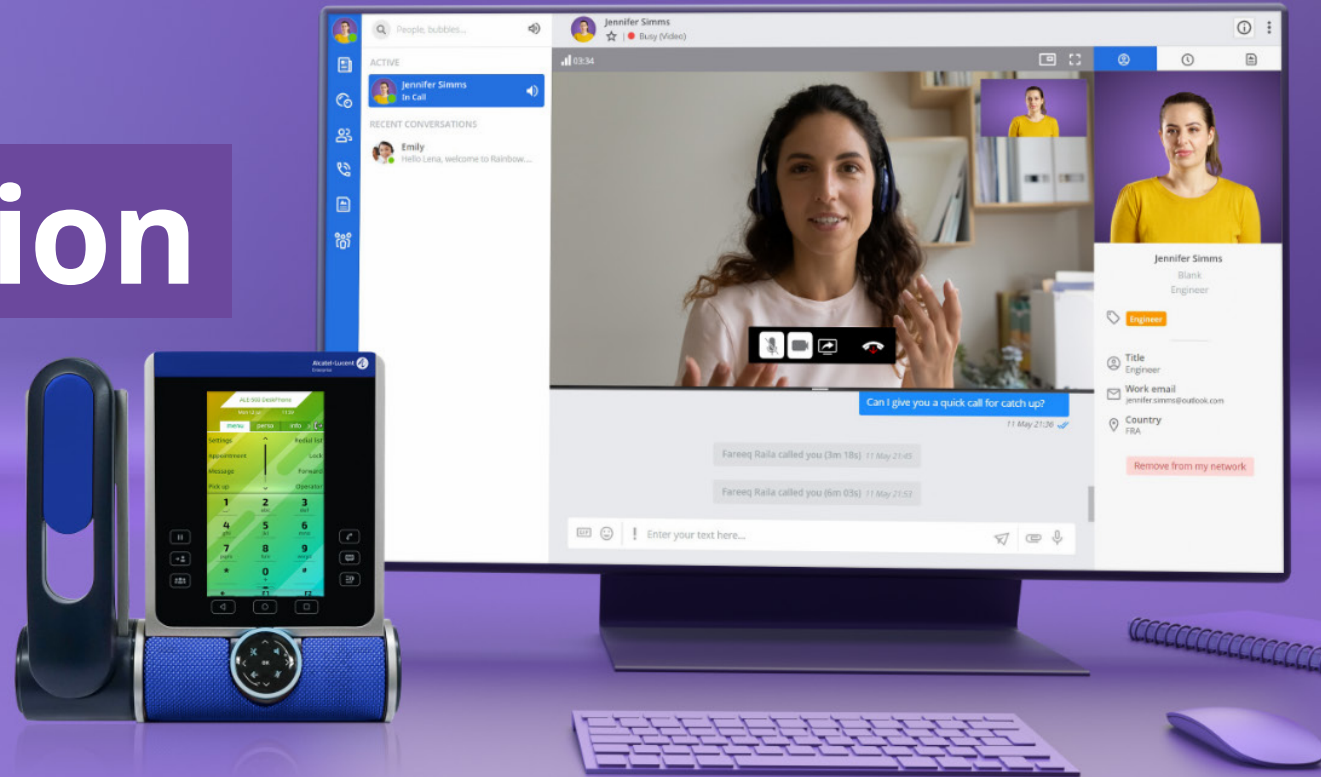


# This is transformation

Make the digital  
workplace a reality  
with Purple



## Alcatel-Lucent OmniPCX Enterprise Purple: Communications for the digital age



# OmniPCX Enterprise: Communications for the digital age

[Alcatel-Lucent OmniPCX® Enterprise Purple](#) offers business communications designed for the digital age. It connects the entire enterprise and provides organisations the freedom, quality, and agility they need to grow their business. OmniPCX Enterprise delivers the:

- **Freedom** to connect any time with customers and colleagues. It lets them connect in the office, in industrial buildings, on the road, or at home, using a smartphone, a computer, or a dedicated phone.
- **Quality** required to ensure excellent customer interactions whether connecting with a chatbot, an expert, or a contact centre agent. Interactions can take place over the phone, in video conferences, and from a secure messaging system
- **Agility** to automate business communications operations using a private cloud, and integrate real-time interactions into business processes

Our innovative solution includes:

- **Advanced and flexible communications** management
- **Cloud openness** with [Rainbow™ by Alcatel-Lucent Enterprise](#) to integrate mobile communications, video conferencing, and secure group messaging into your business applications
- **Hybrid cloud connectivity** between OmniPCX Enterprise and Rainbow for continuous communications anywhere

## Brochure

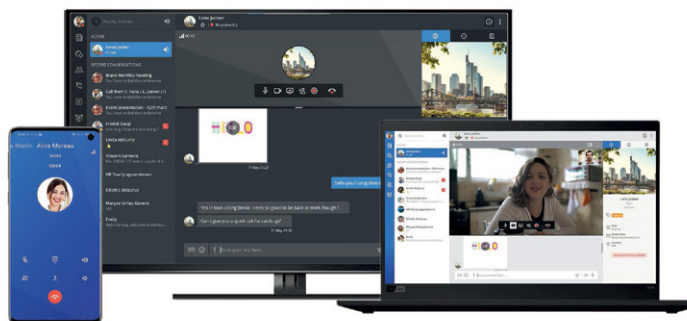
OmniPCX Enterprise Purple:  
Communications for the digital age



## Freedom with a 100% mobile office

**Communicate with your teams and customers wherever you are:** Employees can be reached from a single number for their business phone and their Rainbow app, on a smartphone and a computer. The unified directory makes it easy to connect.

**Accelerate your projects:** Use video communications from a smartphone to collaborate and use video-conferencing with your external contacts. Exchange information with secure messaging, using screen and file sharing to instantly get the content you need.



- Softphone for iOS, Android™
- Softphone for Windows®, MAC®, web browser
- Unified directory for quick connection
- Video with team and external contacts
- Encrypted WebRTC communications
- Call continuity with all OmniPCX Enterprise business phones and mobile handsets

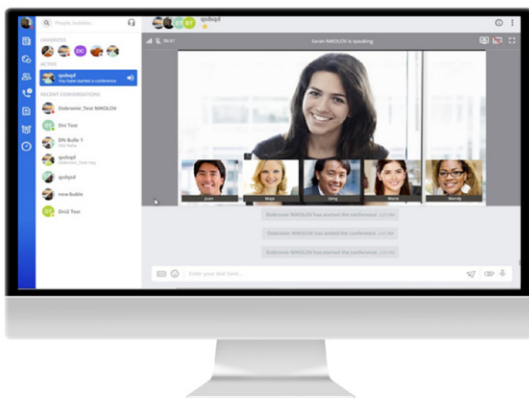
# Freedom to work remotely

Telecommuting is rewarding and effective, however, it requires new tools for communications continuity.

**Stay in touch with your customers:** Employees can make business calls on their computer or smartphone without additional settings.

**Keep in touch with your telecommuters:** A display of connected employees lets you know when workers are involved in communications, or in meetings. Video chat keeps employees connected. Record exchanges for absent colleagues. Take remote control of the computer for training and technical support.

**Work together remotely in project mode:** Rainbow “Bubbles” provide secure messaging groups that can send files and switch to videoconferencing with just a click.



- Communication server offers call continuity
- Secure groups
- Video and screen sharing with colleagues and external contacts
- Video stream mosaic
- Display of connected contacts and their activity
- Call recording

## Brochure

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## Freedom to choose the best communications

**Answer customer and external calls with confidence:** With a large color display, context-sensitive keys, and quick access to the phone book through an alphabetical keypad, ALE DeskPhones make it easy to connect with your experts. Customers are satisfied from the first contact. Our phones offer a hot desking mode for shared offices.



- Large touch screen
- Symphonic HD audio quality
- Alphabetic keyboard to call by name
- Corded or Bluetooth® Handset
- Wired or wireless headset
- Supervision and call grouping
- Hot desking mode
- End-to-end audio quality, using DECT, IP DECT or WLAN

**Facilitate on-site mobility:** ALE wireless handsets are rugged and offer long battery life for use in offices, healthcare, industrial buildings and warehouses. Large color displays make it easy to manage calls and access the phone book. Communication quality is excellent even in industrial buildings.

Are you using a business application on a smartphone? Communicate using our app for iOS and Android.



- Single number across office phone and mobile
- Large screen ruggedised handsets
- iOS, Android application

### Brochure

OmniPCX Enterprise Purple:  
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## Quality to serve your customers' needs

Group calls, line supervision, and call screening **make it easy for customers to connect with your experts**. You may also record calls to protect conversations and to improve staff training.

**Automate your phone reception** using voice recognition and text-to-speech. The multitenant graphical user interface makes voice prompts and rules easy to customise without requiring IT assistance.

**Ensure instant response** with our contact centre solution. The routing strategies can be instantly updated from a patented graphical interface. Agents work in the office or remotely using a telephone or a softphone.

**Turn every interaction into a lasting business relationship** with a 360° view on previous customer's requests using phone, email, chat from web or social media. Connect with your SaaS CRM application for personalized interactions and tracking.

**Improve proximity to your customers** with **video conferencing** and **secure messaging**, open to external contacts without having to create an account.

- Integration with your SaaS CRM application
- Screen pop-up on incoming call
- Omnichannel interactions: phone call, email, web chat, Twitter, Facebook Messenger
- Click-to-call
- Audio on phone or computer
- Collaboration between agents
- Video conferencing with external contacts
- Supervision and reporting features





## Quality communications everywhere

**Easily understand each other with exceptional communications quality:** ALE phones and applications use super-wideband technology. The wireless handsets attenuate ambient noise for quality communications **even in very noisy environments.**

### Business phones

- Super-wideband 360° audio
- Hands-free pairing for smartphone, PC, MAC

### Wireless handsets

- Noise attenuation
- Dual microphone models



**Protect your employees in difficult environments:** Handsets are drop-resistant and easy to clean. Some models are antibacterial for impeccable premises hygiene. Others offer an alarm button and **lone worker protection features.**

### Wireless handsets

- Compatible with disinfectants
- Antibacterial model
- Drop tested on concrete
- IP65 dust and water resistant
- Models with alarm button
- Integration with notification and location services



### Brochure

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## A reliable and secure solution

**Protect your communications from cyber-attacks.** OmniPCX Enterprise runs on a hardened Linux operating system. Phone binaries are signed for authentication. Communications encryption can be managed centrally. The firewall (Session Border Controller) protects SIP trunks.

Rainbow provides mobility, collaboration, video conferencing, and integration with SaaS applications. These services, including the connection to OmniPCX Enterprise, are **hosted locally**, and is **certified ISO27001 and CSPN by French regulator ANSSI**. Rainbow can also be deployed in a private cloud environment, dedicated to your company.

**Ensure business continuity** in case of a software or data centre failure: OmniPCX Enterprise has hot redundancy between data centres. In case of a cloud access failure, OmniPCX Enterprise has local on-site redundancy.



### Rainbow

- Geographical redundancy
- ISO/IEC 27001 2013 certified secure service
- ISO 27018 2014 and ISO 27017 2015 certified data privacy
- CSPN certification by French regulator ANSSI
- HDS 2018 Health Data Hosting compliant service
- Private cloud option with local deployment

### OmniPCX Enterprise

- Native end-to-end security
- Geographic hot redundancy
- Multi-sites local survivability of the communications





# Hybrid cloud agility to support your growth

**Save costs by automating management and maintenance operations:** OmniPCX Enterprise serves up to 15,000 users and more than 1,000 sites per instance. It can be deployed in a virtualized environment (based on multiple platforms such as Microsoft Hyper-V, Nutanix or Amazon AWS) in your private cloud.

**Manage from anywhere using a web portal:** Delegate local management to local administrators or users through a simplified self-care portal or use role-based management. Automate daily operations and perform preventive system maintenance using APIs.

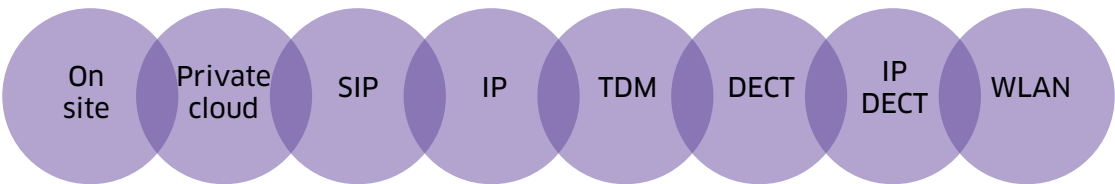
**Make telecommuting and mobility work for you:** Rainbow Enterprise services are available on a per user, per month subscription basis. Hybrid cloud connectivity to Rainbow offers call continuity between on-site and mobile users.

# Connectivity agility to fit your budget

**Save money by choosing your SIP provider:** Keep your digital cabling, and switch to IP or WLAN whenever you want: OmniPCX Enterprise supports analog, digital, DECT, IP DECT, IP and SIP equipment.

**Transform at your own pace:** OmniPCX Enterprise can be deployed in a hybrid mode with on premises devices and software in a private cloud. Rainbow services are available to all users regardless of phone technology.

**Benefit from turnkey integrations with hotel and notification systems:** If you want to communicate and collaborate from your business applications, our expert partners will use our application program interfaces (APIs) in the cloud.



# Agility to evolve with confidence

Professional communications contribute to your brand image, as well as your customer and employee satisfaction. **Choose a supplier you can trust.**

**Alcatel-Lucent Enterprise** has been serving business customers for more than 100 years. We have approximately one million customers in over 50 countries.

More than **26 million professionals** communicate every day using OmniPCX Enterprise.

Alcatel-Lucent Enterprise expert partners can assist you with a sustainable digital communications strategy.

## Brochure

OmniPCX Enterprise Purple:  
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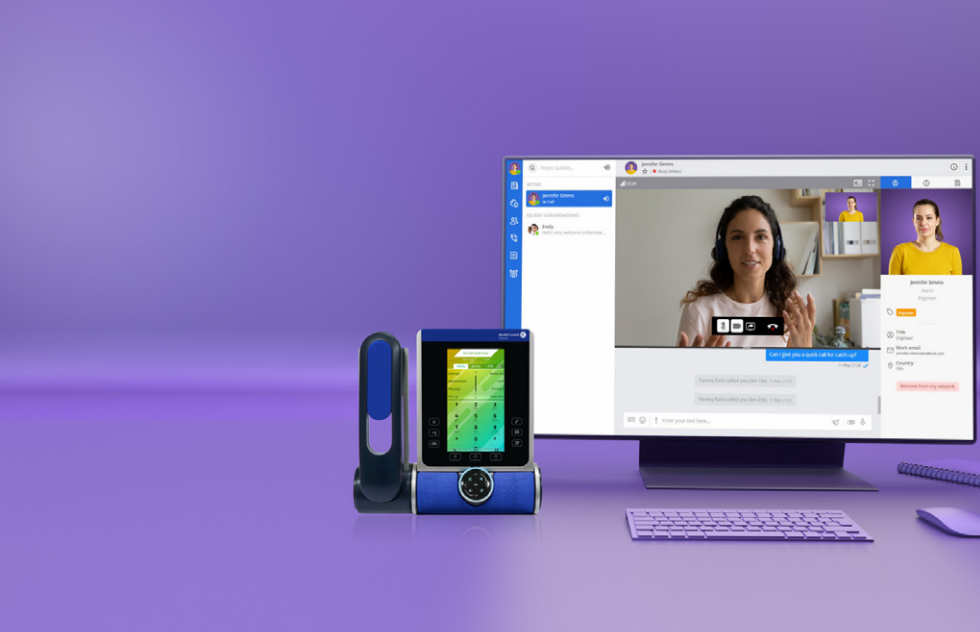


# OmniPCX Enterprise and Rainbow: Communications, Collaboration, SaaS Integrations

|  |       |   |
|--|-------|---|
| <b>Professional telephony</b>  |       |   |
| Call-by-name   | •     |   |
| One-click call   | • (1) |   |
| Pick up from the computer  | • (1) |   |
| Centralised directory  | •     |   |
| Any call forwarding  | •     |   |
| Management of referrals from your web browser  | • (1) |   |
| Supervised transfer  | •     |   |
| 6-party conference   | •     |   |
| Call history on any phone  | •     |   |
| Unified voicemail  | •     |   |
| Voice message notification on phone, app, web browser  | •     |   |
| <b>Mobile office and telecommuting</b>   |       |   |
| Unique professional number   | • (2) |   |
| Free access mode for phones  | •     |   |
| Communications on phone, iOS, Android, Windows, MAC, web browser Firefox, Chrome                 | • (2) |   |
| Video conferencing communications on iOS, Android, Windows, MAC, Firefox and Chrome web browsers | • (1) |   |
| Secure group messaging on iOS, Android, Windows, MAC, Firefox and Chrome web browsers            | • (1) |   |
| Secure WebRTC technology   | • (1) |   |
| <b>Customer interactions and contact centre</b>  |       |   |
| Attendant console / receptionist   | •     |   |
| Control centre attendant console   | •     |   |
| Visual automated attendant with TTS and voice recognition  | •     |   |
| Multitenant voice prompts and call routing setup   | •     |   |
| Groups, supervision, call screening  | • (3) |   |
| Automatic or on-demand call recording  | •     |   |
| Parking and call interception  | • (3) |   |
| Supervision of status in meetings, screen sharing, video communications                          | • (4) |   |
|  |       | <b>Agent features</b> • (3)   |
|  |       | Instant update of contact centre strategies using graphical application •               |
|  |       | Real-time and on demand contact centre reports •  |
|  |       | FAX-IP Server •   |
|  |       | 360° view on omnichannel interactions • (6)   |
|  |       | <b>CRM opening</b>  |
|  |       | One-click calling from Outlook and Gmail • (1)  |
|  |       | One-click call from CRM • (5)   |
|  |       | Screen pop-up on incoming call • (5)  |
|  |       | CRM update with customer number • (5)   |
|  |       | Collaboration between agents • (5)  |
|  |       | SFDC, Microsoft Dynamics, ServiceNow, Zoho connectors • (5)                             |
|  |       | Integration via API • (6)   |
|  |       | <b>Video conferencing</b>   |
|  |       | Audio, video, messaging • (1)   |
|  |       | Mosaic mode with simultaneous video streams • (1)                                       |
|  |       | Screen sharing, file sharing • (1)  |
|  |       | Guest access by revocable link • (1)  |
|  |       | Speaker display • (1)   |
|  |       | Participant audio controls • (1)  |
|  |       | Display of each person's speaking time • (1)  |
|  |       | Conference management by role with delegation • (1)                                     |
|  |       | Secure WebRTC with no download for guests • (1)   |
|  |       | Video conference room equipment • (7)   |
|  |       | <b>Secure group messaging</b>   |
|  |       | Dynamic messaging with gifs, mentions • (1)   |
|  |       | Display of the presence and status of the calendar • (1)                                |
|  |       | Infinite number of groups • (1)   |
|  |       | Search by name and metadata • (1)   |
|  |       | Free guest accounts • (1)   |
|  |       | 20 GB of sharing per user • (1)   |
|  |       | News Channel mode with easy article publication • (1)                                   |
|  |       | <b>Reliability and security on-premises and in the cloud</b>                            |
|  |       | Software native encryption •  |
|  |       | Geographic hot redundancy •   |
|  |       | Local Survivability •   |
|  |       | 15,000 users per instance, unlimited scalability using multiple instances •             |
|  |       | ISO27001 cloud security certification •   |
|  |       | ISO27018 user data privacy certification •  |
|  |       | <b>Extended connectivity and SaaS integrations</b>                                      |
|  |       | Connectivity on your premises •   |
|  |       | Choice of SIP access provider •   |
|  |       | Analogue equipment and telephones •   |
|  |       | Hybrid digital and IP phones •  |
|  |       | IP and SIP phones •   |
|  |       | Mobility WLAN, DECT, IP DECT •  |
|  |       | DECT, IP DECT and WLAN terminals •  |
|  |       | Rainbow cloud connectivity •  |
|  |       | APIs for call management and automated maintenance •                                    |
|  |       | Rainbow Communications Platform as a Service (CPaaS) connectivity •                     |
|  |       | Hotel management system integration •   |
|  |       | Notification system integration •   |
|  |       | • Available with OmniPCX Enterprise and its software suite                              |
|  |       | (1) Requires a Rainbow subscription   |
|  |       | (2) Requires Rainbow Enterprise subscription and Rainbow WebRTC Gateway option          |
|  |       | (3) Only on compatible phone and handset  |
|  |       | (4) Requires Rainbow Enterprise subscription. Only from the Rainbow application         |
|  |       | (5) Requires Rainbow Enterprise and Rainbow CRM Connect subscriptions                   |
|  |       | (6) Requires ALE Connect  |
|  |       | (7) Requires Rainbow Enterprise and Rainbow Room subscriptions and compatible equipment |

## Brochure

OmniPCX Enterprise Purple:  
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## For more information

Consult our online catalog of professional phones



Check out our online catalog of mobile handsets and applications



Consult our online catalogue of customer relationship applications

