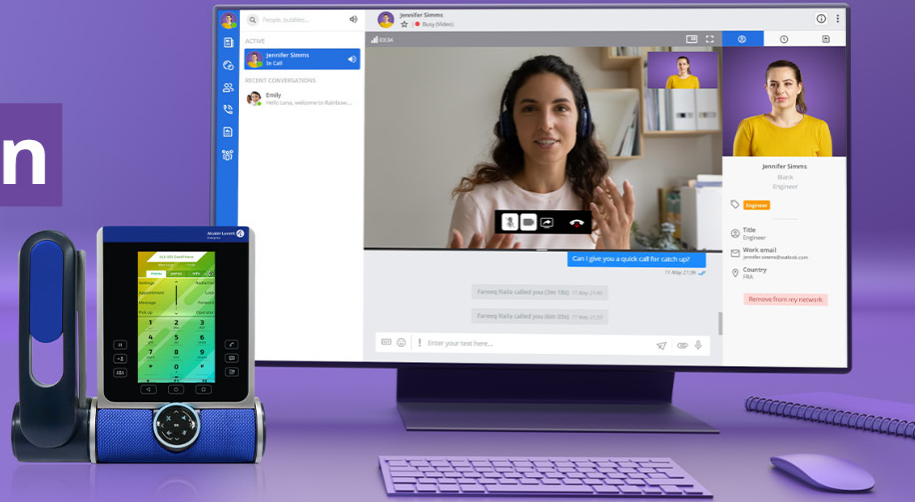


This is transformation

Make the digital
workplace a reality
with Purple



Why you need to migrate to Alcatel-Lucent OmniPCX Enterprise Communication Server Purple

Update your communications system and
boost your hybrid work

Hybrid working is becoming more common across many organisations. Employees are no longer together in the office every day. Communication within the organisation is becoming a cornerstone for cohesion and team performance.

There is a simple and inexpensive way to implement hybrid working over the long term. It requires connecting your businesses with a single communications infrastructure that integrates all your business tools. At Alcatel-Lucent Enterprise, we recommend the following:

- Ensure continuity of communications between all employees working in different businesses to avoid silos between on-site and remote employees. Business needs must be identified to propose communications tools adapted to each profile: User adoption will be reinforced and interactions with customers will be more efficient.
- Offer new communication channels such as video, instant messaging, screen sharing, artificial intelligence, and assisted communication for faster information exchange, especially with customers. These channels should also be chosen according to business needs.

What is hybrid work?

Hybrid working provides the opportunity for employees to work from home a few days a week, or as required. Many employees enjoy this new way of working, with up to 86% of managers in agreement. This is an important factor in the overall attractiveness of the organisation.

Hybrid working, however, will require new managerial practices and new communications tools to develop team cohesion and ensure individual motivation.

- Secure and automate the communications system to maximise service availability and save on day-to-day management to focus on new business needs.

Thousands of enterprises and public sector organisations rely on Alcatel-Lucent Enterprise to facilitate hybrid work and digital transformation.

Flyer

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Alcatel-Lucent
Enterprise



Hybrid work: Where to start?

In most organisations, adoption of new tools by employees is a critical factor. ALE recommends that an audit be carried out to identify the organisation's business profiles, what tools they use, and any new needs related to hybrid work.



The business phone in the age of hybrid work

The business phone facilitates communications with high-quality sound and the ergonomics optimised for communication. The speaker mode alleviates the fatigue of wearing a headset all day. A shared office mode is available for flexible open-floor plans. Many teleworkers also use it at home by connecting it to their internet box. It can be adapted to meetings in huddle rooms due to the 3D sound and 360° recording so all participants in the room can make their voices heard!

ALE solutions provide communications and collaboration tools adapted to employees jobs making them more inclined to use the tools and reducing considerably the number of unanswered calls.

- All employees use the same communications service from inside or outside the office to ensure seamless call continuity at any location. This continuity is achieved by connecting the communication server to [Rainbow™ by Alcatel-Lucent Enterprise](#), enabling mobility services. The WebRTC standard ensures security.
- Whether telecommuting and communicating from a computer or smartphone, or in the office with a phone, employees use a single business number. They are easily reachable on their phone or on their Rainbow Business softphone application.
- Employees who communicate frequently benefit from the new generation of ALE DeskPhones offering super wideband 3D Symphonic HD sound to facilitate interactivity and mutual understanding. These phones can be used securely by employees working from home.
- Frontline employees — such as technical and industrial staff, care providers, and security guards — often use rugged, easy-to-clean wireless handsets, or a smartphone app. Equipping employees with individual [DECT](#) or [WLAN handsets](#) instead of shared handsets according to the workstation, facilitates barrier-free work while maintaining business numbers.
- To facilitate information exchange, teamwork and project management, using a collaboration application such as Rainbow, allows video calls and access to secure group messaging. Rainbow indicates whether collaborators are online, in a meeting or available for a quick chat. Those using Microsoft® Teams can make calls within Teams through a Rainbow connector.

Communication channels to improve business performance

ALE helps improve business performance by offering a unified call management experience to all employees and adding new communications channels to respond to requests quickly and accurately.

- Connect faster with an automated attendant and voice recognition. Route calls more easily to the right people. Optimise your costs. The [Alcatel-Lucent Visual Automated Attendant](#) is a centralised multisite solution teams can configure from a very simple graphical interface.
- Improve customer interactions aligned with your quality policy by recording communications systematically, or on demand from the workstation. Recordings provide factual support in the event of a dispute, or employee coaching sessions.
- Make it easy to connect with your customer interaction experts from anywhere. Employees have access to all communication services from a phone, or softphone when working from home.
- Improve the customer request resolution-rate by communicating directly from a CRM /Ticketing application such as SFDC, Microsoft Dynamics, or ServiceNow. Automatic display of customer data in the CRM application, for each call, improves the telephone reception and service provided.
- Improve your website interactivity by allowing visitors to get real-time information from your experts using instant messaging
- Improve customers engagement by giving your employees a 360° view of all customer interactions using phone, email, messaging, and social networks
- Tailor communications routing to your business needs — such as agent skills or caller profiles — with our open development environments, from the enterprise or the cloud



What is the ALE hybrid cloud?

ALE offers a unique non-disruptive approach to the cloud market. With a “hybrid cloud”, your current communications system — which is at the core of your customer relationship — can be connected to the cloud, and enriched with innovative services and new communications channels available on demand.



Gain agility with secure, automated communications

By updating your communications system, you will:

- Strengthen your defense against cyber-attacks and protect your sensitive communications and data, such as customer credit card numbers, patient data, and proprietary information— with native communications encryption
- Improve your data protection while complying with the European regulation: General Data Protection Regulation (GDPR)
- Optimise your costs by connecting your system to SIP access providers by simply adding licenses. By anticipating the end of PSTN you have the opportunity to renegotiate your subscriptions.
- Benefit from a reliable on-site communications system that you can simplify into a single system for all your sites regardless of the network: Digital, IP, SIP, DECT, WLAN
- Save on maintenance by managing the system from a single web portal or by delegating routine operations to local administrators
- Automate current management and increase the quality of service through preventive maintenance by integrating management and supervision operations into your information system
- Automate and customise the matchmaking process according to business needs with our APIs and our low-code workflow development environment

Request an appointment with an ALE Representative today! A personalised approach to hybrid working can improve performance and turn your business communications into an asset for your organisation.

ALE customers: What's in it for you?

If you are an ALE customer and have subscribed to our software assurance contract you can access the latest software version for free.

This software version provides access to hybrid cloud services including:

- Rainbow to communicate and collaborate anywhere
- ALE Connect to extend your ALE contact center with artificial intelligence and a 360° view on email, web chat and social media
- Cloud Connect for easy software and license upgrades

The hybrid cloud allows you to capitalise on your solution and enrich it to enable hybrid work and customer relationship performance. Our experts are at your disposal to demonstrate how we have assisted other customers with non-disruptive transformations.

Flyer

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The experts' corner: Improve your transformation with the hybrid cloud

Hybrid cloud: For maximum service levels

With [Alcatel-Lucent OmniPCX® Enterprise Purple](#) (OXE Purple), your system is more scalable and open to hybrid work with Rainbow, SaaS business integrations, and omnichannel customer relationships.

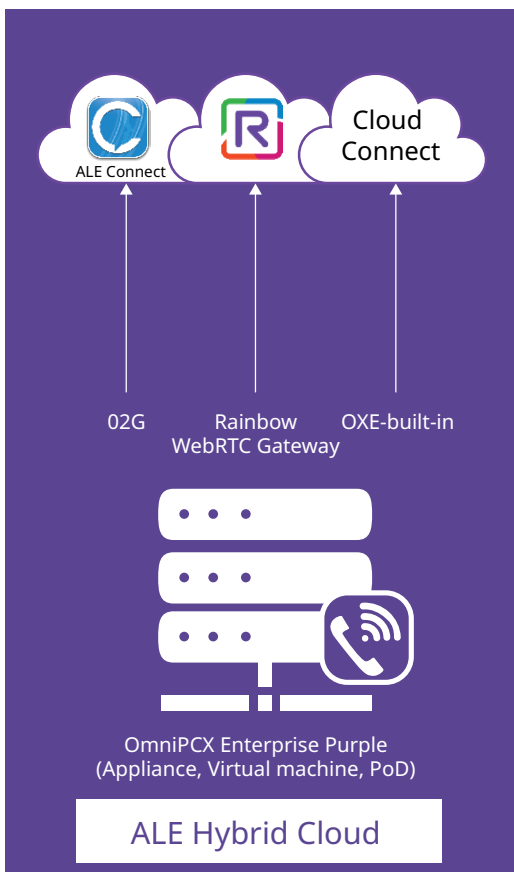
The following table provides a comparison between an unconnected server-based solution, the ALE hybrid cloud solution, and a generic cloud solution.

	Unconnected server-based	ALE hybrid cloud	Generic public cloud
SaaS connectivity options	No	Yes	Dependent on the supplier
Increased performance through omnichannel and AI integration	Limited	Yes	Often requires another SaaS/ cloud solution
Hybrid work: Video, mobility, conferencing	Limited	Yes (Rainbow hybrid)	Yes
Update	At your own pace	At your own pace (using Cloud Connect)	Immediate
Management tools	Dedicated	Multiple (Web + Synchronisation)	Unified (Web)
+/- Scalability	Limited	Yes (cloud service)	Yes
Keep phones and licenses	Yes	Yes	No
Keep numbers, management and routing business rules, redundancy on site	Yes	Yes	No
On premises connectivity and integration options	Important	Important	Low



Hybrid cloud: à la carte transformation

We recommend three steps:



1. Optimise your network with the private cloud.

Centralising and virtualising communication servers with OmniPCX Enterprise Purple provides a uniform user and administrator service level across all sites. Savings are realised with centralised SIP Trunking subscriptions. Customers who want the outsourcing and flexibility of a subscription-based offering should choose the [Purple on Demand](#) offering to take advantage of OmniPCX Enterprise Purple on a per user, per month basis, on-premises or hosted by a partner.

2. Deploy new services for the businesses.

New hybrid work, CRM integration, or omnichannel customer relationship services can be accessed, without disruption, by connecting OmniPCX Enterprise Purple to the cloud with a native client or by adding virtual machines: [Alcatel-Lucent OmniPCX Open Gateway \(O2G\)](#) or Rainbow WebRTC Gateway.

3. Integrate communications into business processes.

Integration with SaaS is flexible with Rainbow Communication Platform as a Service APIs and workflows. Integration with an on premises ecosystem is facilitated by O2G APIs.

ALE hybrid cloud evolution

The following table identifies the main new features based on the communication server version.

Alcatel-Lucent OmniPCX Enterprise Releases	2014 R10.x	2016 R11.x	2018 R12.2	2020 R12.4	OXE Purple R101	
Offer an inclusive experience to all digital workplace employees						
Hybrid work						
Call from any device and connect office staff to remote workers with Rainbow WebRTC Gateway			■	■	■	+ Softphone view
Improve collaboration with Rainbow video conferencing and secure group chat			■	■	■	+ Webinar feature
Work from home; benefit from a business phone with secure remote connectivity				■	■	+ Zero-Touch installation
Call with ease using 3D Symphonic HD audio , WLAN-enabled ALE DeskPhones					■	+ Enterprise and personal WiFi
Front-line workers						
Connect front-line employees with Microsoft Teams users within the company				■	■	+ Teams PC and smartphone
Equip front-line workers with individual handsets instead of role handsets				■	■	+ IP DECT encryption
Connect mobile on-site workers with easy-to-clean, rugged DECT handsets				■	■	+ New DECT 8214 handset
For highest protection, provide handsets with alarm features to lone workers		■	■	+WLAN	■	+ ATEX DECT Base Station
Improve the enterprise performance and customer service experiences						
Superior call management						
Get professional greetings and call dispatch using 4059EE Attendant console for human interactions				■	■	+ Visually impaired users
Automate greeting and call routing using Visual Automated Attendant and natural language processing		■	■	■	■	+ Automatic Speech Recognition
Use OmniPCX Record Suite to record voice and video interactions, for quality and regulation	■	■	■	■	■	+ Voice transcription connector
Using data						
Improve customer service flexibility with remote agents using IP Desktop Softphone			■	■	■	+ Optimised for VDI
Manage phone calls from the CRM application with Rainbow CRM connectors			■	■	■	+ Salesforce, Microsoft Dynamics etc.
Using any channel						
Improve first contact resolution: agents have a 360° view of all channels with ALE Connect					■	+ AI assistance for agents
Connect to customers their way: voice, email, web chat, Facebook Messenger, Twitter					■	+ Omnichannel

Alcatel-Lucent OmniPCX Enterprise Releases	2014 R10.x	2016 R11.x	2018 R12.2	2020 R12.4	OXE Purple R101	
Enable outcome-based IT with smooth transformation options						
Private cloud agility						
Offer an easy standardised experience across all sites with virtualised software and private cloud	■	■	■	■	■	+ Virtual Private Cloud AWS
Connect the entire workforce to their devices of choice using hybrid digital, IP, SIP, WLAN, DECT	■	■	■	■	■	+ New desk phone ALE-30
Connect all office and work-from-home users using SIP standard protocol		■	■	■	■	+ 15k SIP, ALE Softphone
Centralise and delegate operations from anywhere using OmniVista 8770 NMS web-based client			■	■	■	+ VoIP performance
Security						
Secure communications over LAN/WAN using virtualisation-friendly, native encryption				■	■	+ SIP phones and softphones
SaaS and Automation						
Add flexibility and communications as a service with Purple on Demand					■	+ Transform existing OXE
Automate management operations, call routing, queuing and groupware with O2G APIs				■	■	+ Recorder API

[Contact your Alcatel-Lucent Enterprise representative](#) today to learn more about our hybrid cloud transformation options.