Nasstar Rainbow Hub

Service Description

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Version Control

Current Version

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0.2	Click or tap to enter a date.		

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1 Introducing Rainbow from Alcatel-Lucent Enterprise

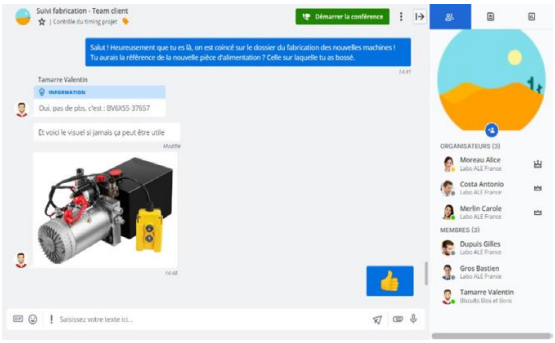
Rainbow by Alcatel-Lucent Enterprise is a next-generation real-time communications and collaboration Cloud service. Rainbow combines telephony, messaging and videoconferencing - the 3 pillars of enterprise communications - in a single service.

1.1 Telephony

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

- Telephony accessible from any type of equipment: PC, smartphone, tablet, office phone, DECT cell phone
- Greetings and open/close calendar
- Call grouping and call statistics
- Call supervision-interception and operator console
- A range of elegant, high-performance phones

1.2 Messages



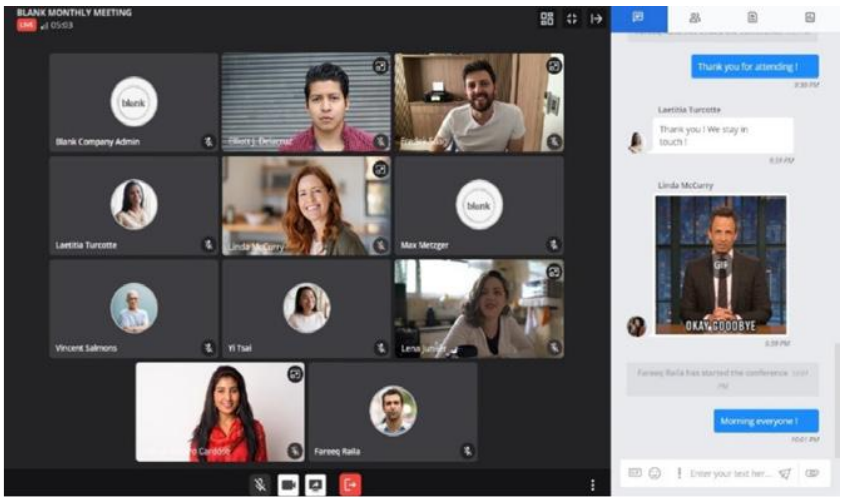
Because rapid information exchange accelerates business development, Rainbow enables persistent document sharing within collaborative group spaces, the famous Rainbow bubbles:

- Group instant messaging
- Message qualification tags (standard, information, important, urgent)
- Acknowledgement of receipt and read
- Up to 20 GB storage/user

1.3 Videoconferencing

Because one videoconference often says more than many exchanges, take advantage of Rainbow's native video capabilities.

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



2 The Rainbow value proposition

Rainbow is a tool for digital transformation. Whether it is for hybrid and mobile working, working better together, improving the customer experience or boosting employee engagement, Rainbow provides the communication and collaboration tools companies need to achieve their digital transformation.

Rainbow at your company's service for:

- Better serving your customers
  - Calendar, interactive voice server, call grouping for efficient call handling
  - Manage your important projects with customers, suppliers and partners from Rainbow
  - Contextualised communications thanks to file uploads

- Working better together
  - Hybrid working and mobility, your office follows you wherever you are
  - A professional tool for better separation of work and personal life
  - Collaborative spaces for fast, efficient team interactions
  - Security awareness via alert messages
  - Inform simply and quickly via channels

- Benefit from the best in technology with complete peace of mind
    - A secure service operated by ALE
    - Monthly or annual subscriptions tailored to your needs

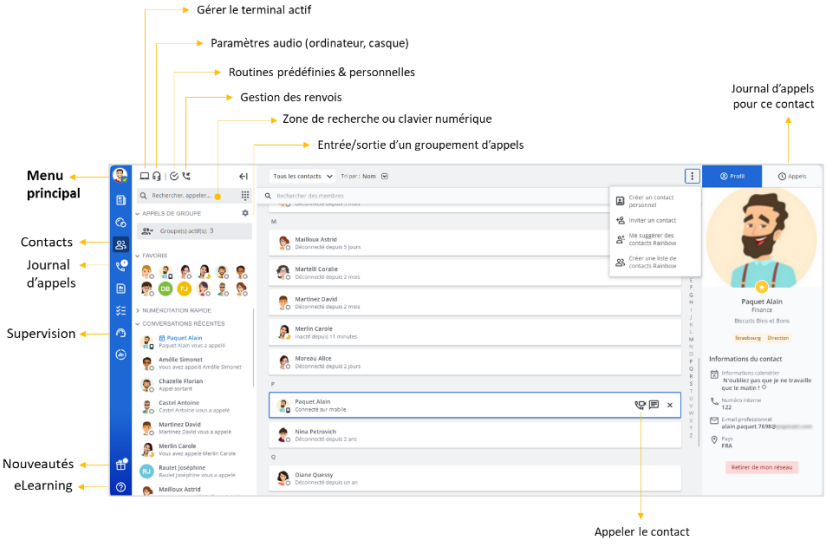
Rainbow, a secure, cloud-based service operated by ALE, so you can enjoy the best of technology with complete peace of mind.
With Rainbow, you don't need any on-site equipment, apart from desk phones or DECT mobiles if you want to complement PC and mobile applications with physical workstations. All services - telephony, collaboration and conferencing - are made available via the Internet as a subscription per user per month, and you can increase or reduce the number of service users at any time, depending on the commercial commitment made to your partner.

3 The Rainbow application

We have taken particular care with the design and general ergonomics of the Rainbow application, making it simple and efficient to use every day.
The interface is divided into 4 main areas:

- A navigation banner on the left lets you navigate between the application's main features: information channels, bubbles, contacts, calls, files and tasks. In the bottom left-hand corner, we have integrated two important elements: a *What's New* icon that lets you discover the new features brought by the latest update, and a *Training Center* icon that gives you access to a whole series of short video sequences of the order of 1 minute, so that you can easily get to grips with the application and discover for yourself how to make a call, transfer a call, start a conference, etc. Everything has been done to make the user feel at home. Everything is done to ensure that users feel at ease and can discover the application's functions for themselves.
- The left-hand side is dedicated to contacts and recent interactions, where you'll find your favourites, recent conversations, call groups and any shortcut keys you may have configured. This is also where you'll find a search and dialling zone. Finally, at the top you'll find a list of quick-access icons for selecting the equipment on which you wish to receive your calls, configuring audio parameters (headphones, etc.), managing your routines and call forwarding.
- The central, larger part is reserved for your interactions, and in particular this is where all the messages you exchange with your various interlocutors will appear.
- Finally, the right-hand side gives details of the person or group you are interacting with. Here you'll see your correspondent's first and last name, company, phone number and e-mail address. You'll also see up to 5 tags associated with this correspondent, which can be used to specify, for example, the function, department and location of your contact. All this information can be accessed via the search function, making it much easier to find a contact. You'll also see in this area a log of your calls with this correspondent.

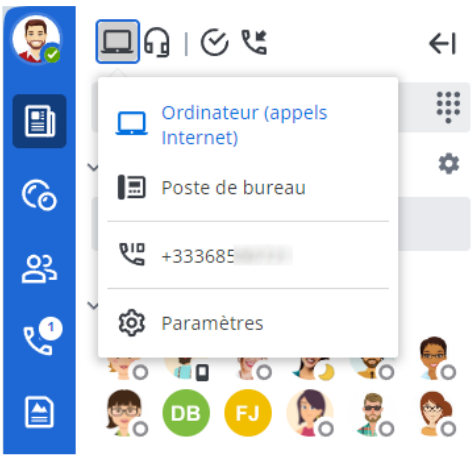
As you can see, everything is designed to be simple and effective. Note that the mobile applications, iOS and Android, follow exactly the same logic, so users can easily switch from the PC application to the mobile one.



4 Business Telephony

Rainbow, your communications control tower

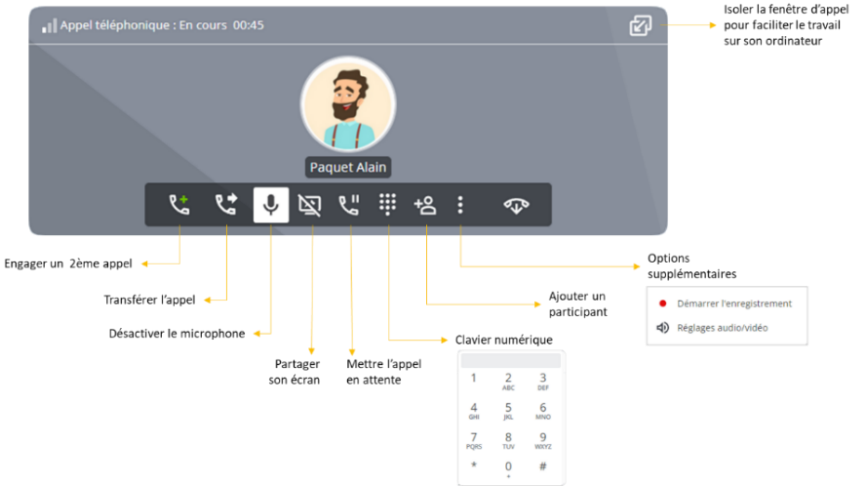
With Rainbow, manage all you communications from a single, simple and intuitive application :



- Choose the device you want to use to **take the call**, whether it is a **desk phone**, **smartphone** or **PC**.
- Control your telephone set from the Rainbow application, combining the ergonomics of Rainbow with the listening comfort of an office telephone.
- Access your corporate address book
- View the presence status of your contacts
- View past and missed call logs on all your devices
- Manage call forwarding
- Choose the number presented during a call from your personal number, the company number or a group number.
- Register or deregister from a call group
- Manage voicemail
- Define your own call handling rules depending on whether you are in the office, on the road, on vacation, etc.

All functions at your fingertips

When you have à call in progress, you have all the functions at your Fingertips. Take a call, transfer a call, mute your microphone, share your screen, put a call on hold, display the keypad, add participants, record the call or hang up. Controlling your calls has never been so easy. Thanks to Rainbow, you have all the functions at your fingertips!

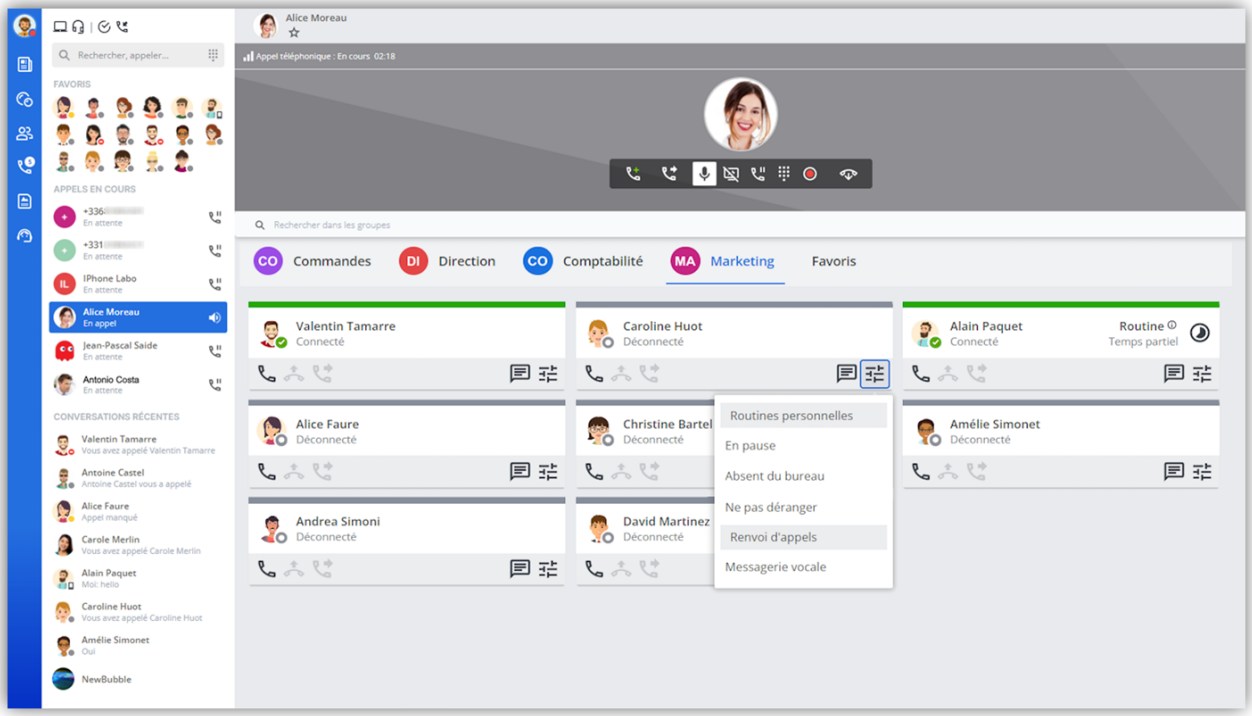


Reception, switchboard and operator console

The telephone greeting is an important component of the quality of service offered to your customers, and that's why Rainbow offers you numerous options for personalizing your greeting. In particular, you can personalize your greeting messages and link them to an opening/closing calendar for your offices. You also have a 3-level interactive voice server to direct incoming calls to the right department or person, for example: for sales, dial 1, for technical, dial 2, etc. Configuration of all these functions, as well as loading voice messages and music-on-hold, are directly accessible from a simple, intuitive administration interface. And these personalization capabilities can be associated with multiple numbers to enable your different departments to each personalize their greeting. In particular, it's possible to play a greeting message specific to each department, which will be played before presenting the call to its recipient, a person or a group of people. This is an opportunity to insert messages presenting your company, its offers and services, etc.

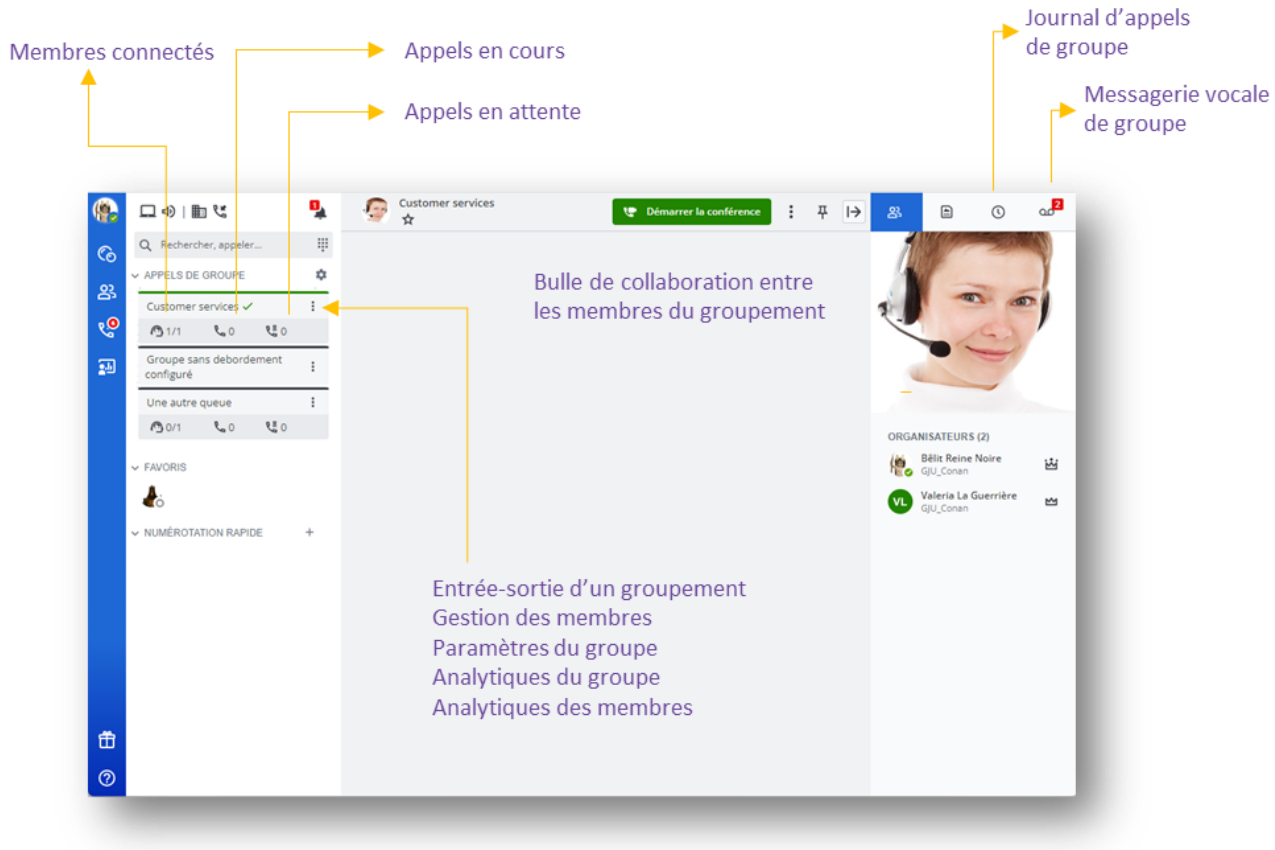
Finally, for companies handling a large number of simultaneous incoming calls, an operator console available on PC offers specially optimized ergonomics to facilitate the handling of a large incoming call flow, up to 10 simultaneous calls.

Operator console



Call groups

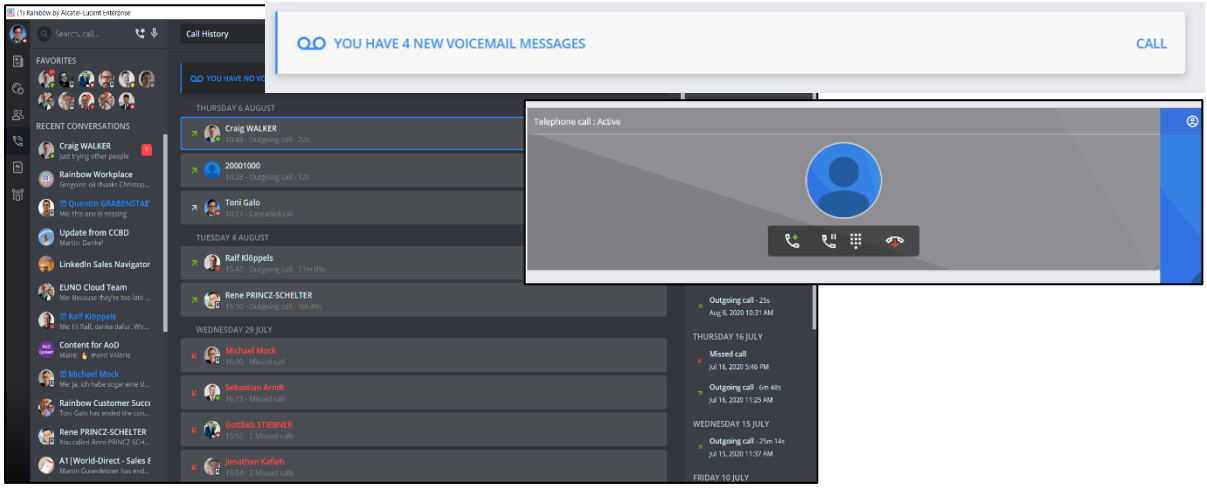
The notion of grouping in telephony is the ability to present a single number behind which a caller will be put in touch with a team, for example the sales or technical department. Calls received on this number will then be distributed to all team members, using different algorithms: parallel, sequential or cyclic. Queues can also be created if the number of calls exceeds the number of team members, in which case calls are placed on hold until an agent is available to answer them.
Groups are one of the highlights of the service, and Rainbow gives group members and managers a complete overview of group activity directly from the Rainbow application. In particular, they can see which members of the group are logged in and which are not, they can consult the call log of all incoming calls to the group and easily call back unanswered calls, and finally they also have access to a group messaging system, where callers leave messages for the group. What's more, all members of a call group are also members of a bubble, a collaborative workspace, where they can exchange messages relating to the calls they have handled. All this adds up to a set of advanced functions that make grouping one of the strong points of the Rainbow offering.
Group members can have two roles: agent or supervisor. The supervisor has direct access from the application to group management functions and statistics.



Voicemail

Users can access their voicemail from the Rainbow application or from a telephone. They receive notifications of new messages and can check their messages from their office phone or from the Rainbow application. They can also define or modify, for example, greetings and personal voicemail options.
Voicemails are also archived in the Rainbow personal storage space, so users can download, forward or delete them.

Visual voicemail on workstation or cell phone



Professional directory

In addition to the user directory, you can create a “Professional Directory” containing contacts of companies or organizations useful to all your users, along with their telephone numbers.

This prevents everyone from storing and maintaining, in their personal contacts, telephone numbers that are in fact useful to your entire organization.

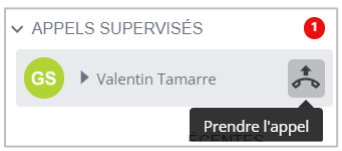
The ability to store personal contacts in Rainbow is nevertheless available to all your users from the “Voice Business” service level upwards.

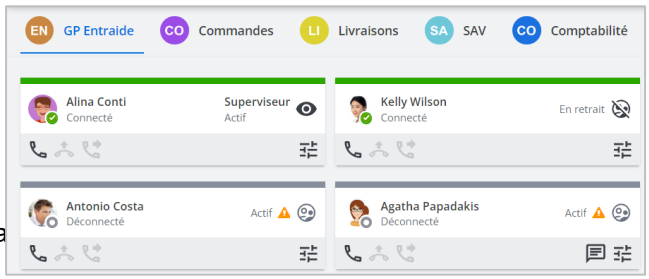
Thanks to this additional directory, searches are much more efficient, even on Myriad fixed-line phones. What's more, the quality of reception is enhanced by caller identification during call presentation.

Bonus: you can assign tags to these contacts, for searches by category (e.g. “supplier”, “subcontractor”, etc.).

Monitoring

Rainbow features a supervision function that allows users to supervise and intercept calls intended for other users.
Supervision/interception is possible from a Myriad range telephone via programmable keys.
Supervision/interception is available from the Rainbow application for Voice Business, Voice Enterprise and Voice Attendant subscriptions. Supervision groups are programmed via a dedicated tab in the Rainbow administration interface. Supervised calls are presented either via a widget (below left), or via a supervision panel (below right) available only with Voice Enterprise and Voice Attendant subscriptions.

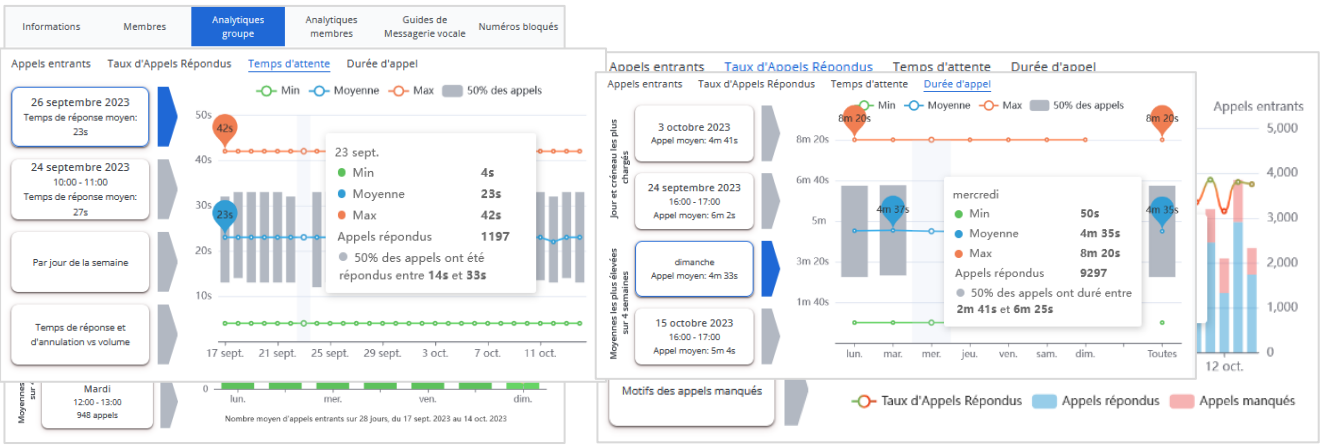




On cell phones, supervised calls arrive in the form
taking the call via the cell phone's Rainbow applica

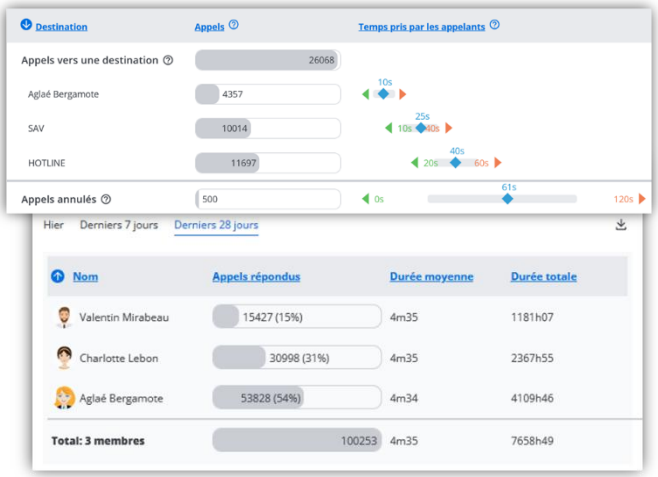
Call statistics

Rainbow offers a set of dashboards that enable you to monitor actual usage of the service and adapt your teams to call handling.
Call group statistics allow you to analyze incoming call volumes, answered call rates, waiting times and call duration, each according to different observation periods (over a rolling period, by day of the week, by day of the week and by time slot, etc.).



It is also possible to analyze the activity of individual group members.

Rainbow also provides statistics on IVR usage, enabling you to improve the quality of customer service by prioritizing the most frequently used paths.



Conference call services

Rainbow lets you set up virtual meetings available from any telephone, based on a public telephone network (PSTN) and with up to 120 simultaneous participants.

Rainbow users with conference call rights have personal access to a dedicated conference call. As a meeting organizer, he can share his conference call access information with anyone he wishes to invite (via e-mail or calendar invitation, e.g. Microsoft Outlook with the Rainbow add-in).

Web-enabled participants benefit from instant messaging and large file sharing during the telephone meeting. Screen sharing with all participants is also available.

This service can be used anytime, anywhere and on any device (internal or external line, landline or mobile), enabling employees and external contacts to join a telephone meeting.

Company employees can quickly schedule their meetings by including a conference call bridge at the click of a button, eliminating the need for IT resource support for this type of management.

The table below provides an overview of the main features of Rainbow's conference call function.

Conference call service	
User interface in Rainbow software	YES
Maximum number of participants	120
Communication mode	Local phone numbers in over 60 countries
Call ticket	YES
Media	Audio (telephone via a public number), instant messaging (web), screen sharing (web)
Instant and scheduled meetings	Personal user conference
External guests (non-Rainbow users)	YES
Integration with office suites (MS Outlook, GSuite) **Add conference URL to e-mail invitation**	YES

Please refer to the description of the different user subscriptions in the "**Business model and service plans**" section of this document.

Terminals

The table below details the terminals available on the Rainbow service.

RAINBOW HUB TELEPHONE RANGE

		Myriad M8	Myriad M7s Pro	Myriad M7s	Myriad M5s	Myriad M3s	ALE-2	DECT 8214
Usage		VIP terminal, Individual office, Reception, Intensive use, Meeting room	Reception, open plan office, individual office, meeting room	Reception, open plan office, individual office, meeting room	Reception desk, open plan office, individual office, meeting room	Reception desk, open plan office, individual office, meeting room	Open plan office, corridor, entrance hall	Cell phone for office, store, workshop
Audio	Super-wideband audio (handsfree mode)	■	■	■	■	■	■	
	Wideband audio handset	■	■	■	■	■	■	
	Bluetooth connectivity	■ (5.2)	■ (5.2)	x	x	x	x	
	Audio Hub	■	■	■	■	■	x	
	360° sound	■	■	■	■	■	x	
Screen	Size (inches) - Resolution	5 p - 800 x 480 pixels	3.5 p - 320 x 240 pixel	3.5 p - 320 x 240 pixels	2.8 p - 320 x 240 pixels	2.8 p - 128 x 64 pixels	2.8 p - 132 x 64 pixels	1.8 p - 128 x 160 pixels
	Type	Color				B&W		Color
Ecosystem	Key modules	Optional maximum 1 EM200 module, USB-A					x	
	Port (headphones, extension)	USB-A/USB-C/RJ9	USB-A/USB-C/RJ9	USB-A/USB-C/RJ9	USB-A/USB-C/RJ9	USB-A/USB-C/RJ9	RJ9	
	Gigabit Ethernet PC port	2	2	2	2	2	2	
	Power supply	PoE class 3	PoE class 2	PoE class 2	PoE class 2	PoE class 2	PoE class 1	
	Compatibility							Terminals 8328 & 8368
	Auto-provisioning	■	■	■	■	■	■	■

EM200 expansion module for M3s-M5s-M7s-M7s Pro-M8
Color display,
10 pages of 20 LED keys

Digital companies' favorites

Rainbow Hub can also be used to connect third-party equipment (desktops, DECT terminals, ATA boxes, door phones, conference phone, etc.). For a list of compatible third-party equipment, supported features and configuration instructions, please refer to the Manage SIP devices section of our support site.

Mobility

Rainbow offers two types of mobility solution to enable users to receive communications while on the move on company premises: DECT or WiFi.

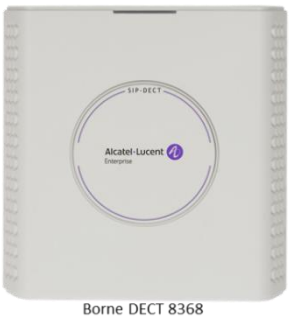
DECT is a proven, robust radio technology designed almost exclusively to carry voice, and suitable for both indoor and outdoor deployments. It requires a dedicated infrastructure, DECT terminals, and the use of specialized telephone sets, DECT stations. DECT can be deployed over large areas, such as workshops or warehouses.

WiFi is a more recent radio technology supporting voice and data traffic. The appeal of WiFi lies in its ability to carry all types of traffic - voice, video and data - and in the wide variety of terminals equipped with WiFi interfaces. Particularly in the context of communications services such as Rainbow, there's a vast range of WiFi smartphones to suit every type of use, from standard smartphones from different manufacturers to specialized smartphones with, for example, handheld functions for scanning product barcodes, or support for the lone worker function, or even ruggedized models. Last but not least, a wide range of products to meet very specific needs. The advantage of WiFi is that it offers a global mobility solution covering voice and data, enabling users to handle mobile calls while accessing their information systems. What's more, WiFi is a constantly evolving technology in search of ever-better performance in terms of bandwidth and traffic density.

In conclusion, the choice of one solution or the other depends on the context, expectations and constraints. Rainbow's openness allows you to consider one or the other with peace of mind, to best meet your expectations.

The DECT offer

Rainbow offers two types of DECT terminals: 8328 terminals for small installations with one or two terminals per site, and 8368 terminals for large installations with up to 254 terminals, available in indoor and outdoor versions.



Borne DECT 8368
d'intérieur

Borne DECT
8328

Borne DECT 8368
d'extérieur

Rainbow offers a DECT terminal, the DECT 8214.

Terminal DECT 8214

Collaboration services

Introduction

It is important to remember that Rainbow is a social network that extends beyond your company, enabling you to collaborate with colleagues as well as with people outside your organization - partners, suppliers, customers... Note that Rainbow allows you to manage a notion of visibility, i.e. a network member can be invisible, visible only within his or her own organization, or visible to all members. This is an important point that sets Rainbow apart from other social networks and makes it a network dedicated to corporate communications. The visibility of members can be managed at two levels, that of the company and that of the user, making it possible to offer all possible combinations, i.e. invisible users yet members of a public organization, or conversely visible users within a private organization.

Rainbow lets you create workgroups, known in Rainbow jargon as bubbles. A bubble is a collaborative workspace where you can exchange messages, share files and organize conferences. The number of participants in a bubble depends on the subscription of the person who created the bubble and can be up to 300. All messages exchanged are time-stamped and kept in a secure storage space in the Rainbow cloud. As a participant in a bubble, you can, at any time, consult the messages exchanged, find shared files, check who the members of the bubble are, and so on.

Rainbow also offers an interesting function that qualifies the urgency level of messages sent, from standard to information to important, helping your correspondents to prioritize their actions according to the degree of importance of the messages they receive. And Rainbow even offers an optional Alert level that requires an acknowledgement from the recipient, which is particularly useful in the healthcare or security sectors, where you need to be sure that your message has reached its destination.

Finally, to make daily use of collaboration functions easier, you can save your most frequently consulted contacts and bubbles in your favorites, activate or deactivate notifications by contact or bubble to avoid being over-solicited, store your bubbles in different folders to find them more easily - everything is done to make your life easier.

Contacts

Users of the Rainbow application must have a dedicated user account, so they can connect from the equipment of their choice. These users can then invite contacts (colleagues within the same company or from another visible company) to join their professional community and start one-to-one or group conversations.

Invitation

Inviting new contacts can be based on:

- Email address (contact will receive an email inviting them to join Rainbow)
- Microsoft Outlook contact
- Microsoft Office 365 contact
- Google Contacts
- Phone number (valid with a cell phone number only, contact will receive an SMS inviting to join Rainbow)

Contact search

You can search for a contact in:

- The user's personal network
- Company (including branches)
- Other companies (members of the public)

The user can search for a business contact (such as a prospect, customer or supplier) in Rainbow's integrated corporate directory (managed by the administrator). It is also possible to search for a contact in the PBX telephone directory, via Microsoft Azure Active Directory (if configured by the company), in Microsoft Office 365 Global Address List (GAL) or in your local Outlook contacts.

For smartphone users, it's possible to search for local contacts stored on the mobile device.

The company administrator can configure **tags**, which are skills or properties (e.g. department, expertise, ID number, roles) assigned to company members. Each user can have several tags assigned to the profile to make it easier to search for people.

Personal directory

Rainbow users can manually create a personal contact card and enter a new phone number in their Rainbow directory. Once this has been done, the new contact can be found by name in the search bar. The personal directory is available on all devices: desktops, smartphones and tablets, and up to 3 phone numbers can be saved per contact.

Collaborative teamwork

A shared workspace in Rainbow, also known as a **Bubble**, meets the need for real-time collaboration between Rainbow users, and with external guests. This space is created by the user around a collaborative interest linked to a project, a team, a meeting (one-off or recurring), a presentation, an event, etc.

Rainbow bubbles are persistent sharing spaces, linking conversations in the form of instant messages, shared files, multimedia communication capabilities (audio, video and screen sharing), and integrating polling or questionnaire capabilities to facilitate exchanges and collaboration.

The manager of a Rainbow bubble can:

- Add/delete a participant (from your own or another company)
- Invite an outsider (who does not have a Rainbow user account), simply by using a standard e-mail address

- Share a bubble's URL link to invite people (copy/paste into an email or calendar invitation), including external guests (without a Rainbow user account), with a private access mode.
- Promote - or not - a participant as an organizer to help manage and transfer administration of the collaborative space
- Promote a participant to the role of manager to help manage the Rainbow bubble or transfer rights to the bubble
- Start a multimedia conference (audio, video and screen sharing) with all participants. Note: this feature requires at least a **Rainbow Enterprise or Rainbow Voice Enterprise** subscription.
- Invite participants to join the conference by telephone, either by calling them directly, or by offering them a local dial-in number (available in 50 countries) and a meeting code. Note: this last feature requires at least a **Rainbow Enterprise Dial-In** or **Rainbow Voice Enterprise Dial-In** subscription.
- **Create a survey and edit its parameters (anonymization, multiple choice, etc.).**
- Depending on the subscription level, a user can create a Rainbow bubble with up to 300 participants.

Conversations

A conversation between Rainbow users can be:

- A one-to-one conversation: start a conversation between two people from the contact list
- A multi-participant conversation: within a Rainbow bubble, participants (Rainbow users and/or external guests) share information and exchange views in real time.

Rainbow users can manage multiple conversations simultaneously, through a single view of the software client:

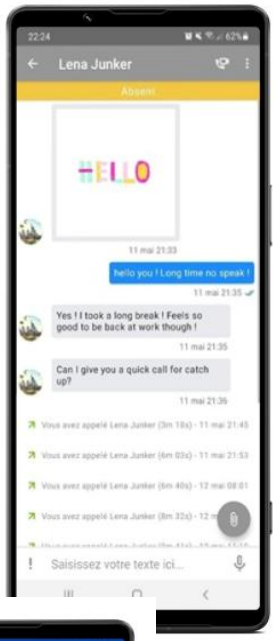
- Individual or group conversation; with audio, video, instant messaging, screen or application sharing, secure file sharing and storage
- View calls made or received in the context of an individual conversation
- Individual conversation recording
- View shared files in the context of an individual or multi-participant conversation
- Text search in a Rainbow bubble or individual conversation
- From the cell phone: deferred message transmission when the mobile network is unavailable or intermittent
- Isolate conference in a new browser window (works best with two screens)
    -

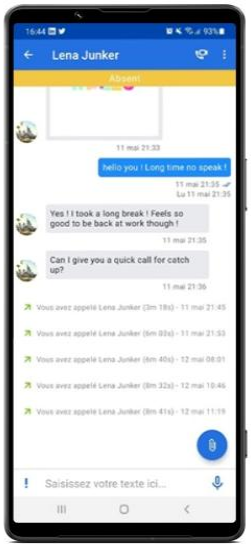
Instant messaging

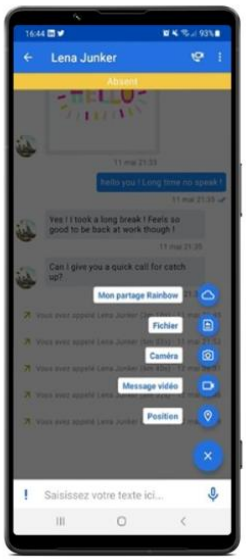
Whether with a single person or a group, instant messaging (or “chat”) helps users to make decisions and initiate actions instantly. If the user is not actively using his Rainbow software client when an instant message is received, a notification is displayed on his equipment.

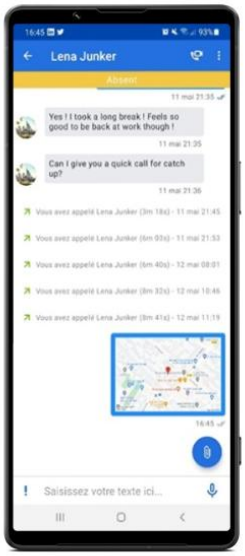
A Rainbow user can:

- Start an instant message exchange with another Rainbow user from their contact list
- Send an instant message in the context of a Rainbow bubble for a multi-party conversation
- Copy the content of a message or all messages exchanged in a conversation
- Mark a message as read/unread
- Create a task from a message and assign it a priority level
- Pin an important message
- Send all messages exchanged via email
- Delete all messages in a Rainbow bubble for which he is manager
- Using emoticons & animated GIFs
- Type messages: Standard, Information, Important, Emergency with acknowledgement (requires **Rainbow Alert** subscription for this last type).
- Use a typing checker
- Reply with a message to an invitation for an audio or video call
- Recording and sharing a voice message
- Share your geolocation (GPS positioning) from your smartphone









Attendance

Rainbow users can share information on their availability with their contacts in real time, thus reducing the number of missed calls. There are several predefined options for indicating presence, which can be selected manually or updated automatically.

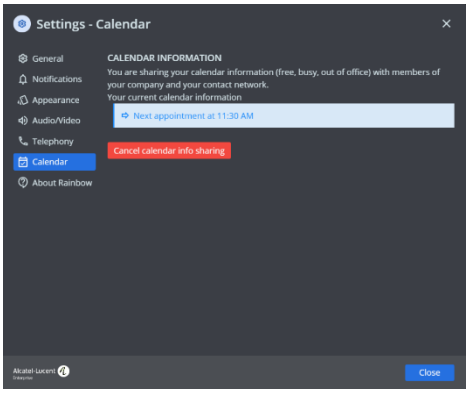
The presence statuses are as follows:

- Connected: available for a contact
- Connected on mobile: available for mobile exchange only
- Absent: inactive for a given period
- Invisible: do not indicate presence
- Busy: on a call (audio or video) or being shared
- Do not disturb: when you do not wish to be contacted
- Offline: not connected

Notes : When using Rainbow in conjunction with Microsoft Teams, it is possible to synchronize telephone presence states (Rainbow) with those of collaborative uses (Microsoft Teams). This provides optimum convenience for users exploiting the services of both platforms.

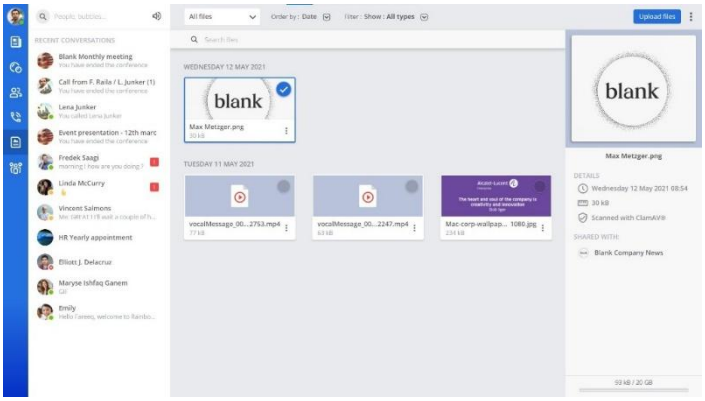
Calendar information

Calendar information is based on data from Microsoft Exchange Online with Office 365 or Google Calendar, depending on the services subscribed to by the company. A Rainbow user must first authorize access to information linked to his or her Office 365 or Google account (read-only information).



File sharing and storage

Rainbow users can save any type of file in their private Rainbow storage space. Users can share images, documents or any type of file in the context of a conversation (individual or multi-participant).



With the Rainbow software client for mobile, users can share files (including audio and video) using either the native Apple iOS sharing extension or the native Google sharing extension, depending on the type of mobile device used.

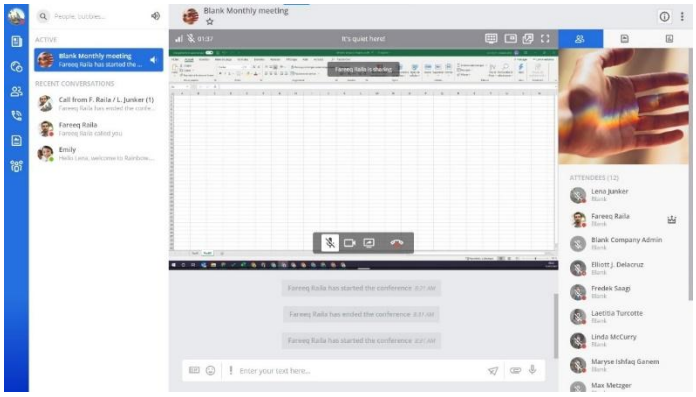
A Rainbow user can send several files at once from his software client:

- From the desktop or your private Rainbow storage space in the context of a conversation
- From your desktop to your private Rainbow storage space

A user can obtain quick access to files received and sent. The sender of the files is identified and who can see the files sent. Files are sorted by date, name or size. The user can manage personal storage space and delete one, several or all files at a time.

Screen and application sharing

Rainbow users can share their screen by starting a conversation with one or more people (in a Rainbow bubble).
Participants will see the share from the device of their choice (desktop, web, smartphone) in normal or full-screen mode.



Rainbow users can also share a specific application from their desktop, to prevent others from seeing anything outside the shared application.

PC and Mac users can also take or give remote control when sharing a screen in a one-to-one conversation. This feature requires a Rainbow Enterprise license.

Channels

Rainbow users benefit from the **Channels** (newsfeed) function to receive and distribute information to a group of people inside or outside the company. For example, a company director, communications manager or marketing person can invite people to subscribe to dedicated news feeds, such as company news, product news or human resources information.

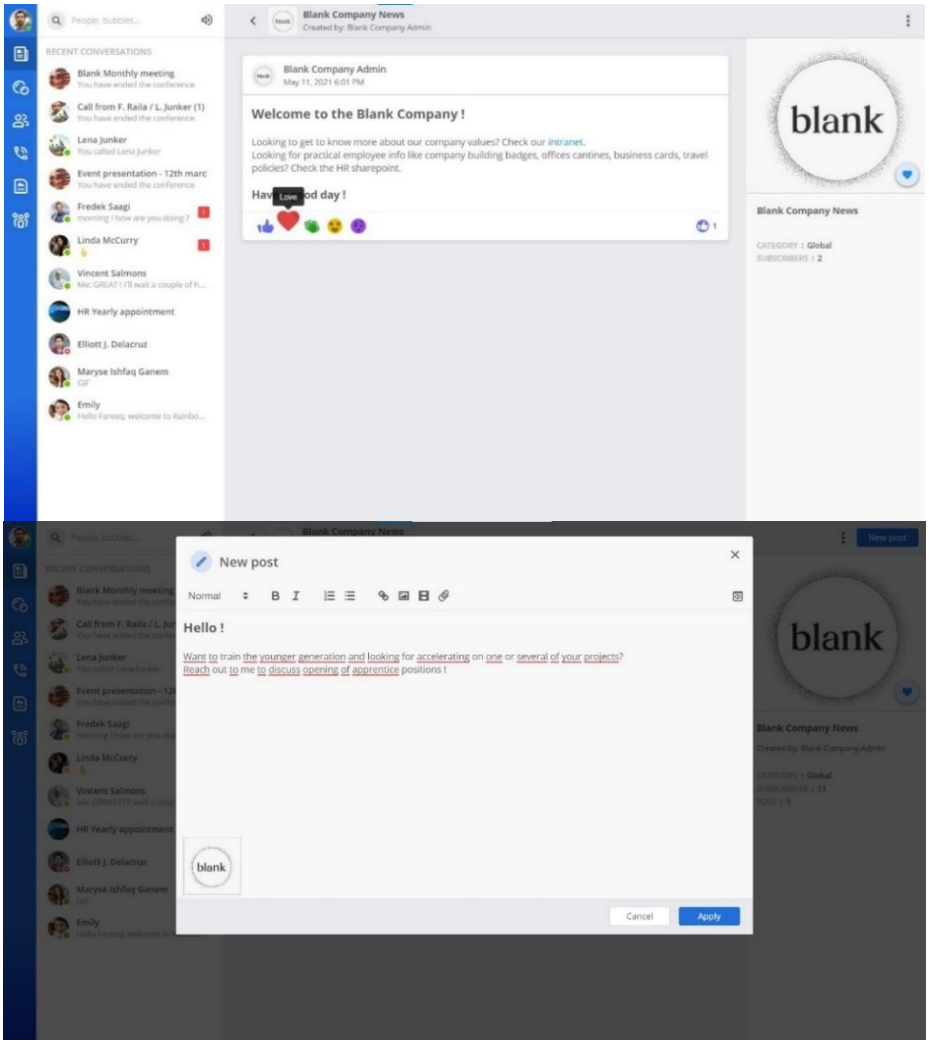
It is a great way to promote internal news, links, documents or videos.

No technical skills are required to publish a news post. Posts are sent to everyone who subscribes to the News Feed. When users log on to Rainbow, the Channels tab is the first information they see!

The Chain function can thus be used to replace an aging intranet website that is too complex to update and rarely consulted by company employees.

There are 2 types of information feeds:

1) **Private mode:** you can share information with company members only
2) **Public mode:** allows you to share information with people outside your organization. It is limited by administrator rights (not everyone in a company will be able to share information outside their organization).

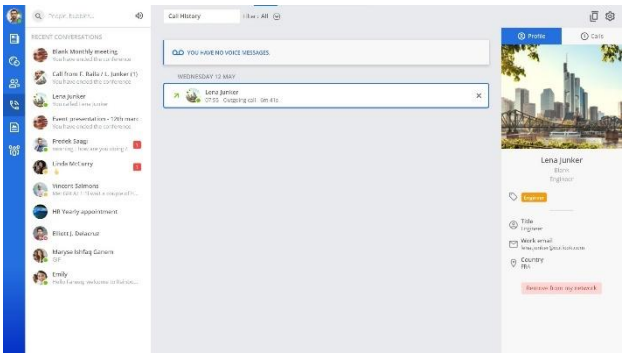


Call history

Call history displays information on audio conversations (the last 75 items are shown). Conversations are listed chronologically from the most recent call to the oldest. Calls are grouped by contact.

Rainbow users can manage their call history:

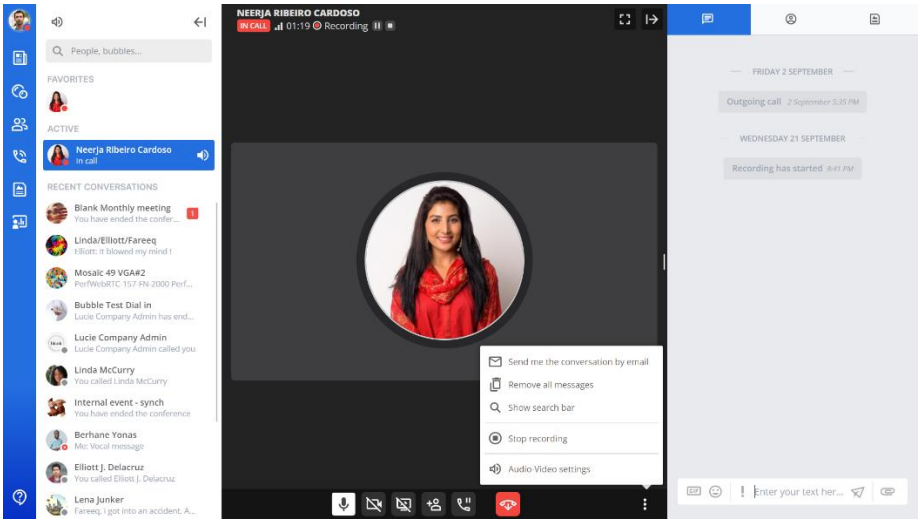
- View recent calls
- Delete a history record / all recordings
- View conversation details
- Check sent and received files
- Sort call history
- Filter call history
- Missed calls indicator



Conversation recording

Rainbow users can record audio and video or share content (screen / application), for example to remember the exact content and words of a conversation, improve customer service and satisfaction, and avoid conflicts and misunderstandings.

Recordings (MP4 format file) are saved in the Rainbow personal storage space or on the computer.



Note: when a recording is started, registered users receive a beep and a visual indicator is displayed. Users can stop recording at any time (by ending the conversation) if they are being recorded without their consent.

Integrations

Microsoft Outlook integration

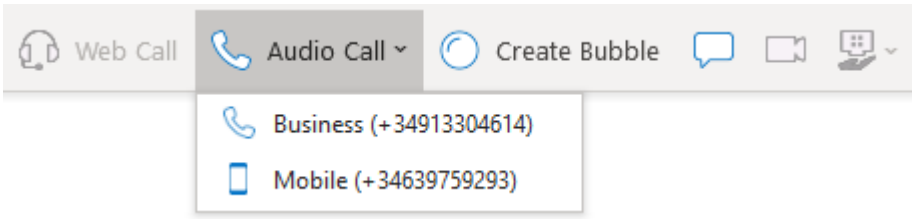
The Rainbow plug-in for Microsoft Outlook can be installed to complement the desktop Rainbow client application with audio (Web and phone calls), video, chat, screen sharing and conference call scheduling functions from within the Microsoft Outlook application.

The Microsoft Outlook client application can be connected to a local Microsoft Exchange server or to Microsoft's hosted service (standalone Exchange Online service or as part of the Microsoft Office 365 offering).

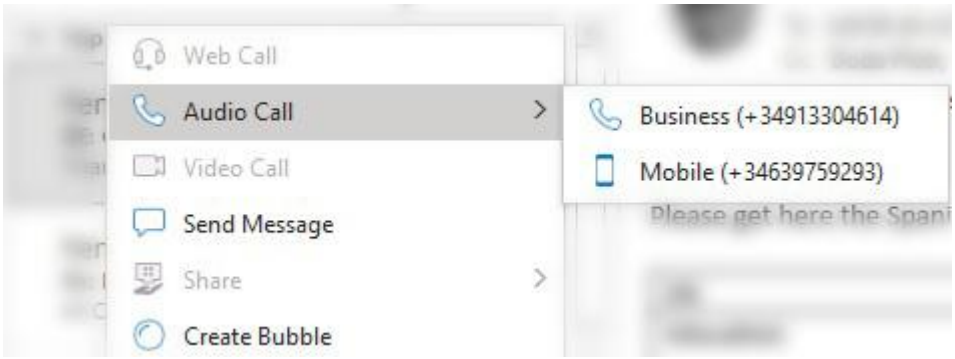
Below is a non-exhaustive list of services provided when configuring the Rainbow Add-in for Microsoft Outlook:

- Communicate with the sender/recipients of an e-mail: start a conversation (audio, video, telephone, online chat, screen sharing, etc.).
- Start an audio call: using your computer or business phone
- Launch a video call
- Start an instant messaging conversation
- Communicating with a Microsoft Outlook contact
- Create a bubble from an email and automatically invite all recipients
- Schedule a meeting and add the URL link to a Rainbow bubble to enable audio and video conferencing (based on WebRTC technology), even for external guests (without a Rainbow user account) who connect via a compatible Web browser.
- Schedule a meeting and include your personal, permanent conference call (without reservation)
- Join a Rainbow meeting from an Outlook calendar appointment

Users can select an email or contact and click on the “Audio Call” button in the menu bar:



Users can also right-click on an email or contact and select the Rainbow “Audio Call” action:



Integration in Microsoft Teams

Rainbow complements Microsoft Teams (via an integrated PowerApp application and a complementary call context management module) to provide enterprise telephony system integration and control of the user's telephone set. Thanks to this desktop-level integration, organizations that have deployed Microsoft Teams for instant messaging and application presence will benefit from the richness of Alcatel-Lucent Enterprise Telephony, as well as a

range of features and flexibility of use, for users with a desktop phone and a wireless phone (Wifi or DECT).

The solution requires two application modules:

- A PowerApp integrated into Microsoft Teams (available in the Microsoft Store)
- An add-on module to manage events and telephone calls in real time

The main features supplied are as follows:

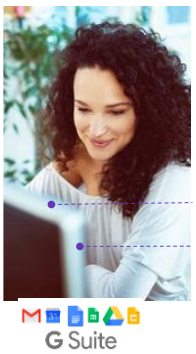
- **Through the PowerApp**
    - Rainbow user authentication (can be based on Microsoft Teams authentication)
    - Current phone extension selection
    - Call forwarding
    - Call history
    - Voicemail (calls, notifications)
    - Presence status management
    - Call group entry/exit

- **Via add-on (Rainbow icon in Windows notification area)**
    - Call management (pick-up/hang-up, reject, double call, transfer)
    - Notification of new events (missed calls, voice messages)
    - Quick call key from anywhere on your desktop

Rainbow integration in Microsoft Teams

- See who's calling / who's called you (thanks to notifications)
- Control your communications from your workstation
- A complete one-click softphony experience via your PC, or your telephone

Integration in Google Suite



Rainbow complements the Google Suite collaborative workspace with enterprise telephony services via a Chrome extension:

Select the extension you wish to use to manage phone calls

Initiate calls from Google Gmail or any Chrome web page

Manage call**routing**

The main functions offered are as follows:

- Office phone control: the user can control the phone from his office workspace
- Control from any telephone: users can manage telephone calls from any extension, while retaining a unique identity. The function is available for users with a desk phone as their main business line, with a tandem configuration, or users without a desk phone.
- Voice over IP calls: users can initiate (or receive) telephone calls to an extension connected to the PBX or to an external public number, from anywhere, using their PC in Voice over IP (VoIP) mode. This function requires the Rainbow WebRTC gateway installed on the customer's telephony system.
- Simultaneous ringing on incoming call: simultaneously on the user's computer or other device (e.g. personal mobile, home phone) and their workstation (e.g. office phone or DECT handset) to ensure they never miss an important call. The incoming call can be answered on any device
- Caller identification: based on the Rainbow directory (telephone numbers in E.164 format) or the company's PBX telephone directory
- Call the sender of an e-mail: from the Google Gmail application, quickly call the sender of an e-mail if the sender is a Rainbow user. Select the number to dial if the sender has several telephone numbers.
- Call from a phone number on a Chrome web page: select any phone number displayed in the Chrome browser page and make a phone call in one click
- Call forwarding: forward all calls to the user's voicemail or to another telephone number

A user can add the Rainbow Click2Call extension to the Chrome browser by downloading the extension from the Chrome Web Store.

The administrator can also automatically install the Chrome extension for your organization's users from the Google Admin console. Users then see the extension when using Chrome from their workstations and managed accounts.

4.1 Integration with CRM applications

The Rainbow™ connector for CRM (“Customer Relationship Management”) applications allows telephony and collaboration services to be integrated very easily on the desktop, directly within the CRM application.

The Rainbow Connector is a complete CTI (Computer Telephony Integration) solution that enables users to receive caller information from their CRM interface when their business phone rings, and to offer a click-to-call function from their CRM contact record.

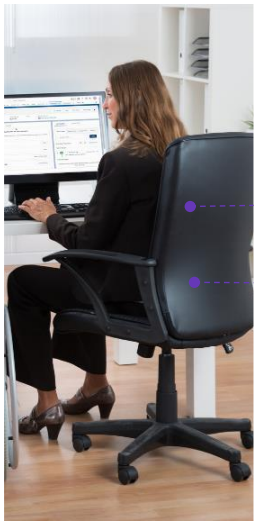
CRM application users need a fast, efficient way to reach their prospects by telephone. A CTI solution eliminates the need to manually dial the contact's telephone number, limiting errors and increasing efficiency. Telephone numbers associated with any CRM object, such as prospect, contact or ticket, are transformed into clickable links, enabling outgoing calls to be placed using the office telephone, or directly on the workstation in full softphony mode.

With the Rainbow CTI connector, CRM users benefit from :

- A One-click call to a CRM contact
- CRM customer record lift on incoming call
- Enhanced presence information with other CRM agents
- Directory of registered agents (whether CRM users or not)
- Conversation with other connected agents: instant messages, file sharing
- Audio and video calls* with connected agents

(*) Functionality may depend on CRM application

Rainbow integration in CRM applications



- **Rainbow integration in CRM applications**
- Use the information in the contact form (available in your CRM environment)
- Be notified of an incoming call (from your workstation)
- Take advantage of customer file feedback (and view all information)
- Contact the customer (and initiate calls from the CRM)

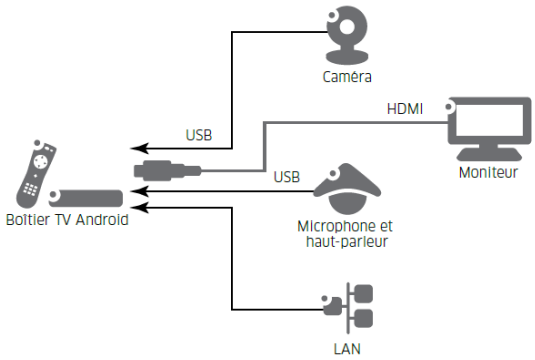
The Rainbow Connector is available with the following applications: Salesforce Sales Cloud and Service Cloud, Microsoft Dynamics, ServiceNow (ITSM), Zendesk, ZoHo, JADU,spot, Pipedrive, SuiteCRM, Freshsales.

Rainbow Room

Rainbow Room is an optional service that enables employees and teams to connect and collaborate effectively with colleagues and business contacts off-site. This service is dedicated to meeting rooms equipped with a large screen and audio and video equipment for communication and interaction with remote people.

The following items must be available in the meeting room:

- A subscription to Rainbow Room (monthly or yearly)
- A compatible Android TV box, connected to the meeting room screen via HDMI
- An Internet connection for the Android TV box
- A Rainbow Room software application installed on the Android TV box
- A camera connected to the Android TV set via USB
- Audio equipment (microphone and speaker) connected to the Android TV box via USB



Features	Customer benefits
Online video conference	Facilitate meetings with external guests who join with a click from a compatible web browser.
Video collaboration	Make web meetings natural with video, file and screen sharing: invite up to 120 participants per conference and enjoy your precious time with them, wherever you are. Up to 49 simultaneous video streams on the same screen.
Global presence	The worldwide coverage of Alcatel-Lucent Enterprise Rainbow provides excellent meeting quality, regardless of distance, even with your suppliers and customers abroad.
Secure communication	Alcatel-Lucent Enterprise's Rainbow uses audio and video WebRTC technology to deliver secure communication over simple Internet access.

5 Security, data protection and regulation

Rainbow from Alcatel-Lucent Enterprise is a cloud service developed and operated by ALE, a recognized expert in the world of enterprise communications.

Security in the cloud is sometimes identified as a barrier to adoption. Confidentiality and reliability of cloud services are also questioned, so customers need reassurance. Rainbow offers a strict data privacy policy, with data centers in different locations for global service coverage.

Rainbow has points of presence in privacy-conscious countries such as France, Germany, the USA, Canada, Singapore and Australia. Under the terms of the contract, users' personal data is not used for commercial or marketing purposes, and ALE ensures compliance with local data privacy regulations such as RGPD in European countries.

Rainbow cloud services were ISO 27001 certified in early 2019. This means that all the necessary means are in place to protect the security of our customers' data. This includes both the staff employed to operate the Rainbow cloud solution (training, certification) and the processes put in place for the logical and physical protection of the solution. Customers can feel confident about the security of their private data.

In addition, Alcatel-Lucent Enterprise maintains the highest level of data security, and has obtained the following certifications:

- **DINUM label:** Rainbow is a communication and collaboration solution referenced by the French interministerial digital department.
-
- **ANSSI - CSPN:** Rainbow has been CSPN-certified since November 2023. (Note that our hosting partner OVH has been ANSSI - SecNumCloud certified since 2021, and Rainbow can be deployed there for a dedicated instance).

Rainbow cloud services are packed with features to ensure optimum data and communications security for customers:

- Use of TLS 1.2+, Secure HTTP (HTTPS), Secure RTP (SRTP), DTLS and XMPP over WSS (WebSockets over TLS).
- Firewall traversal and compliance with the latest standards (ICE, STUN and TURN)
- Complex user password management policy with TOTP capability
- Secure self-registration of user accounts and secure password reset
- Single Sign-On (SSO) with SAML v2 or OpenID Connect. Rainbow also supports SSO

with Microsoft Active Directory installed on the customer site, thanks to Active Directory Federation Services (ADFS).

For more information on this subject, please refer to the official **ALE Rainbow Security Brief**:

- https://support.openrainbow.com/hc/en-us/articles/115001019330-Security-Solution-Brief

6 Requirements and compatibility

Network requirements

Rainbow relies on the Internet network service. The customer must therefore implement an active connection to Rainbow cloud services from the corporate network, or externally from a hotspot or third-party network.

For more information, please refer to the network requirements for Rainbow provided on the public Rainbow support site:

- https://support.openrainbow.com/hc/fr/articles/115000301750-Quels-sont-les-pr%C3%A9requis-r%C3%A9seaux-Ang-

Equipment compatibility

The Rainbow software client is available on desktops (via web or pre-installed application for Windows PCs and Macs) and smartphones (iPhone and Android).

For more information, please refer to the Rainbow compatibility matrix provided on the public Rainbow support site:

- News & Updates – Rainbow Help Center

7 Details of commercial offer

The level of service provided depends on the subscription chosen for the user. Here are the details of the subscriptions available on Rainbow:

RAINBOW HUB

Summary of subscriptions and options

User subscription	Services	Functions	Equipment
Voice Phone	Telephony on telephone set only	All telephony functions from a telephone set, without access to the Rainbow application.	Telephone only (fixed or DECT), doorphone, analog line
Voice Business	Telephony on workstations, PCs and mobiles + Call interception + Collaboration	All business telephony functions accessible from a telephone and/or the Rainbow application (PC and smartphone). Collaboration functions from the Rainbow application (PC and smartphone): multi-participant instant messaging, presence, document sharing.	Computer, smartphone and/or telephone (landline or DECT)
Voice Enterprise	Voice Business + Videoconferencing + Supervision - Group interception	All Voice Business subscription features, plus call supervision-interception and video conferencing for up to 120 participants and 49 simultaneous videos.	Computer, smartphone and/or telephone (landline or DECT)
Voice Enterprise Dial-In Pack	Voice Enterprise + conference calls with local numbers	All the functions of the Voice Enterprise subscription, plus conference calling for up to 120 participants, with local numbers available in over 50 countries.	Computer, smartphone and/or telephone (landline or DECT)
Voice Attendant	Voice Enterprise + operator console capability	All the functions of the Voice Enterprise subscription, plus the Operator console available from the Rainbow application, in softphony only. This subscription is incompatible with the use of a physical extension.	Computer only

Subscription option	Services	Functions	Equipment
Rainbow Room (per conference room)	Transform any meeting room in the conference room	Videoconferencing platform dedicated to conference rooms.	Android TV box
Rainbow Alert (additional charge per user)	Emergency alert service	Emergency alert service via instant messaging (bypasses Do Not Disturb status), persistent visual and audio notification, acknowledgement.	Computer or smartphone
CRM Connect (additional charge per user)	Enrich your business application with real-time communication	Manage web or telephone calls within your CRM system. Keep a history of all telephone exchanges in your CRM.	Computer only
Rainbow Webinar (per simultaneous webinar, 120 or 500 participants)	Plan, manage and control webinars within the Rainbow application	Stage / backstage, polls, external speakers, public / private chat, show of hands, file sharing, waiting room, recording, participation reports.	Computer, smartphone

The table below gives an overview of the functions available according to user subscription:

Main subscriptions in detail

		Voice Phone	Voice Business	Voice Enterprise (1)	Voice Attendant (2)
COLLABORATION SERVICES					
Teamwork	Persistent group chat, bubbles		Up to 100 participants	Up to 300 participants	
File sharing and storage	Cloud storage space, per user		1 GB storage	20 GB storage	
Conference	Audio and video calls, screen/application sharing		As a participant only	Up to 120 participants and 49 videos	
News channels	News channels		Follow, publish	Create, manage, publish, track	
Webinar	Plan, run and monitor webinars (company-level license)		■	■	■
Calendar information	Microsoft Office 365 Exchange Online, Google Calendar		■	■	■
Unified communications connector	Google Suite, Microsoft Teams		■	■	
Microsoft Outlook	Microsoft Outlook plug-in and Outlook personal contact search		■	■	■
TELEPHONY SERVICES					
From any device, anywhere	All telephone functions are available on PC, smartphone and telephone. Only one phone (landline or DECT) per user.	Telephone only (or DECT)	■	■	PC only
Call management	Dual call, to-and-fro, supervised and unsupervised transfer, conference for up to 10 participants, call forwarding	■ (Conf to 3 maximum)	■	■	■
On-station supervision	Supervision/interception of calls to landline (via programmable key)	■	■	■	
Softphone supervision computer-based	Dynamic call interception widget presented to supervised users		■	■	■
	Call supervision/interception via user group tabs			■	■
Manager/Assistant	Calls to the manager can be filtered and presented to assistants		■	■	■
Call groups	Sequential, circular, parallel, with or without queue. Overflow on occupancy / non-response.	■	■	■	■
	Advanced grouping functions: in/out, group call log, group voicemail, global & individual statistics		■	■	■
Welcome messages	Define working hours, public holidays and special days, with associated greetings	■	■	■	■
Voicemail	Voicemail by email, with visual and new voicemail message notification in the user interface.	■	■	■	■
Call recording	Record all incoming calls for one or more lines (2-month storage)	■	■	■	■
Compatible phones	Compatible office phones (fixed / DECT)	ALE-2 telephone set, Myriad M3-M5-M7-M8 DECT (3): terminal 8328 with terminal 8212 or 8214 - terminal 8368 with terminal 8214			(2)
Operator console	Switchboard / Reception, Supervision-Interception (up to 10 simultaneous calls)				■
Business integration	Click-to-call from business applications and file feedback		■	■	■
Customized routines	Define your own call handling rules according to your situation (in the office, telecommuting, on the road, on vacation, etc.).		■	■	■

(1) The **Voice Enterprise** license is also available in a **Voice Enterprise Dial-In pack**, which adds conference calling for up to 120 participants, with local numbers available in over 50 countries.
(2) A **Voice Attendant** user cannot have a fixed telephone or a DECT terminal.
(3) Not available for Canada / USA

For a complete description of the solution and all the features available in the current version, please consult the official list of features.

8 Solution price

-
- See pricing Section

Rainbow Voice Phone	£/ month
Rainbow Voice Business	£ / month
Rainbow Voice Enterprise	£ / month

All licences include a DDI , 1000 UK National minutes, 1000 UK Mobile minutes, support, upgrades and access to SIP.

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