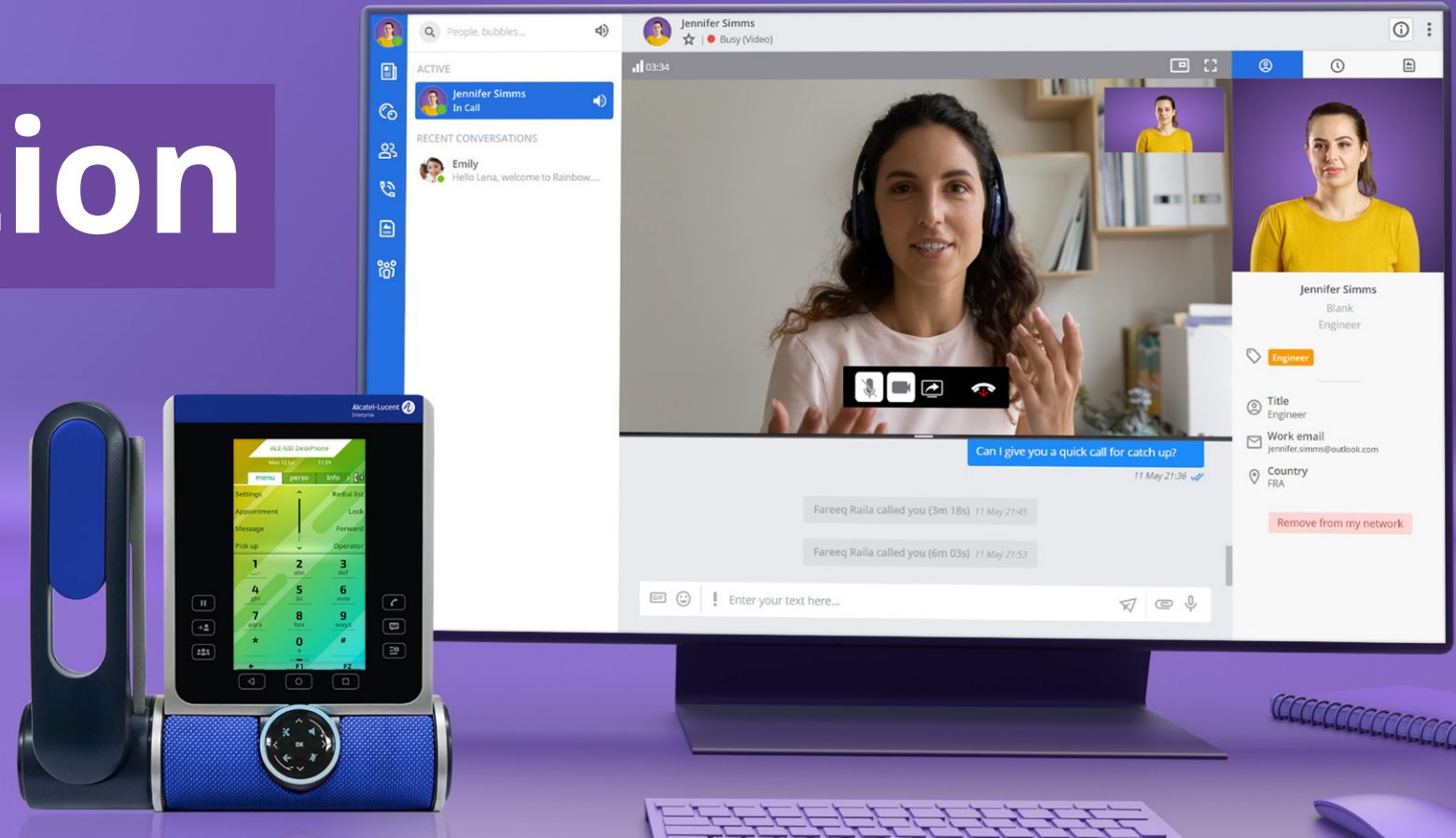


This is transformation



Alcatel-Lucent OmniPCX Enterprise Purple

A communications platform designed for the digital age





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Introducing Alcatel-Lucent OmniPCX Enterprise Purple

Digital technology has infiltrated our personal and professional lives for more than a decade. However, enterprises are now experiencing accelerated adoption of new cloud-based services enabling collaboration and work from anywhere, amid an increasing need for mobility and flexibility.

For businesses with a digital transformation underway, the call to action is to accelerate their activities. For those who have not started, it's now time to decide how and where to begin.

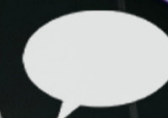
Enterprise communications are now more critical than ever. Companies need to determine how to integrate communications to enhance business performance rather than maintaining it as a separate communication tool.

It starts with a communications platform with embedded open technology and capabilities that support digital transformation to help make companies successful, regardless of their size or industry.

The open communications platform must deliver enterprise-grade communications with the highest level of security. It must integrate with business processes and applications to reduce latency and improve efficiency and customer satisfaction. The platform will provide the foundation for a digital workplace, enabling people to work from everywhere and anywhere with the same tools and same ease of use.

It's about a communication platform designed to connect to the cloud, enabling organisations to embrace new business models without having to change everything.

It's all about Alcatel-Lucent OmniPCX® Enterprise Purple.





Enabling the digital workplace

In a distributed work environment where remote and teleworking have become normal, real-time communications is a necessary link to connect colleagues, customers, partners, and suppliers.

OmniPCX Enterprise Purple enables enterprise communications and call continuity from anywhere and in any situation, and from any terminal (such as PC, mobile, deskphone). Moreover, it enables voice communications in cloud-based collaboration platforms such as [Rainbow™ by Alcatel-Lucent Enterprise](#).

Working as a team

Digital assistants, analytics, self-service apps as management practices shift

Digital workspace with immersive meetings and webcasts for remote team dynamics

Work as a team to handle more interactions, successfully

Connecting Everywhere

Time flexibility = Device flexibility

2 days a week at the office

Connecting Everyone

Flexible on-boarding of «non-corp» talents

360° view on customer omnichannel interactions

Call continuity with on-site workers, Rugged devices for harsh locations

Specialized devices to prevent «remote»



The new Alcatel-Lucent business phone experience

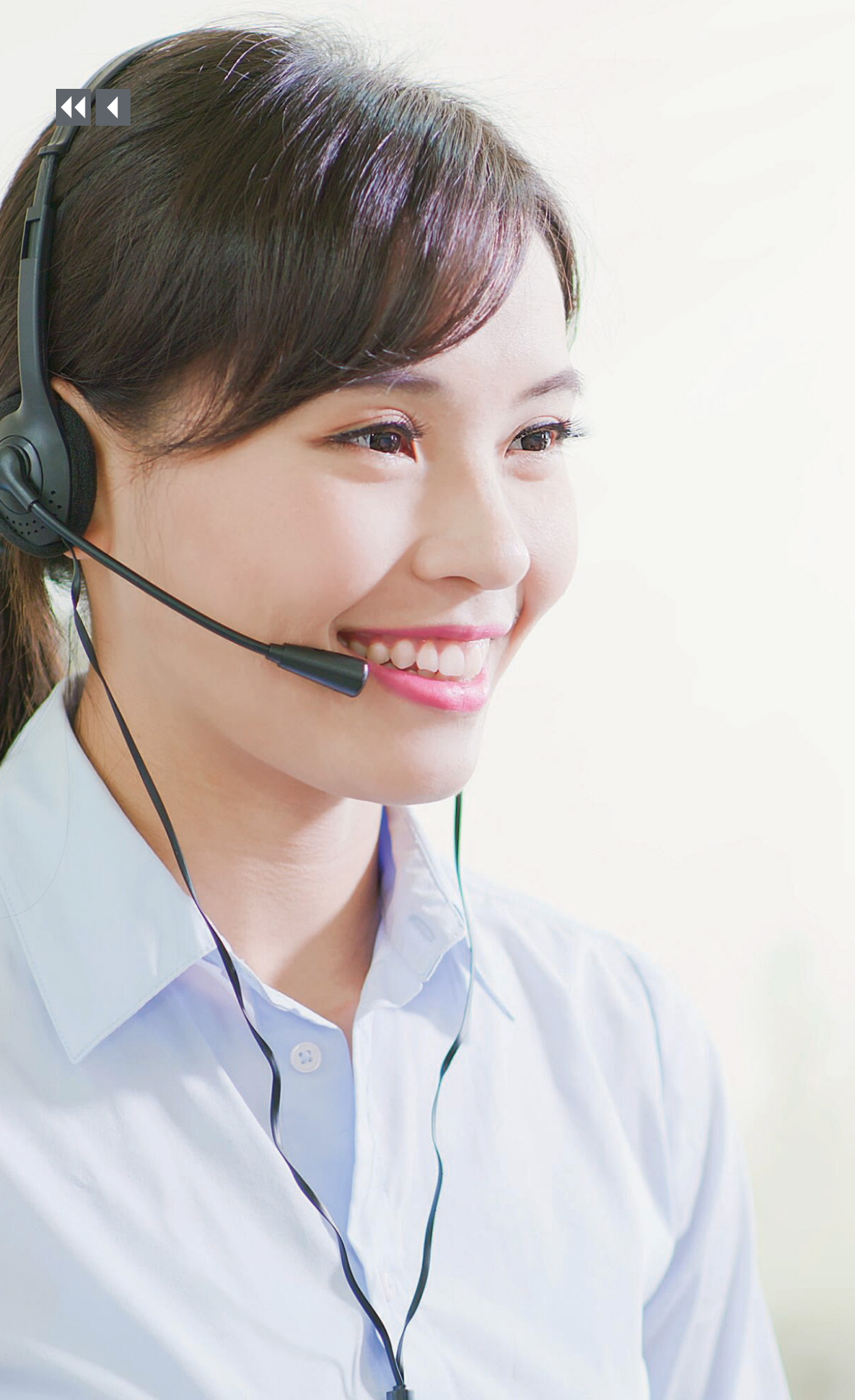
Alcatel-Lucent business phones are adding a new face to the OmniPCX Enterprise Purple communications platform.

Designed for digital age communications, these phones come with technology breakthroughs and unique features such as: Noise barrier, 3D Symphonic sound bar, and 3D audio capture, to name a few.

The stunning design and comprehensive features enable use at the office or in remote work settings. The sound quality lets everyone in the conference, or on a multi-party call, feel as if they are in the same room.

The new business phones automatically switch to energy conservation mode when not in use.



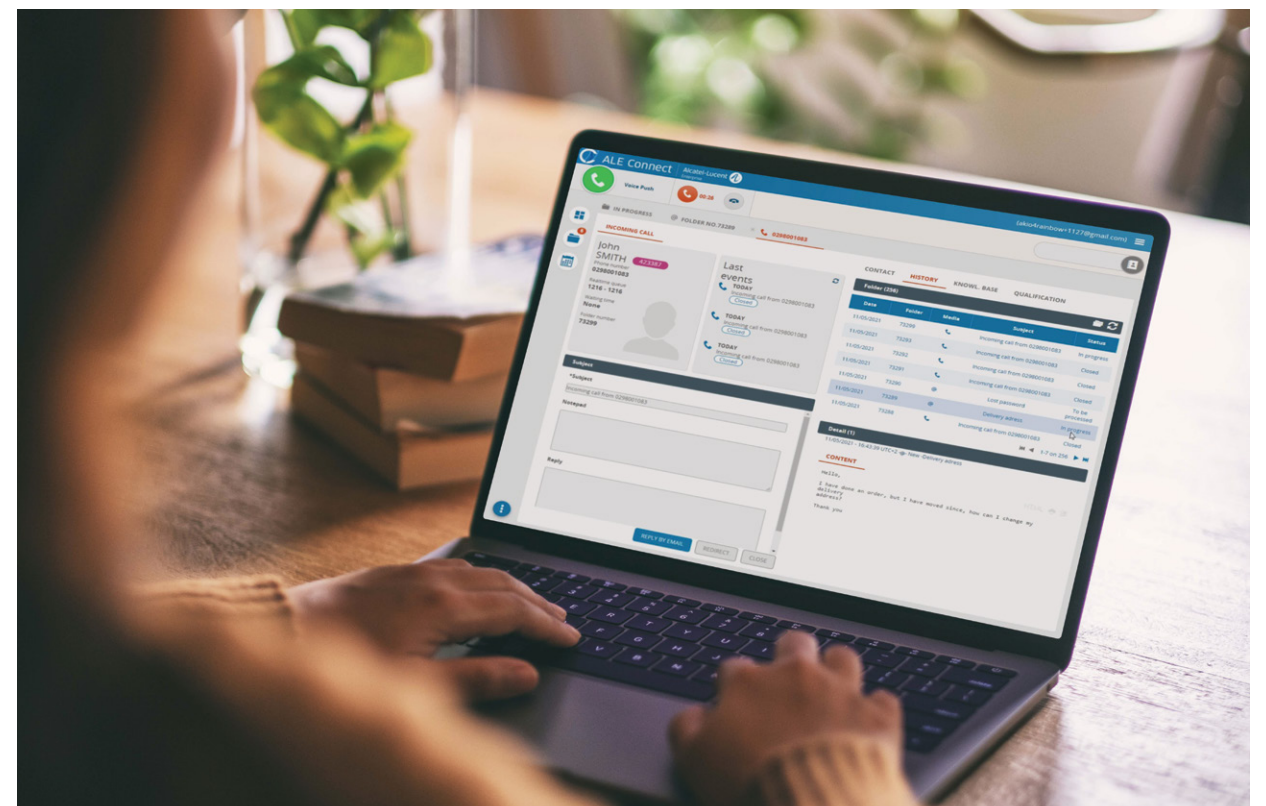


Hybrid Contact Center as a Service

ALE Connect is a unique omnichannel customer service solution that leverages the power of OmniPCX Enterprise Purple for voice interactions and a cloud-based service powered by Akio for multichannel interactions.

Agents benefit from an integrated platform enabling them to manage customer requests from a variety of media, from voice calls to messages, as well as through all the major social platforms such as Facebook Messenger and Twitter.

It provides unmatched outcomes in terms of customer satisfaction and agent empowerment and its cloud-based architecture offers organisations unprecedented flexibility to manage activity peaks due to the cloud-based architecture.





Connecting everything

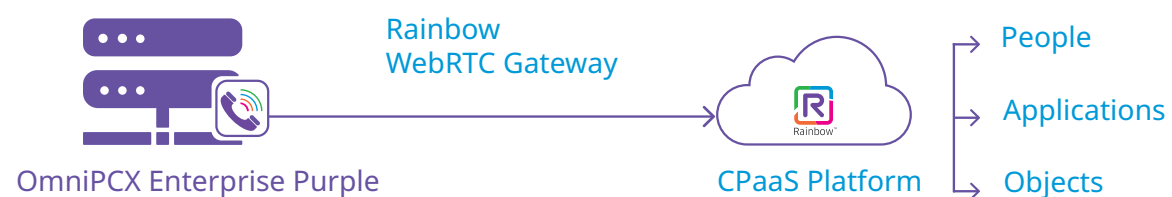
In today's digital world, communications must provide more than just simple voice connections between people, it must provide tools to improve responsiveness and reduce latency.

Enterprise communications must offer context, supported by the right information, at the right time. This information can come from an expert, an application, a business process, or even a notification sent by an Internet of Things (IoT) connected object.

OmniPCX Enterprise Purple is designed to enable real-time connections to everything, so conversations can take place in context to enable immediate business outcomes.

Integration can be done with off-the-shelf connectors, or through easy-to-use documented APIs with Rainbow Communications Platform as a Service (CPaaS) or Alcatel-Lucent OmniPCX® Open Gateway.

Applications range from customer service, and communications-enabled business processes to industry-specific solutions for healthcare, education, government, transportation, and finance, among others.





Connecting Everything

Connect People

Customer Experience
Chat bots



**Multichannel
Customer
Engagement**
Chat to Video



Connect Objects



Object-driven
communications

Business Process
Automation
Communication-enabled
workflows



Connect Applications



Automated
management



Google Workspace



Intelligent Buildings



Emergency
notification services





SIP at its core

Connecting everything requires operating in an open environment, with the latest technology and security standards.

OmniPCX Enterprise Purple is built around a powerful SIP engine at its core which enables openness to the enterprise IT ecosystem including: Business applications and process, management, and even the network infrastructure.

It features:

Scalability

- 15k SIP devices per instance
- 300k BHCC
- Direct RTP for remote call control

Operations

- Native SIP device management
- SIP VoIP quality tickets in new [Alcatel-Lucent OmniVista® 8770](#) NMS performance reports
- Cloud-based enrolment for NOE phones to go SIP at any time using ALE EDS

SIP+ features

- Supervision/Pickup (for SIP users)
- Remote call control with mid-call services
- Any SIP-to-SIP codec
- All redundancy options
- Softphone

Remote working

- Securely connect from everywhere with [Alcatel-Lucent OpenTouch® Session Border Controller \(SBC\)](#)
- VoIP and video through OpenTouch SBC
- Encrypted voice and video over Internet



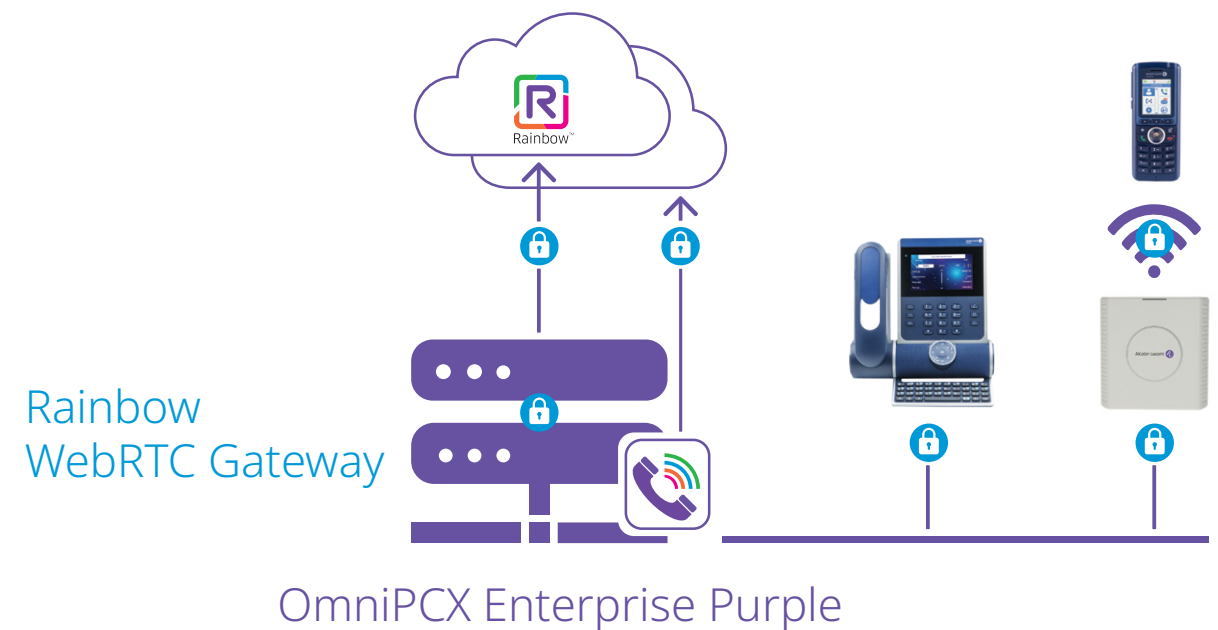


Enterprise-grade secure communications

Alcatel-Lucent OmniPCX Enterprise has strengthened its security and privacy-related features within its Purple offering.

The OmniPCX Enterprise Purple communications architecture provides end-to-end **native encryption** for SIP trunks to the Rainbow WebRTC Gateway as well as for ALE desk phones and DECT terminals.

In addition, the ALE communications architecture addresses the highest security standards, such as ISO27001 for Rainbow, and **Common Criteria** among others.





OmniPCX Enterprise Purple and hybrid cloud

From a business perspective, OmniPCX Enterprise is an open communications platform designed to connect to everything including: People, applications and processes, and objects.

From a model perspective, OmniPCX Enterprise Purple is designed to natively connect to the cloud, creating what ALE refers to as a hybrid cloud.

A hybrid cloud combines on premises communication telephony and cloud-based collaboration (or any other) services, providing immediate and tangible benefits for enterprises and public institutions. A hybrid cloud lets businesses:

- Leverage past communications equipment investments
- Shift gradually to the cloud without communications disruption
- Enable new employee workplaces due to cloud-based collaboration services
- Minimise maintenance and upgrade operations
- Enhance flexibility and agility
- Benefit from communications-enabled business applications without the burden of costly integration

The OmniPCX Enterprise Purple hybrid cloud architecture enables business automation services such as automated fleet management and maintenance operations, using its **Cloud Connect** services.

Specific services can be developed with comprehensive APIs from Rainbow CPaaS (cloud), or OmniPCX Open Gateway (on premises), a complementary integration platform to OmniPCX Enterprise Purple.





Summary

Designed for the digital age, OmniPCX Enterprise Purple helps organisations of any size, in any industry, successfully digitally transform by providing comprehensive benefits across three key components:

People: enabling the digital workplace

Provide communications and collaboration tools, devices, and services to enable the new workplace from anywhere and everywhere as if people were in the office.

Technology: connecting everything

Put communications at the centre of enterprise performance; integrated with business and office applications, business processes, and intelligent objects. Ensure people have the right information, at the right time to make the right decision. Information is provided in context enabling greater customer satisfaction and employee motivation.

Model: hybrid cloud

With the combined power of on premises corporate telephony servers and state-of-the-art cloud services, such as Rainbow Unified Communications as a Service (UCaaS), organisations can gradually embrace cloud benefits with no risk, while leveraging their past investments.

Alcatel-Lucent OmniPCX Enterprise Purple is an open and secure platform, with unlimited possibilities. It provides a starting point toward a successful digital transformation with communications at its core.