Brochure

OpenTouch Enterprise Cloud

Connect your business to the cloud

Alcatel·Lucent
Enterprise

- How about a flexible and scalable communication solution?

- What if you could pay for what you really use?

- How about communications that help you grow and innovate?

- What if you could rely on the privacy and reliability of your cloud services?

- What if you could transition smoothly to the cloud?

- How about a partner who can guarantee a safe cloud environment?

- What if you could improve your carbon footprint?

Cloud-based communication solutions are changing the way businesses communicate. Globally, they are igniting strategic digital transformations in many companies. This document looks at the communication challenges that businesses face every day, and presents a unique cloud-based communication solution that can help you reap real benefits for your business.

Choose cloud-based communications and discover...

OpenTouch® Enterprise Cloud
Flexible. Pay-as-you-go. Rich user experience.

Increased agility

What if your enterprise communications met all your flexibility needs?

Companies need speed and agility to stay competitive and respond to market conditions by doing what's right for their business. They expect the cloud to:

- Help them grow at their own pace (for example, startups or divisions expanding into new markets, regional acquisitions).

- Deliver functionality relevant to their business, that users need, and ensure up-to-date communication tools.

- Improve management of the ebb and flow of business. Examples include businesses with:

  - reduced activity in low seasons, such as hotels and ski resorts

  - high activity peaks, such as event management for concerts, fairs and shows

  - predictable bursts of activity, such as hospitality venues in high season

Companies also need to provide new capabilities to address changing work habits. Flexibility lets workers choose how, when and where they want to work. This increased agility, enabled by the cloud, lets businesses swiftly adapt to changing needs.

80% of IT decision makers have listed flexibility/agility as a key criteria for deciding to move to the cloud.*

*Source: Survey of IT Decision Makers, Frost & Sullivan, 2016

OpenTouch Enterprise Cloud is flexible

OpenTouch Enterprise Cloud delivers all of the services you need, on any device. These services include business telephony, mobility, conferencing, collaboration, messaging, recording, contact center and industry specific services (such as hospitality).

The solution **is suitable for small-, mid-, and large-sized enterprises. It can be quickly adjusted to meet the needs of any business**, including:

- Adding new capabilities or increasing capacity without installing additional hardware on-site.

- Offering cloud-based communications to ensure the quick execution of Move-Add-Change-Delete management operations; enabling enterprises to self-manage and address these daily operations through an OpenTouch Enterprise Cloud Web Portal.

- Increasing or decreasing capacity at any time, to respond to changes in the business.

Cost control

How about cutting costs and increasing profits?

Shift from CAPEX to OPEX and pay-as-you-go

Cloud-based communication solutions help organizations manage costs by enabling a shift from capital expenses (CAPEX) to operating expenses (OPEX). This ensures businesses have maximum transparency of allocated costs, as well as predictability.

The **OpenTouch Enterprise Cloud pay-as-you-go pricing model** delivers savings and flexibility in several ways:

- The company does not pay for software that isn't used, or is rarely used.

- Pay-as-you-go software can be stopped at any time.

Flexibility to scale as needed

The up-front cost of a cloud solution is lower than in-house solutions. For companies that need top-tier products but don't have the funds immediately available, cloud solutions can provide the quality of service and flexibility businesses demand.

With the ability to scale up and scale down based on business needs, **OpenTouch Enterprise Cloud is a financially viable solution that can be fine-tuned on demand**. For example, if customer and project demands require increased teamwork, collaboration tools can be quickly accessed without advanced planning. Likewise, expenses can quickly be reduced if the demand for services is reduced.
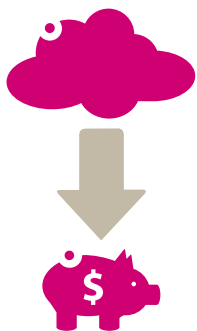
Companies who move to the cloud save, on average, 21% per year.*

84% of CIOs report that they have cut application costs by moving to the cloud.*

*Source: The State of the Cloud 2015 - Supply Chain Adopters Reaping ROI Rewards

Fast business response and free communications

The deployment of cloud software is faster than conventional communications installations. OpenTouch Enterprise Cloud **communication apps for fast business response can be deployed in a matter of hours**, ensuring communication quality between employees and customers are improved almost immediately.

Cloud-based applications are available wherever there is internet access. That means employees on the go, in virtual offices, and remote sites can instantly be more productive, and **communications with colleagues are free**.

Focus on core strenghts

Cloud-based communication solutions can help improve IT efficiency and reduce IT costs. Instead of wasting resources on processes that don't create value for the organization, such as routine maintenance, cloud solutions can enable IT departments to spend more time on core business processes and focus, for example, on business applications.

With OpenTouch Enterprise Cloud, businesses **"invest" in services that meet the demands of the workforce** by making unified communications (UC), conferencing and mobility, available to all employees without having to do extensive training and increasing the workload of the IT staff.

Accelerated UC adoption

How about communications that help you grow and innovate?

Businesses want to grow and innovate. However, employees are often spread across multiple sites which can increase the need to travel. Cloud-based communications improve mobility and collaboration enabling employees to work together, at any time, from any place. This also contributes to employee well-being and is key for attracting and retaining talent.

Enterprise mobility and BYOD

Cloud-based communication solutions increase responsiveness for employees both in the office, and on the move. This mobility lets employees manage their business communications from the most appropriate device whether it's a desk phone, a computer, or a smartphone. Additionally, for employees who want instant access to technology and flexibility, a BYOD (Bring Your Own Device) policy can be part of your business communications solution.

Fast business response from the workplace

The ability to escalate an instant message with voice, or have on-screen collaboration lets employees work more efficiently to quickly complete projects or files.

Work as a team

Many employees need to communicate and share information with remote colleagues and external contacts. Cloud-based collaboration can accelerate the decision-making process as well as the time to develop and successfully complete projects.

38% of businesses are already deploying unified communications and collaboration (UCC) apps in the cloud and another 48% plan to move to the cloud over the next one- to three-years.*

*Source: "The Future of Communications in the Workplace", a Frost & Sullivan End User Survey, March 2016

The demand for enriched collaborative conversations is setting the stage for the rapid adoption of mobile cloud services and is revolutionizing the way companies operate on a daily basis. **OpenTouch Enterprise Cloud delivers all of the power and richness of OpenTouch Suite for MLE**, including:

- Quality communications with high quality audio, fast dial, zero lost calls, and multi-line call management on any device

- Enterprise mobility with a single number for business communications on a desk phone, smartphone and computer, and session shift to the most appropriate device, at any time

- Remote worker support with telephony, instant messaging, presence and content sharing in a single application

- Fast business response with instant click-to-call, instant messaging and content sharing

- Collaboration across sites with colleagues, partners and customers enabling employees to share visual aids with participants both inside and outside of the company

Additionally, multimedia UC services can be integrated within business processes and third-party applications, to deliver measurable improvements.

Highly secure and robust

Will my communications and cloud communication system be reliable and secure enough?

Security in the cloud is sometimes identified as a barrier to adoption. Privacy and the reliability of cloud services are also questioned. The transition to cloud technology must ensure a robust, non-disruptive, high service level agreement (SLA) for applications and services. And, as communications are often business-critical, assurance that applications will continue to operate securely and effectively is required.

Alcatel-Lucent Enterprise cloud-based communication solutions offer a **security framework with hardened functionality embedded**, and which is transparent to the end-user.

> An overwhelming majority of 91% of organizations are very or moderately concerned about public cloud security.*

Privacy

OpenTouch Enterprise Cloud is a private cloud service. It offers **containment through servers, or virtual machines dedicated to your organization**. Only your employees have access to the communications software.

Security

In addition to up-to-date security protocols and mechanisms, OpenTouch Enterprise Cloud **includes all of the security and remote access control components** (including, a Session Border Controller and Reverse Proxy servers) for secure Internet access.

Our partnership with Thales Group Encryption, one of the leading security providers in the world, ensures **your communication system and communications are protected against cyber attacks** inside your network.

> 52% believe that cloud applications are as secure or more secure than on-premises applications.*

*Source: Cloud Security – 2016 Spotlight Report, 2016

Reliability

OpenTouch Enterprise Cloud is **designed to meet industry standards for high availability**. With automatic switching and data replication on a redundant server, spatial redundancy or remote site survivability supported by the Passive Communication Server (centrally-managed equipment located in mission-critical sites), OpenTouch Enterprise Cloud ensures that important calls are never lost.

In addition, cloud disaster recovery becomes much more cost-effective (there is no capital expenditure on hardware and software, you only pay for what you use) with significantly faster recovery times.

A smooth transition

How can you manage a smooth cloud transformation?

Moving to the cloud offers a positive change for your business model and for your business flexibility. Organizations must also consider continuity of the user experience, as well as create a strategy to reuse the existing physical equipment.

A hybrid cloud solution that works with your network

OpenTouch Enterprise Cloud offers communications over IP, or with a mix of IP, digital and analog phones, and trunks. There is no requirement for your network to be all-IP on day one, when you choose to move to the cloud.

The flexibility and the solution coverage meets all of the end-customer requirements and addresses all constraints, for both offsite and onsite architectures:

- Off-premise Private Cloud (externally-hosted) for Mid and Large companies

- On-premise Private Cloud (internally-hosted) for XL companies (benefits of the cloud while keeping the security and control of the solution on-site)

OpenTouch Enterprise Cloud also **leverages existing investments in Alcatel-Lucent hardware and software licenses**, which minimizes the cost of transforming your customer premises equipment (CPE) and allows for a smooth transition to the cloud with minimal business disruption:

- With an hybrid solution, you can enrich and evolve your CPE solution with new applications and services from the cloud, including UC.

- Or, transform your CPE solution to a full cloud solution and benefit from new multimedia services with a per-user/per-month price model.

More than 80% of enterprise IT organizations will commit to hybrid cloud architectures by 2017, vastly driving the rate and pace of change in IT organizations.*

*Source: IDC FutureScape: Worldwide Cloud 2016 Predictions, 2016

From CPE...

...To a hybrid solution   ...To a full cloud solution
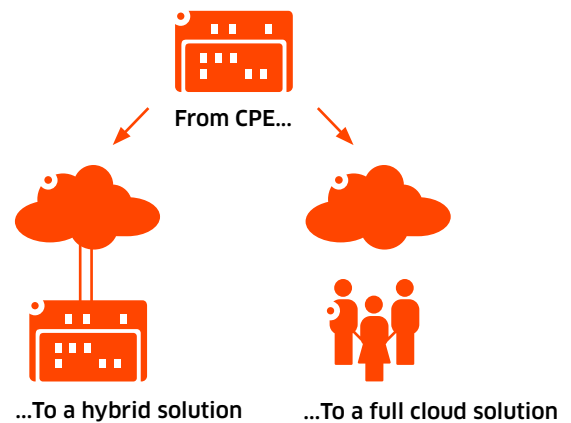
Trusted partners

How about a trusted partner for outstanding support?

Selecting a partner who can guarantee a safe cloud environment and ensure the availability of applications at all times is key to a successful cloud transformation.

Dynamic and fast growing partner community

Many Business Partner, including Service Providers, Value Added Distributors (VADs), and Infrastructure as a Service (IaaS) Providers have been certified to deliver Alcatel-Lucent Enterprise solutions. We are working together with trusted partners that share our vision for success and want to be a part of an exciting, growing team; Check out our partner locator map to find a partner close to you.

Dedicated cloud certification and support

The OpenTouch Enterprise Cloud team is designed to support our worldwide partners in delivering OpenTouch Enterprise Cloud services with speed and agility. To ensure a successful cloud transformation, partners receive the highest level of support, including access to best-in-class products and services, productivity tools, technical support, training and specialization, certification, project management, business assistance and marketing resources.

Alcatel-Lucent Enterprise solutions provide enterprise communications including networking and cloud offers. As a trusted partner of enterprises worldwide, we serve more than 830,000 customers from public and private sectors, from the smallest startup to the largest multinational.

Reduced carbon footprint

What if cloud-based communications could reduce your organization's carbon footprint?

Cloud technologies contribute to green initiatives that reduce data footprints, power consumption and hardware expenses. Here are just a few reasons why OpenTouch Enterprise Cloud is a smart **eco-friendly investment**:

- Less hardware in the office (by reducing the need for hardware you eliminate waste, and lower your costs).

- Efficient use of server resources.

- Shared infrastructures operate more efficiently than autonomous ones and consume less power.

Adopting green practices can have a significant, positive impact on your employees, customers and community.

OpenTouch Enterprise Cloud contributes to green practices by ensuring **one of the market's smallest hardware footprints**: virtual machines are few and their consumption is optimized.

In addition to lowering overhead costs and increasing employee productivity, **part-time and full-time remote workers contribute to green initiatives**: employee commute time, overall traffic and carbon footprints are reduced. With OpenTouch Enterprise Cloud businesses get infrastructure and applications that ensure easy and secure remote working.

Recent Pike Research suggests that datacenter energy consumption will drop by 31% in the next four years due to the continued adoption of cloud applications and other virtualized data options.

And, according to a survey conducted by IT solutions provider Computer Science Corp, about 64% of companies say that adopting the cloud has helped them reduce waste and lower energy consumption.

Source: Can cloud backup help save the planet?, Carbonite, 2016

Connect your business to the cloud
Choose OpenTouch Enterprise Cloud

Increase agility

Control costs

Adopt a rich user experience

Be secure and robust

Transition smoothly

Use trusted partners

Reduce your carbon footprint

Discover more about OpenTouch Enterprise Cloud

Alcatel·Lucent
Enterprise