

QUESTIONS AND ANSWERS ABOUT THE BUSINESS CONTINUITY CAMPAIGN

Q - What is Rainbow?

A - Rainbow is a cloud-based communication platform completely developed by Alcatel-Lucent Enterprise (ALE). With a host of unified communication and collaboration (UC&C) features available, Rainbow enables individual users and teams to easily connect and collaborate with both internal and external stakeholders both efficiently and securely. Some of the key Rainbow capabilities include; real-time instant messaging, large file transfers, high definition group and peer-to-peer audio or video calls, screen sharing, and further bespoke integration capabilities.

Q – What is Rainbow Enterprise?

A – The Rainbow platform is available in four different service plans; Essential, Business, Enterprise, and Enterprise Conference. While each of the service plans enables users to use Rainbow on any device, the features and capabilities of each service plan differ with Rainbow Enterprise being the most comprehensive. For example, while the free Rainbow Essential profile enables you to; assign a company administrator, organize Bubbles (groups) with up to 20 other users, and benefit from 1GB of cloud file storage, the Enterprise profile lets you assign multiple company administrators, organize Bubbles with up to 300 users, and benefit from 20GB or storage. Some additional key Rainbow Enterprise features include call recording, Microsoft Outlook integrations, advanced business phone control, PBX voicemail control, third party PBX connectors, and company user provisioning.

For a full comparison between service plans, go to the ‘Offers’ section of the www.openrainbow.com website.

		Best value		
Recommended Rainbow offers for small business (1)	Rainbow Essential	Rainbow Enterprise	Rainbow Connect	Rainbow Room
Who?	Occasional user Lobby phone	Work from anywhere. Schedules meetings	Customer service agent	Meeting room equipment
Phone line (2)	Office phone	Smartphone, PC, MAC, web, office phone	Same as Enterprise	Meeting room
Host chat groups	20 participants	300 participants	Same as Enterprise	Same as Enterprise
Share file	1 GB storage	20 GB storage	Same as Enterprise	Same as Enterprise
Host video meetings	-	30 participants 5 video streams	Same as Enterprise	Same as Enterprise
Communicate from within your favorite CRM desktop	-	-	Collaboration Click-to-call Screen pop	-

(1) Want more options? Discover all Rainbow offers and features in the [Rainbow Solution Sheet](#)

Q- Is the Business Continuity promotion only available to new ALE customers?

A- The Business Continuity Promotion is available to both new and existing customers. However, there are certain caveats for existing customers. For example, for new customers, they are able to request as many Rainbow Enterprise licenses as they require, while existing customers must request a minimum of 20 Enterprise licenses to be able to benefit from the promotion.

Q- Can a customer who has already requested promotional licenses, order more licenses during the same promotional period

A-Yes, should the customer require further licenses they will be able to request additional ones. However, by requesting these additional licenses this will not renew or prolong the three-month promotional period that was activated when the initial licenses were ordered.

Q-What if an existing customer has only ever used Rainbow Essential in the past. Can they still benefit from the promotion?

A-If an existing customer has only ever used Rainbow Essential, then they are treated the same as new a customer. In other words, they can order as many additional Rainbow Enterprise licenses as required for the duration of the three-month promotional period.

Q – Do we have any demo or testing site?

A – While we do not have any testing environment available today, the three-month Business Continuity promotion that we are offering will enable you to clearly experience the ROI and value that Rainbow Enterprise can bring your organization for free. Following the expiration of the three-month trial period, you can either cancel or extend your subscription with ease.

In addition to this, we have the following material to help you better understand the offering:

- Rainbow solution sheets in multiple languages
- Rainbow tutorial and onboarding guides
- YouTube channel with various promotional and explanatory videos
 - [Alcatel-Lucent Enterprise official channel](#)
 - [Rainbow overview video](#)
 - [Rainbow video conferencing video](#)
 - [Rainbow unified communications experience](#)
 - [Video explaining how Rainbow integrates into other workflows, processes, and applications](#)

Q – Can you let me know what exactly the customer gets with the three-month Rainbow Enterprise promotional offer?

A – With the three-month Business Continuity promotion that ALE is offering, each organization will benefit from as many Rainbow Enterprise subscriptions as required, to ensure that your colleagues can continue to engage with their customers and continue to operate as usual during these times of crisis.

As part of the Rainbow Enterprise service-plan, you will have access to:

- The use of Rainbow on any device (mobile (Android & iOS), desktop, web, tablet)
- Benefit from a host of communication capabilities such as instant messaging, large file transfers (with built-in antivirus scanner), cloud-storage (up to 20GB), group or peer-to-peer video and audio conferences (VoIP), screen sharing, call recording, etc.
- An ability to create multiple Bubbles (groups) with up to 300 users where everyone can collaborate and communicate together

- Integrate Rainbow into Microsoft Outlook to add enhanced unified communication and telephony capabilities
- Advanced business control with connections to third-party PBXs also available
- An online administrative portal where multiple designated users can access key usage statistics, manage users (move, add, change, delete), and enable additional security features such as disabling file-sharing
- A dedicated help desk working around the clock to guarantee business continuity
- A fully GDPR compliant solution that guarantees the safety and security of all user-data

Q- What are the terms and conditions associated with this promotional offer?

(1) Only one promotional package (which includes the desired number of Rainbow Enterprise or Business subscriptions) can be assigned to any business

(2) The package is non-transferable

(3) As part of the promotional offer, new customers can order as many Rainbow Enterprise licenses as they require for use during the three-month promotional period.

(4) As part of the promotional offer, existing customers who already use or have used *Rainbow Business* licenses or higher can order additional Rainbow Enterprise licenses as long as they order more than 20. These additional licenses can be used for the duration of the three-month promotional period.

(5) As part of the promotional offer, existing customers who already use or have used *Rainbow Essential* licenses can order as many Rainbow Enterprise license as required, for the duration of the three-month promotional period.

(6) By using the Rainbow service you agree to the associated [Terms of Service](#) and [Data Privacy](#) agreements

(7) Bubble *video* meetings are capped at 30 participants.

(8) Bubble *audio* meetings are capped at 300 participants

Q – What happens after the expiration of the three-month promotional period?

A – Towards the end of the three-month promotional period, you will be contacted by an ALE representative (via the contact details you provided in the online application form) and asked whether or not you would like to continue using your Rainbow Enterprise licenses. Should you wish to terminate your Rainbow Enterprise subscriptions, our agents will propose that you downgrade your licenses to Rainbow Essential. However, should you wish to extend your subscriptions then we will put you in contact with your business partner who will manage this transition for you, as well as look after your account moving forward.

Q- What happens to the customers' personal data at the end of the trial?

A-At the end of the trial if the customer does not wish to continue using Rainbow then their data will be stored for a further 30 days (standard procedure) after the date of termination, before being permanently anonymized. However, should they convert their trial into a permanent subscription then their data will continue to be processed for the duration of their account remaining active.

Should they subsequently delete their account at any point in the future, their data will be kept for a further 30 days (for billing and invoicing purposes) before being permanently anonymized.

Q-Where will the customers' data be stored and processed?

A- Rainbow data processing takes place at our main OVH Data Centers. The data always stays in region and where possible in-country. ALE has a network of data centers across the globe so separate instances in local regions may be able to be established on request.

Q – How can a customer benefit from the promotion?

A - This promotion is made possible through our global network of ALE-certified business partners. Once a customer has submitted their inquiry through the online portal, we will forward the information provided to our local Channel Sales Managers (CSMs) who will then involve a relevant partner. This partner will then contact the customer to help create the Company on Rainbow and licenses.

It is important to indicate whether a new customer has an existing relationship with an ALE business partner so that we can assign their request to that partner.

Q-What happens if the new customer has no prior relationship with an ALE business partner?

A: If the customer does not have any prior relationship with an ALE business partner, then they can search for and suggest one that they would like to work with via our online Partner Locator tool: <https://www.al-enterprise.com/en/partner-locator>.

Alternatively, we can select one for them.

Q-If a customer has a relationship with an existing business partner who has no previous experience dealing with Rainbow, how can they benefit from the promotion?

A-If a new customer has an existing relationship with an ALE partner, but that partner has either no previous experience with Rainbow or has not signed the required Rainbow Addendum, then we will put that customer in contact with another ALE partner who has experience and has signed all the relevant documents so that they can get the customer set up and operational immediately.

Q-What if a customer wants to connect their users to their ALE PBX? What impact will this have on their SPS costs?

A-Still to be confirmed

Q-Is there a way to expedite the process of assigning licenses to a customer?

A-Typically, any new inquiries will be addressed within one working day. However, if the following conditions are met then this may help streamline the process of assigning licenses:

- The customers' company already exists on Rainbow
- The company has been escalated to premium in Rainbow
- If a partner sent an email to business.continuity@al-enterprise.com, they included all the relevant information (name of the customer, number of required licenses, desired date of activation)

KEY INFORMATION THAT TMK AGENTS SHOULD COLLECT DURING THE INITIAL CALL WITH PROSPECTS

- The total number of potential users and licenses required

- Which PABX is currently used by the prospect (look out for the competitor's telephony systems that we already have Rainbow connectors for. These are Cisco, Avaya, NEC, and Mitel)
- If possible, check whether or not the customer is already using some form of UC&C technology
- If the customer is already an existing ALE one, you can go beyond the pure Business Continuity promotion and speak about potential upgrades of existing licenses. Remember, the Business Continuity promotion is not typically available to existing customers.

Q –So it is like WhatsApp and Microsoft Teams... how do you compare with these solutions?

A – The fundamental differences between WhatsApp and Rainbow are as follows:

- Rainbow is designed for Enterprise use while WhatsApp is mainly a consumer-grade application
- Rainbow is both GDPR and ISO27001 compliant, offering an added layer of data security and integrity – areas where consumer-grade applications such as WhatsApp fall short
- All users using Rainbow within the EU can rest assured that their data will never leave the EU, even when contacting our customer support department.
- Rainbow offers administrators a central portal to ensure that users can be added or deleted with ease. WhatsApp does not offer this capability and is, therefore, a massive headache for IT managers as they have no oversight or control over the use of the platform within their organization (often referred to as 'Shadow IT').
- Through Rainbow's online portal, these admins can also view usage statistics to ensure that Rainbow is being used in the correct manner.
- Rainbow enables users to host group video (up to 30 users) and audio (up to 300) conference calls with the added capability of screen sharing.
- WhatsApp is an *application* while Rainbow is a *platform* meaning that it can be integrated and customized to fit unique workflows or business portals. Through the online [Developer Hub](#), anyone can access hundreds of APIs and a number of SDKs to develop - for free – specific integrations.
- All data exchanged on Rainbow is also encrypted (AES256 standards) both in transit and at rest and also comes with built-in anti-virus software.

An article that discusses all the pitfalls of using consumer-grade applications in the workspace can be found [here](#).

The fundamental differences between Microsoft Teams and Rainbow are as follows:

- Rainbow has servers located across the EU, guaranteeing that user data will never leave the local region. Certain information on Microsoft Teams can be accessed outside the EU (see the Cloud Act).
- There is little flexibility in terms of integrating Microsoft Teams into customer environments. Rainbow is an open-source technology with fully exposed APIs and SDKs, meaning that it can be integrated into customer environments to minimize disruption and boost user adoption.
- Microsoft Teams is heavily dependent on third-party software and hardware making it potentially vulnerable to any disruptions experienced by these third parties. Rainbow is completely built and operated by ALE and is not dependent on any third-party software.
- The telephony option available to Microsoft Teams users incurs a considerable additional cost. By default, Rainbow Enterprise offers both extensive UC&C and telephony capabilities with additional PBX connections available. The Rainbow / Microsoft Teams integration can be used to provide the telephony capabilities (through Rainbow) to MS Teams at a much more affordable rate

- Microsoft Teams does not include verticalized solutions and is heavily dependent on its ecosystem partners to accommodate specific needs. With its verticalized approach, Rainbow has several developments created specifically for individual verticals (i.e. healthcare and education, etc.) to address unique pain-points.