ENTERPRISE COMMUNICATIONS EVOLVED WITH UC&C

Why Alcatel-Lucent OpenTouch™ Suite
is good for business

Alcatel·Lucent
Enterprise

Communications have undergone major changes in recent years, driven in part by the advancement of mobile technologies. Employees, who readily adopt the latest mobile technologies in their personal lives, are often keen advocates for bringing the latest mobile tools into the work place.

These smart, application-enabled devices allow IT departments to offer:
- Anywhere access to communications applications
- Higher quality of experience for visual collaboration
- Intuitive, enterprise-style communications on the user's preferred mobile device
- High availability for all communications

At the same time, new network architectures and technologies are helping IT departments streamline operations and reduce the total cost of ownership. Technology advances are also introducing key opportunities for IT departments:
- Large scalability projects are enabling centralization of communications intelligence in data centers with high survivability and business continuity.
- Virtualization of software applications is enabling operational flexibility and hardware savings.
- Simplified and converged communications applications that support visual collaboration and smart device requirements can now be delivered as a service.
- Unified management and performance monitoring across communication applications are improving operational agility and enabling managed services offerings.

But is it the right time for your business to invest in a new Unified Communications and Collaboration (UC&C) platform? Before you make that call, you need to weigh the pros and cons from a practical, real-world implementation point of view.

- Will the new platform integrate smoothly with your existing system and allow you to address current communications challenges?
- Does it have the flexibility to adapt to changing business requirements – including rapid growth or downsizing?
- Can you be sure that the communications extended to mobile devices are secure?
- What will the deployment process entail? Can disruptions to business services be avoided?

In the end, you need a solution that makes it easy for your employees, customers and business partners to engage in meaningful conversations wherever they are, at a cost the company can afford.

With the Alcatel-Lucent OpenTouch™ Suite for Mid and Large Enterprises (MLE), you can be confident you're making a wise investment. Let's see why.

ADDRESS CURRENT COMMUNICATIONS CHALLENGES

Investing in the Alcatel-Lucent OpenTouch Suite will enable you to:

- Support one-number services across a multitude of mobile devices – such as smartphones and tablets – without the need for any software client to be installed on the mobile device.
- Allow employees to use their own devices for company business (BYOD), while taking advantage of the enterprise voice and wireless LAN infrastructures in a fully secured environment.
- Provide enhanced communications for power users who are looking for more than just voice connectivity. We have created bespoke mobile solutions for each of the major mobile platforms.

Table 1 indicates which mobile services are available on each of the platforms supported.

Table 1. Alcatel-Lucent solution smartphone and tablet feature matrix

	APPLE IPHONE	GOOGLE ANDROID	BLACKBERRY	APPLE IPAD
Instant Messaging / Multimedia Presence			X	X
Voice Presence	X	X	X	X
Unified Call Log	X	X	X	X
Visual Voice Mail	X	X	X	X
Multi-Directory Access	X	X	X	X
In-communications services	X	X	X	X
Audio conferencing	X	X	X	X
Video conferencing				X
Data sharing / white boarding				X
Add/remove participant	X			X
Add/remove media				X
VoWLAN support	X[1]	X[1]	X[1]	X
User profiles (call routing, avatar, information)	X	X	X	X

NOTE: 1 VoWLAN is assured via Alcatel-Lucent Partner solutions. Native VoWLAN support on Apple iPhone will be available with OpenTouch Conversation in Q1, 2014.

INTEGRATION MADE EASY

Our approach is to evolve and re-use existing resources wherever that makes sense. We know that in the real world, businesses develop their own unique blend of applications and processes. The flexibility of our solution means we can tailor it to suit your needs. We rely on protocol standards, so the new platform integrates smoothly into what you already have and it will have little to no impact on most third-party applications. We call it à-la-carte deployment – where we match our solution to your unique needs!

Openness and reliance on protocol standards are also critical to maintaining support for the ever-changing roster of mobile technologies and devices. With employees clamouring to bring the latest personal devices to work (BYOD), you need a solution that has the flexibility to keep up.

The financial benefits of VoIP over traditional telephony are undisputed. To help you enjoy those benefits, we can readily add VoIP to your existing solution.

SECURITY

Providing access to company resources via mobile devices located anywhere may serve employees' communications needs, but what about security?

The Alcatel-Lucent OpenTouch platform and and associated clients, including OpenTouch Conversation and OmniTouch™ 8600 My Instant Communicator (MIC) Mobile work with your existing security system to safeguard communications outside the company's walls. For instance, BlackBerry® has developed a fully packaged security solution (with AES and Triple DES encryption) via its BlackBerry Enterprise Server (BES). This solution now extends to other vendors' operating systems.

Other platforms, such as Apple® and Android®, do not come with a fully packaged security solution. Instead, these platforms rely on existing enterprise strategies, such as a reverse proxy installed in the enterprise firewall DMZ. Connections are protected using secure sockets layer encryption. From the user/device point of view, a reverse proxy solution is more transparent and less constraining than VPN connection management.

Alcatel-Lucent has developed and tested methods of securing mobile conversations and services on Android, Apple and Blackberry mobile devices. For more on these options, refer to our application note, *Mobile Conversations in the Era of the Personal Cloud*.

For newcomers to secure mobile communications, Alcatel-Lucent Enterprise has developed partnerships with leading vendors to deliver an off-the-shelf, end-to-end solution.

"Alcatel-Lucent is an internationally renowned brand with a good reputation, matching China Eastern's emphasis on user experience"

YAN ZHENHONG, GENERAL MANAGER IT SOLUTION, CHINA EASTERN AIRLINES

FACT
Almost 50% of enterprises surveyed in a 2012 global study said the potential for data leakage was the biggest concern in implementing a BYOD program.

IDC EMEA ENTERPRISE MOBILITY SURVEY, MAY 2012

ABOUT OUR PARTNERS

Alcatel-Lucent has a tradition of working with industry leaders. We have trained and certified partners around the globe who have developed expertise in different aspects of business communications and different vertical markets. They also have a deep understanding of our solutions. Together with Alcatel-Lucent Professional Services experts, they will help you meet your users' expectations at a cost you can afford.

"We feel that Alcatel-Lucent is behind the business partner, supporting them and helping us in the new features and looking for innovation."

PAUL RODRIGUES
IT DIRECTOR, MAKRO ATACADISTA, BRAZIL

"Alcatel-Lucent has been so supportive and instrumental, especially the Professional Services team, from the beginning of the Beverly Hills Hotel installation and the reopening of Hotel Bel-Air… I consider Alcatel-Lucent Professional Services and the support desk as an extension of the hotel's IT department and they cover us 24 x 7, 365 days out of the year."

ADAM JONES
DIRECTOR OF INFORMATION TECHNOLOGY,
BEVERLY HILLS HOTEL & HOTEL BEL AIR, US

EASE OF DEPLOYMENT

To evaluate whether the time is right for you to move to a new UC&C platform, you need to understand what the transition will involve. How easy will it be to deploy the new solution? How will day-to-day operations be affected?

Alcatel-Lucent has established an extensive ecosystem of trained and certified business partners who are change management experts. Our partners provide you with a single point of contact along with highly skilled personnel to manage all aspects of your transformation project – from planning and design to day- to-day operations. Of course, these business partners are backed up by our own Professional Services to ensure that the new platform integrates smoothly into your existing system.

We make sure that the solution you purchase is perfectly suited to your needs. Our deployment methodology includes:

• An initial audit of the current network with a software, hardware and ecosystem inventory
• A design phase focused on identifying your specific requirements and how best to attain an effective centralized architecture
• The quotation and order
• The operation plan
• Project rollout

During rollout, the company's day-to-day operations can proceed as usual. Because our solution is standards-based, you're not looking at a "rip and replace" operation. Upgrading to the latest OpenTouch platform requires no major changes to your existing infrastructure, servers or wiring. Your existing configuration is simply enhanced and OpenTouch added.

For current Alcatel-Lucent customers, the new platform will be an evolution of their existing system, so training requirements are minimal. Only those users who will be accessing the new functionality will experience a brief interruption in services, and the timing of the switchover can be programmed to minimize the impact. All voice mail is preserved during the transition.

OpenTouch Business Edition
250 users
Greenfield

Hardware
setup

System configuration
and mass provisioning

Ecosystem and business
application integrations

NUMBER
OF DAYS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Preparation

User installation:
• All My IC Desktop (PC)
• All My IC BlackBerry
• My IC Mobile for Android
• OTC for iPhone
• OTC for iPad
• 8082 My IC Phone
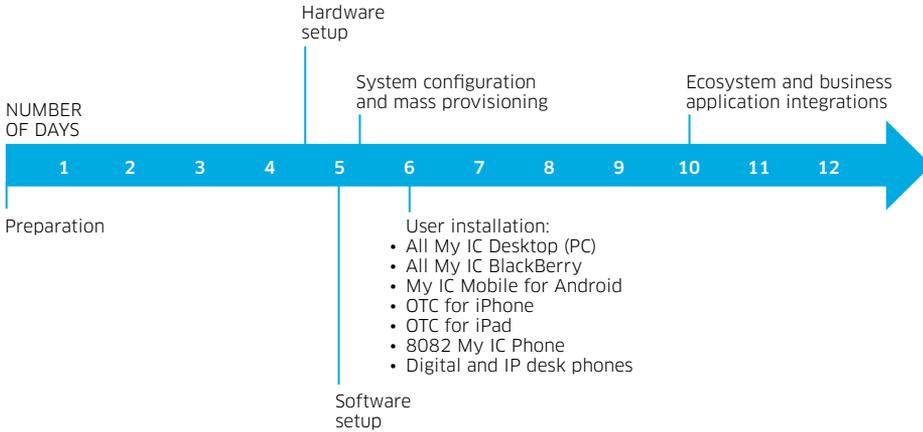• Digital and IP desk phones

Software
setup

Figure 1. Deploying Alcatel-Lucent OpenTouch Suite in a greenfield scenario

Figure 1 illustrates the deployment process and provides estimates of the time involved in each phase. Services can be phased in at a pace that suits the business, and the actual switchover to the new services can be carried out during non-working hours.

Whatever components you choose to add to your OpenTouch system, they can all be managed end-to-end by the OmniVista™ 8770 Network Management System.

Our tried-and-tested process facilitates your transformation to a UC&C system that will set your company apart from the competition.

THE BIGGEST RISK? DOING NOTHING!

Effective communications are the lifeblood of any organization. To thrive in this very competitive world, your people should have access to the best communications tools available.

Alcatel-Lucent OpenTouch Suite for Mid and Large Enterprises facilitates effective conversations between employees, customers and business partners, wherever they are. The OpenTouch platform can be readily integrated with your existing system to extend advanced communications services to all the popular mobile devices. Thanks to comprehensive security features, you can be confident that the company's assets remain secure.

Our business partners and Alcatel-Lucent Professional Services will help to ensure that the installation of OpenTouch goes smoothly, with very little interruption in the company's day-to-day operations. You can opt to phase in the new services, giving priority to those who will benefit the most. You can also time the switchover to minimize any inconvenience.

Don't risk your company's future by doing nothing. Give your company a competitive advantage by installing the Alcatel-Lucent OpenTouch Suite.

"Our partnership with Alcatel-Lucent has meant that we have been able to modernize. It's really important for a festival like Vieilles Charrues to have a flexible, professional and operational solution – we wouldn't have been able to do this without their help."

LOÏCK ROYANT
DIRECTOR OF THE FESTIVAL
DES VIEILLES CHARRUES

THE ADVANTAGE OF ALCATEL-LUCENT OPENTOUCH

The Alcatel-Lucent OpenTouch Suite for Mid and Large Enterprises makes it easy for your employees to collaborate. And it's all provided on one easy-to-manage platform that leverages your investments in telecommunications equipment.

Mission-critical communications: OpenTouch enables real-time, high-quality, uninterrupted mission-critical voice communications. You don't want to compromise when leading a group conversation with a key customer!

Smooth conversation shift: With OpenTouch, you can shift your conversation as you change devices or media, without losing it and without your audience even noticing. You are often on the move and you will want to use the media most appropriate to your conversation!

Flexible evolution: OpenTouch allows a flexible evolution from your current voice and data infrastructure to a centrally managed multi-device and multimedia collaboration infrastructure, including HD video.

Alcatel-Lucent has received multiple industry awards for its OpenTouch Suite.

ARE YOU BUILT FOR THE FUTURE?

Identify how much your organization needs UC&C technology in regard to your current infrastructure by taking the 'Collaboration Delta" self-assessment.

TAKE YOUR COLLABORATION DELTA ASSESSMENT NOW ➡

enterprise.alcatel-lucent.com/collaboration-delta-assessment

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2013 BEST PRACTICES AWARD
EUROPEAN VISUAL COLLABORATION CUSTOMER VALUE LEADERSHIP AWARD

Collaboration Best of Interop Award
best of INTEROP Awards 2012
WINNER
Collaboration
PRESENTED BY: InformationWeek reports

Unified Communications Pilot House Award
2012 PilotHouse Award

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