



Alcatel-Lucent OpenTouch Office Cloud

Enter a new world of enhanced and personalized communications with reduced costs for SMBs

The **Alcatel-Lucent OpenTouch® Office Cloud** is a powerful, customizable and worry-free bundle of services and applications that scale with the needs of your small- or medium-sized business (SMB). The OpenTouch Office Cloud allows you to present a professional appearance to the outside world and improve productivity, all while controlling costs.

TRENDS IN COMMUNICATION SERVICES FOR SMBS

Several technology and societal changes are having an impact on how SMBs communicate. First, as work and personal life continue to overlap, so too does communications technology. For example, the bring your own device (BYOD) trend challenges IT departments' ability to cope with an influx of external devices in the network, and employees often use their personal social media accounts to promote business marketing objectives. Second, IP technology is gaining traction in the SMB market, increasing communications and productivity options, but also raising integration issues with existing network architectures. Finally, many communications services and applications are available through the cloud, increasing the speed and flexibility required to respond to business conditions and reducing the need to deploy equipment on site.

CHALLENGES IN COMMUNICATIONS SERVICES FOR SMBS

The current economic climate is forcing businesses to do more with less. As communications services grow in size and complexity to help meet these challenges, they require increased IT resources to be managed. Understanding, integrating and maintaining multiple communications technologies requires IT skills and expertise many SMBs do not possess.

As a result, SMBs that want to access the benefits of these advanced, mission-critical applications and services are looking externally. Without any upfront investment, SMBs avoid also infrastructure obsolescence and free IT resources to concentrate on business objectives that drive revenue. By outsourcing the management of their communications services, SMBs can increase flexibility and take advantage of built-in business continuity.

ALCATEL-LUCENT OPENTOUCH OFFICE CLOUD: MORE EFFECTIVE AND EFFICIENT COMMUNICATIONS FOR SMBs

The Alcatel-Lucent OpenTouch Office Cloud is a pre-configured collection of cloud-based applications and services that allows SMBs to benefit from enterprise-class business telephony. Available from your business partner or integrator and delivered through the cloud, the OpenTouch Office Cloud requires no on-site communication server hardware deployment or support, and is extremely cost-effective.

REDUCED COSTS, INCREASED FLEXIBILITY

With no upfront expense, your organization has access to the same suite of next-generation applications and services as organizations with on-site hardware installations. All ongoing maintenance and upgrades are handled seamlessly by your local dealer, giving you a single point of contact for all your support needs. And because its cloud based, capacity can scale according to your requirements and applications and services can be adjusted with ease to respond to business conditions.

PERSONAL CLOUD APPLICATIONS

OpenTouch Office Cloud users also benefit from a rich ecosystem of third-party applications that can be installed with no disruption to existing services and are easy to deploy and access from any location.

TRUSTED BRAND

Leading analysts firms agree on the market leadership position of the Alcatel-Lucent OmniPCX® Office Rich Communication Edition communication server, with Gartner, Frost&Sullivan and Current Analysis all providing positive recommendations.

A 2013 Gartner Marketscope report said “SMBs should consider Alcatel-Lucent if they are seeking a comprehensive Unified Communications offering that is competitively priced, reliable and easy to use.”

POWERFUL SOLUTIONS

Based on the industry-leading OmniPCX Office RCE, the OpenTouch Office Cloud is unique in the marketplace, allowing both SMBs and individual users to select and personalize their business communications services.

+ *New usages for increased productivity*

Feature-rich and easy-to-use applications improve call-handling, increase productivity and keep you connected to your business anytime, anywhere, including:

- PIMphony™, communication application that links user desktop computer and a phone, to manage daily phone tasks
- My IC Web for Office, web application providing a set of IP-based unified communication services
- OpenTouch Conversation®, mobile application on Apple® iPhone®, Android™ and Windows® Phone® devices for conversation continuity in any context

+ *Improved desktop and on-site mobile communications*

Terminals for professional IP telephony and for on-site mobile communications: providing high-quality audio, stylish handsets, increased productivity and improved customer care:

- Alcatel-Lucent IP Premium DeskPhone
- Alcatel-Lucent IP Desktop Softphone
- Alcatel-Lucent 8001 and 8012 DeskPhones, entry-level SIP phones
- Alcatel-Lucent 8242, 8232, 500EX DECT phones

+ *Professional greeting to increase customer satisfaction*

System provides end-to-end call management, with a professional welcome and efficient call routing to the relevant department, call overflow capabilities and out-of-office solutions that forward calls to voice mail and allow you to check voice mail remotely while maintaining privacy.

- Voice mail, personal user message greeting
- Attendant, global company solution welcome
- Smart Call Routing, to easy categorize a call
- Call Center Office, intelligent and automatic call routing

Our company is a leading provider of enterprise communications solutions and services, from the office to the cloud, marketed under the Alcatel-Lucent Enterprise brand. Building on our established heritage of innovation and entrepreneurial spirit, we operate globally with 2700+ employees in 100+ countries worldwide, with headquarters near Paris, France.

With communications, networking and cloud solutions for business of all sizes, our team of technology experts, service professionals, and 2900+ partners serves more than 830,000 customers worldwide, tailoring and adapting our solutions and services to local requirements. This provides tangible business outcomes through personalized connected experiences for customers and end users.