



Alcatel-Lucent OpenTouch Enterprise Cloud Solution

Move Unified Communications and Contact Centers to the cloud and boost performance and agility while improving the bottom line

The **Alcatel-Lucent OpenTouch™ Enterprise Cloud** is a powerful suite of communication and collaboration services for small- and mid- to large-sized enterprises. It fully supports bring your own device (BYOD) and corporate device strategies through multi-device capabilities, extended conferencing and collaboration with unlimited multi-user support, and comes equipped with native multimedia capabilities. The OpenTouch Enterprise Cloud solution allows organizations to provide their employees with advanced cloud communications solutions in a flexible consumption-based model, improving productivity and agility while controlling costs.

TRENDS IN COMMUNICATION SERVICES FOR ENTERPRISES

The traditional workplace - where employees commute to a fixed location for a set length of time during business hours - is disappearing. Advances in communications such as broadband wireless, portable computers and smartphones and tablets enable workers to communicate with each other from any location and on any device. This has blurred the distinction between home

and work for many people, a trend which extends back to communications technology. Workers now expect to be able to use the same devices and applications at home and at work and have their IT department support them seamlessly.

What's more, beyond voice and video, employees want to be able to use their devices to share documents and applications, participate in virtual meetings and conferences, and access all-inclusive applications and services. This is changing business practices from being IT-driven to user-driven and conversation-based.

CHALLENGES IN COMMUNICATIONS SERVICES FOR ENTERPRISES

Businesses or technologies that are a “sure thing” today may be forgotten or surpassed tomorrow. Enterprises must be able to anticipate the rapid shifts in their business environment and adapt equally as fast, scaling up to support new technologies or new resources in some areas of the business, while potentially scaling back in others.

Many enterprises are realizing that moving their communications infrastructure to the cloud can help them to achieve their business objectives.

Cloud resources can be added or removed almost instantaneously, are accessible from almost every location and device, offer advanced security and redundancy features and can significantly reduce total cost of ownership (TCO).

ALCATEL-LUCENT OPENTOUCH ENTERPRISE CLOUD:

ADVANCED UNIFIED COMMUNICATIONS AND CONTACT CENTER SOLUTIONS FOR ENTERPRISES

OpenTouch Enterprise Cloud is based on the virtualized version of the Alcatel-Lucent OpenTouch software platform. It includes:

- + The innovative Alcatel-Lucent OpenTouch communication platform that enables a true multi-user, multi-device, multi-media conversation experience for enterprises.
- + A simple and flexible VMware™-ready version of OpenTouch.
- + An adaptive solution with different architectural and service options. It adapts to any deployment scenario, whether it is IP- or TDM-based, a hybrid- or private-cloud installation, or a migration to a new platform or enrichment of existing technology.
- + A complete contact center solution is also available as a service (CCaaS). An intelligent system of contact center building blocks allows enterprises to customize functionality according to their specific requirements to enhance productivity and increase customer satisfaction.

BUSINESS AGILITY

OpenTouch Enterprise Cloud can adjust on the fly to meet the needs of any organization. New capabilities or increased capacity can be added in the network, without requiring additional hardware to be installed on site. The capacity can also be decreased any time, following business changes and dynamics, with no additional cost or penalties: a true pay-as-you-grow solution.

COST CONTROL

With OpenTouch Enterprise Cloud, organizations can take advantage of elastic licensing models, only paying for services actually consumed. Cloud-based delivery ensures organizations are always running the latest software, eliminating maintenance and upgrade costs.

INCREASED PRODUCTIVITY

OpenTouch Enterprise Cloud allows enterprises to deliver cloud-based a-la-carte options to employees so they can choose the method of communications or collaboration that best suits their preferences or context, from desktop phones and computers, to mobile phones and tablets, to video conferencing. At the heart of this user-focused experience is the award-winning OpenTouch Conversation Client, which enables employees to communicate with maximum efficiency and effectiveness.

ROBUST SECURITY

Alcatel-Lucent provides layered security for the OpenTouch Enterprise Cloud, creating multiple security zones to further reinforce the protection of mission-critical communications at the platform, network, management, and application level.

POWERFUL SOLUTIONS

Based on innovative OpenTouch software technology (now virtualized for easy data center deployment) the OpenTouch Enterprise Cloud can be deployed as a private cloud, hybrid cloud or overlay solution.

AN END-TO-END COMMUNICATIONS SOLUTION

OpenTouch delivers unprecedented openness (SIP, applications, platforms) for small- to large-sized enterprises. All the applications and features from OpenTouch are available from the cloud with no limits.

A SCALABLE AND RELIABLE CONTACT CENTER SOLUTION

Alcatel-Lucent OmniTouch Contact Center Standard Edition is ideal for companies with contact centers up to 5000 agents. This fully packaged solution includes supervision, call distribution, interactive voice response, desktop agent and outbound calling features, in addition to enhanced wallboard features.



OpenTouch™
Enterprise Cloud

Alcatel-Lucent Enterprise provides communication solutions, services and products for enterprises of all sizes, from the smallest startup to the largest multinational. Alcatel-Lucent helps enterprises benefit from a secure, high-performing communications infrastructure. OpenTouch Enterprise Cloud Solution is available today through a certified channel partner network around the world.