Alcatel-Lucent Enterprise Rainbow Custom Branded

A personalized user experience to better engage with your customers

Companies greatly benefit from being able to deliver a personalized communication client to their users because one method does not fit every application. It can be a bank institution that wants to provide a branded mobile app to their premier customers to communicate with their personal bank advisor. It could be a real-estate company that offers shared and open workspaces to its customers and proposes a branded mobile business communications tool as part of their end-to-end services offer.

The Alcatel-Lucent Enterprise Rainbow™ Custom Branded solution provides a branding service that delivers a personalized look and functionality to a customer using a smartphone.

The branding service includes:

- **Visual branding**: Splash screen, login screen, logos, and colors
- **UC display features**: Conversations, notifications, contacts, presence, group chat, and channels
- **Additional menus**: Verticalized services, location-based services
- **Publication on mobile application stores**

Key features	Customer benefits
Based on the Rainbow cloud UC services available on mobile devices	Extensive feature set providing efficient communication: Audio and video calls, notifications, chat and group chat, list of contacts, presence, history of calls, and more
Interoperability with the standard Rainbow client application for UCaaS	Users with a Rainbow custom branded application on their mobile can communicate with others using the standard Rainbow UCaaS client. Contact visibility from a company already using Rainbow is managed by the administrator
Ability to personalize the mobile application with the company brand	Immediate recognition of the brand, confidence and loyalty of the user
End-user receives customizable functionalities	Simplified user interface, easy adoption, and a personalized experience
Manage user visibility depending on their profile (public/private)	Ensures contact privacy between employees and end-customers
Add customized menus	Openness to suggest new features to users
Intuitive and easy to use web portal for the customization	Zero coding skills required. Easy to manage new customers
Publication of the mobile client on application stores (Android, iOS)	Easy deployment and immediate access to the application

Pricing and ordering

The service is priced based on the Rainbow Enterprise subscription (one per mobile application user), a monthly subscription per branded app for the entire company and an upfront cost that includes the complete customization.

The solution is available for quote from our ALE Professional Services.

Contact us

For more information about this solution, please contact: professional.services@al-enterprise.com

Public web site: https://businessportal2.alcatel-lucent.com (section "Professional Service Offer Request").

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