

# Shaping the Future of Unified Communications

Vincent LOMBA - Alcatel-Lucent Enterprise

# Shaping the Future of Unified Communications

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Our strategy is to establish communications as the cornerstone of the digital transformation to enable the **digital experience** that customers, employees and citizens are seeking.





# From UC to hybrid xCaaS

# Being hybrid



# From UC to hybrid xCaaS

# Merging identities



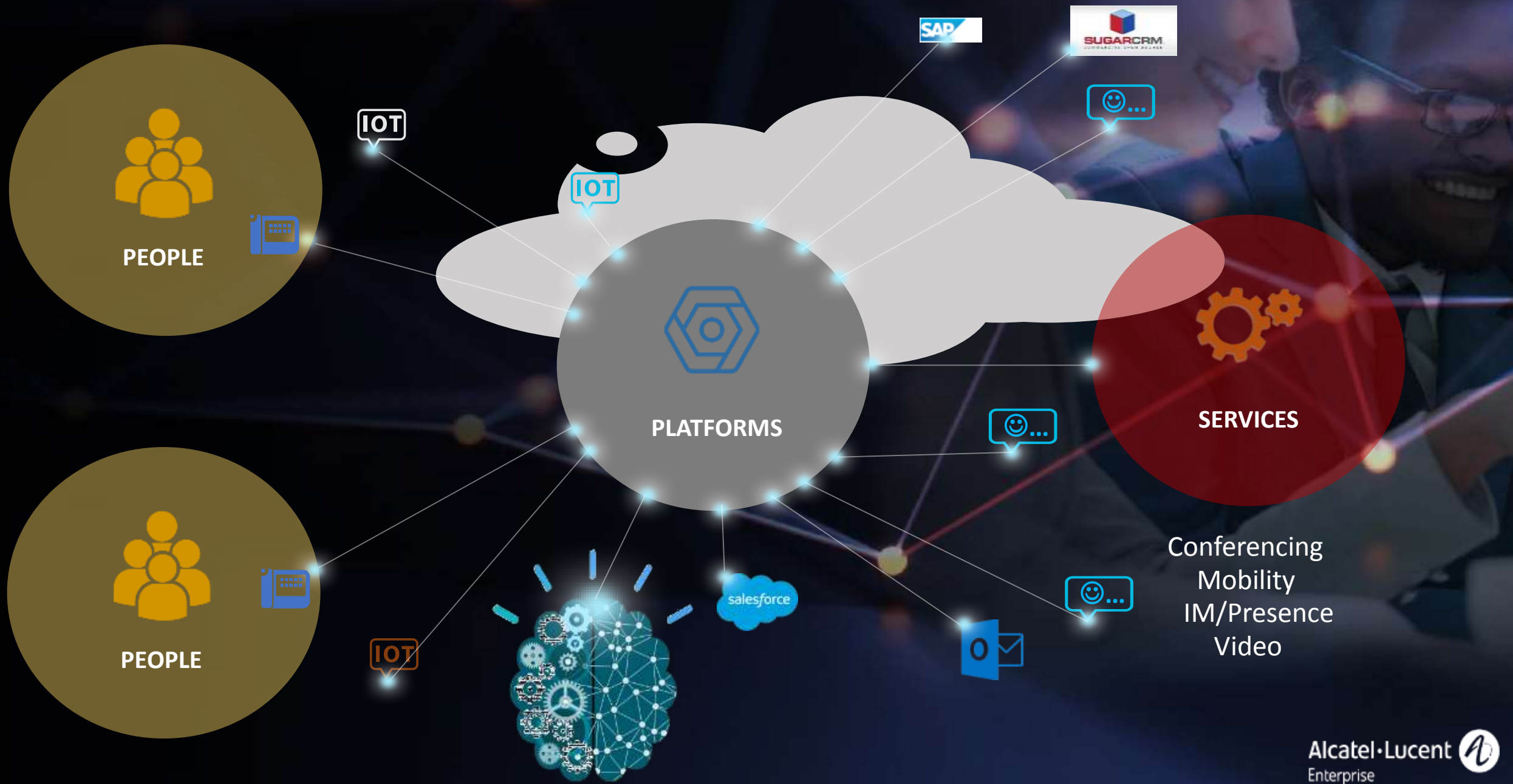
# From UC to hybrid xCaaS

# Adding services

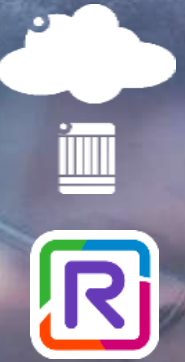


# From UC to hybrid xCaaS

# Shaping the future with AI



# Alcatel-Lucent Rainbow connects...



.... together to enable a digital experience.

# Rainbow as a *Relation Machine*

WHAT IS RAINBOW « THE RELATIONSHIP MACHINE »

## IDENTITIES



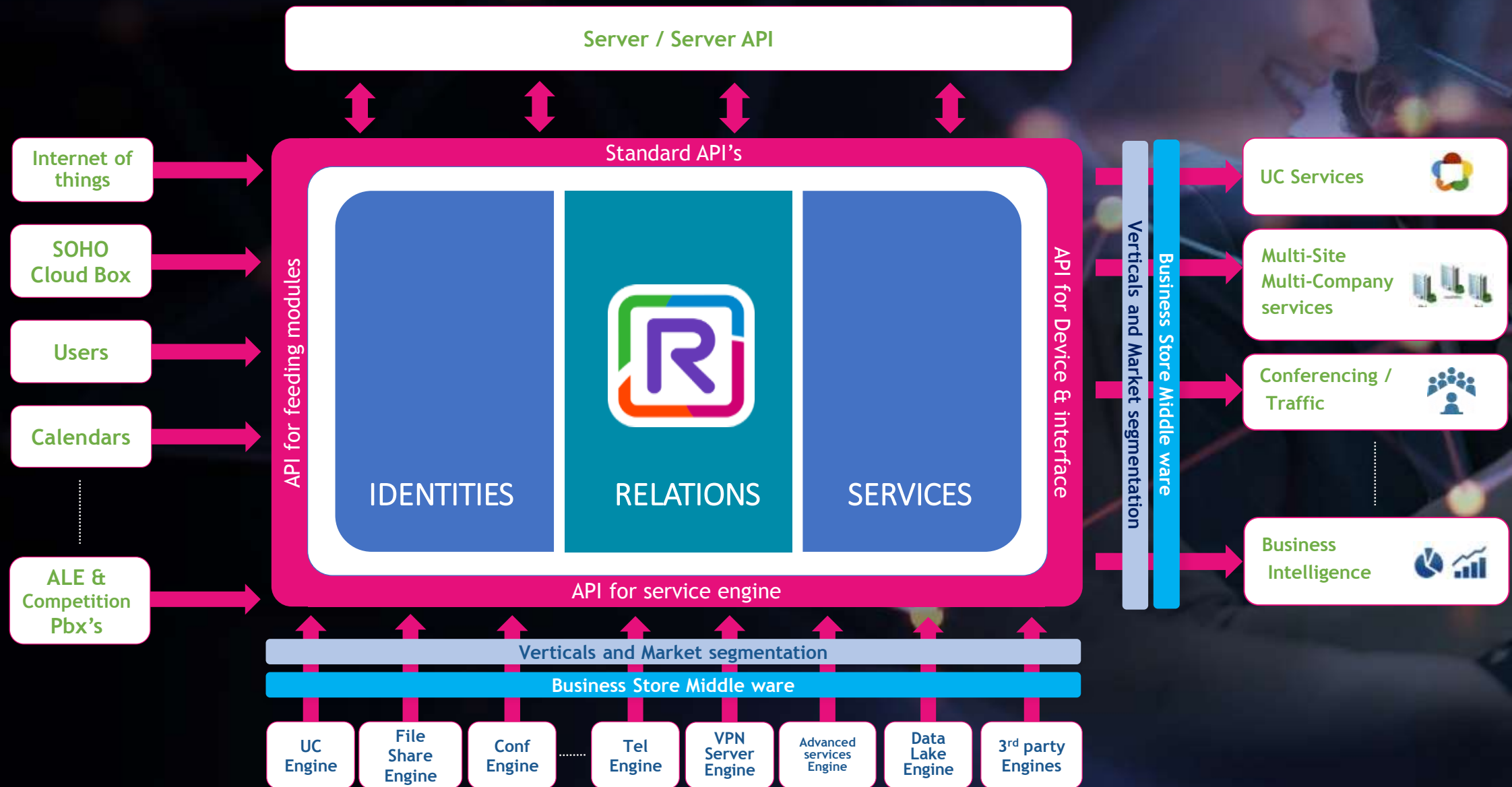
## RELATIONS



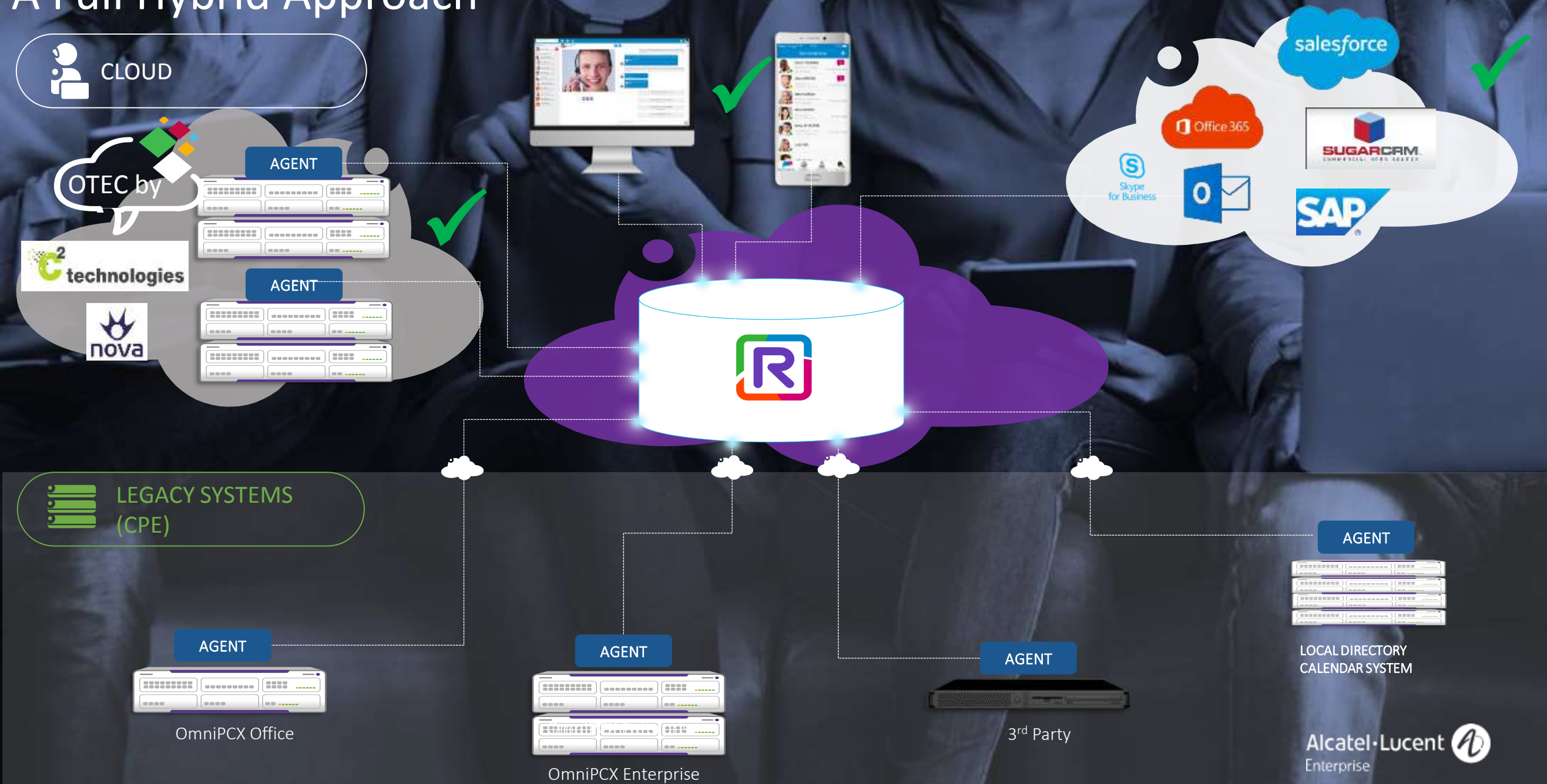
## SERVICES



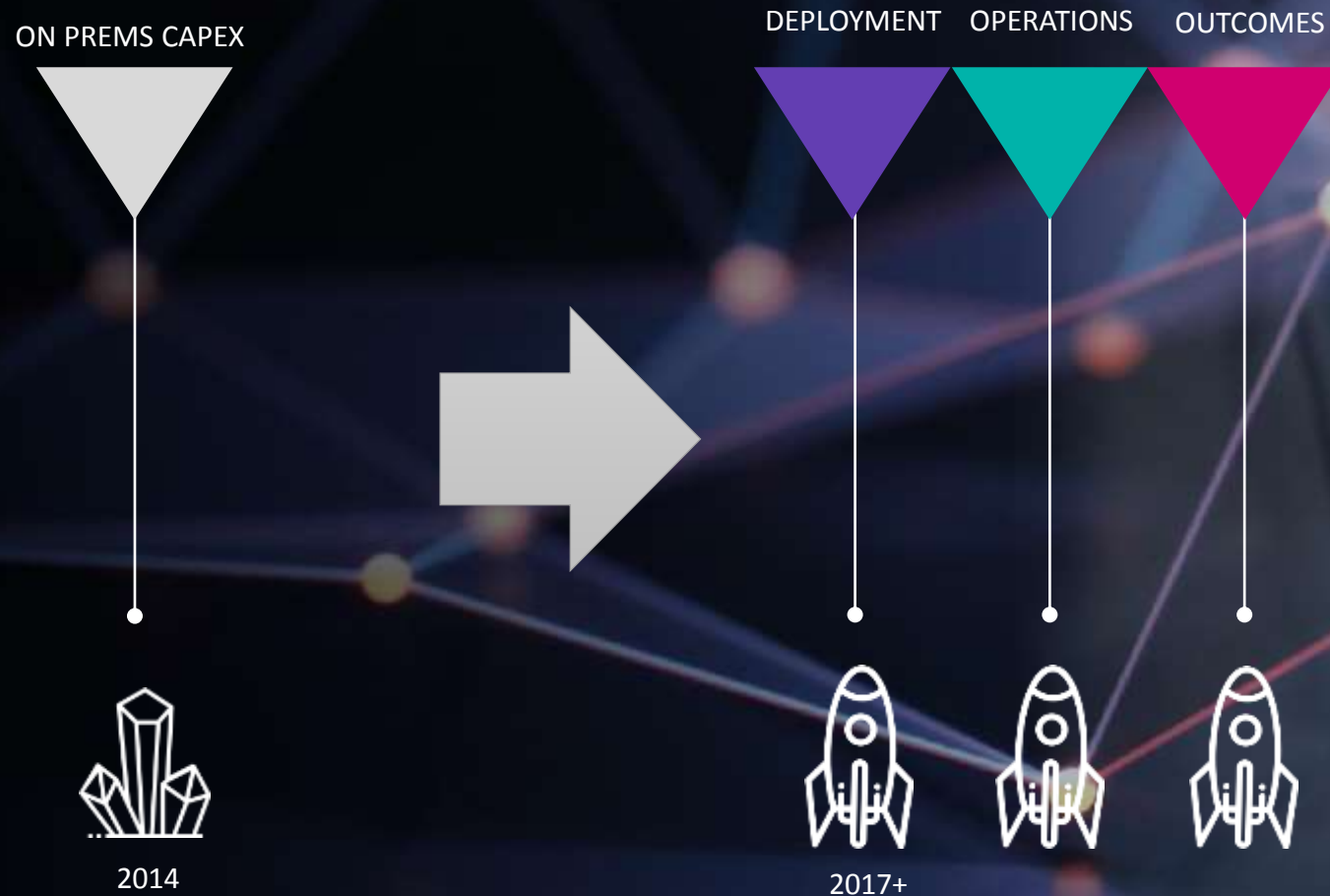
# The Rainbow Hub



# A Full Hybrid Approach



# Models Have Become More Important Than Their Underlying Applications And Services



# Digital transformation requires new models



## DEPLOYMENT

FROM PREMISES TO THE HYBRID CLOUD

*OXE/OT, OXO CONNECT, OTEC, RAINBOW*



## BILLING

CAPEX, OPEX, SUBSCRIPTION-BASED, TRAFFIC

*OXE/OT, OXO CONNECT, OTEC, RAINBOW*



## OUTCOME-BASED

PAY AGAINST THE BENEFITS

*OTEC, RAINBOW CPaaS*

# 2018 COMMUNICATIONS AGENDA

PREPARE THE  
FUTURE WITH...



...HYBRID  
COMMUNICATIONS

LEVERAGE OUR  
PARTNER ECOSYSTEM  
AND CPaaS FOR



...VERTICALS

DIFFERENTIATE  
WITH A CHOICE OF  
....



...NEW MODELS

TO MAKE COMMUNICATIONS THE CORNERSTONE OF THE DXi