



# ALCATEL-LUCENT RAINBOW™

Partner Program

APRIL 2017

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Alcatel-Lucent Enterprise delivers cloud-based services to improve how customers connect, share and collaborate instantly, with their entire business community.

Rainbow services are designed to be provided “as is”, or as part of a full end-to-end service integrated with your customer’s assets.

## REFERRAL PARTNERSHIP



### Improved Collaboration

Help your customers improve how they collaborate and make business with their entire business community

### End-to-end integration

Provide your customers with an end-to-end user experience by integrating Rainbow with their existing telephony systems or other company assets.

### Growth

Earn recurrent commissions, throughout the duration of your customers subscription, by referring new opportunities to us.

As a referral partner, you position and sell Rainbow services to your customers. We manage the back-office processes such as invoicing and support.

## RESELL PARTNERSHIP



### Improved Collaboration

Help your customers improve how they collaborate and make business with their entire business community by providing them with Rainbow as a standalone solution or by integrating Rainbow with their existing telephone system and other assets.

### Customized Development

Leverage your knowledge of your customer’s challenges by proposing, designing & implementing customized solutions for their business, using Rainbow platform openness and set of standard APIs.

**Growth**

Develop new recurrent and predictable revenue streams by selling Rainbow subscriptions and traffic-based services, and by integrating Rainbow offers in your current service contracts

As a resell partner, you position, sell, integrate, develop, deploy, invoice and support Rainbow Services for your customers.

## REFERRAL / RESELL PARTNER



	Referral partner	Resell partner
<b>Benefits</b>		
Scope of Rainbow Services	Full portfolio	Full portfolio
Commission	*	
Discount		*
Marketing support	*	*
Rainbow Partner logo	*	*
Rainbow Partner Admin Space	*	*
Analytics & dashboard	*	*
Free Training	*	*
Access to L2/L3 support desk		*
<b>Obligations</b>		
Sign a distribution contract	Referral agreement	Resell agreement
Promote actively Rainbow Services	*	*
Customer invoicing & cash collection		*
Automated quote to cash chain		*
Customer Level 1 support		*
Nominated partnership manager		*

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