



Rainbow™
www.openrainbow.com

Retail Communication as a Service

Quick start guide

June 2026

Early Adopter

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Glossary

RCaaS - Retail Communications as a Service

VNA - Visual Notification Assistant

Early Adopter

1 Introduction

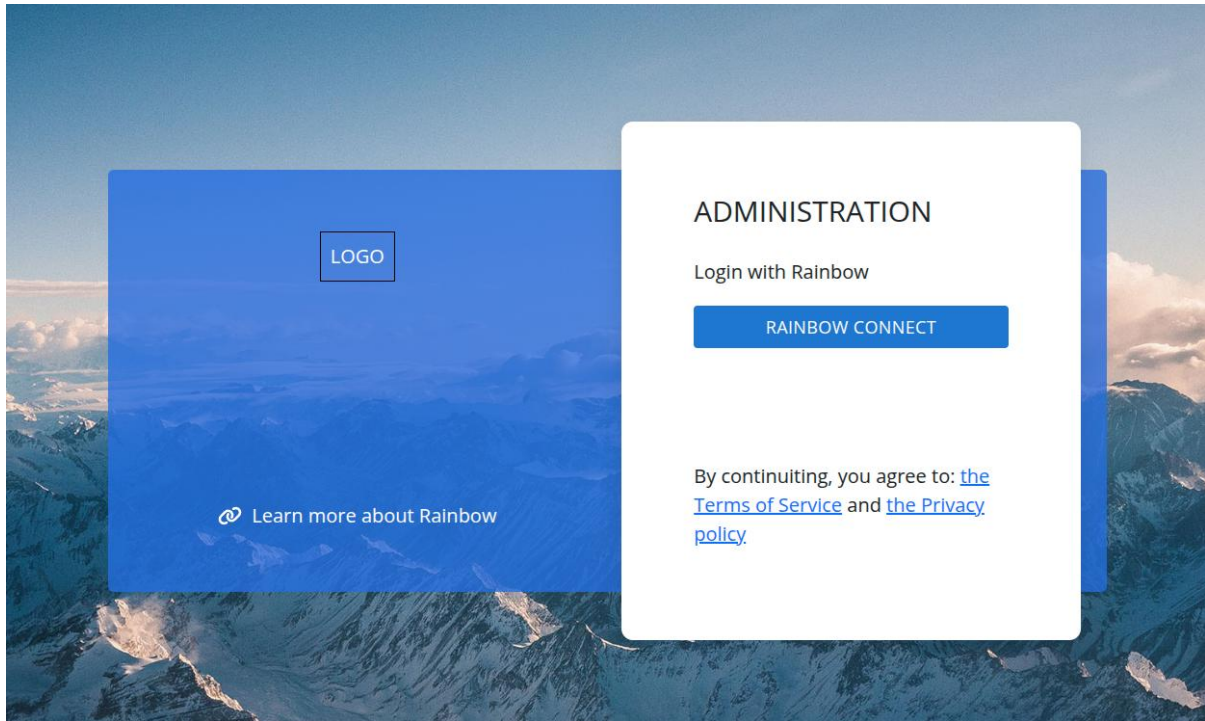
Retail Communication as a Service asset can be configured with its public website.

This short document describes the main steps to initialize and configure a new company/tenant.

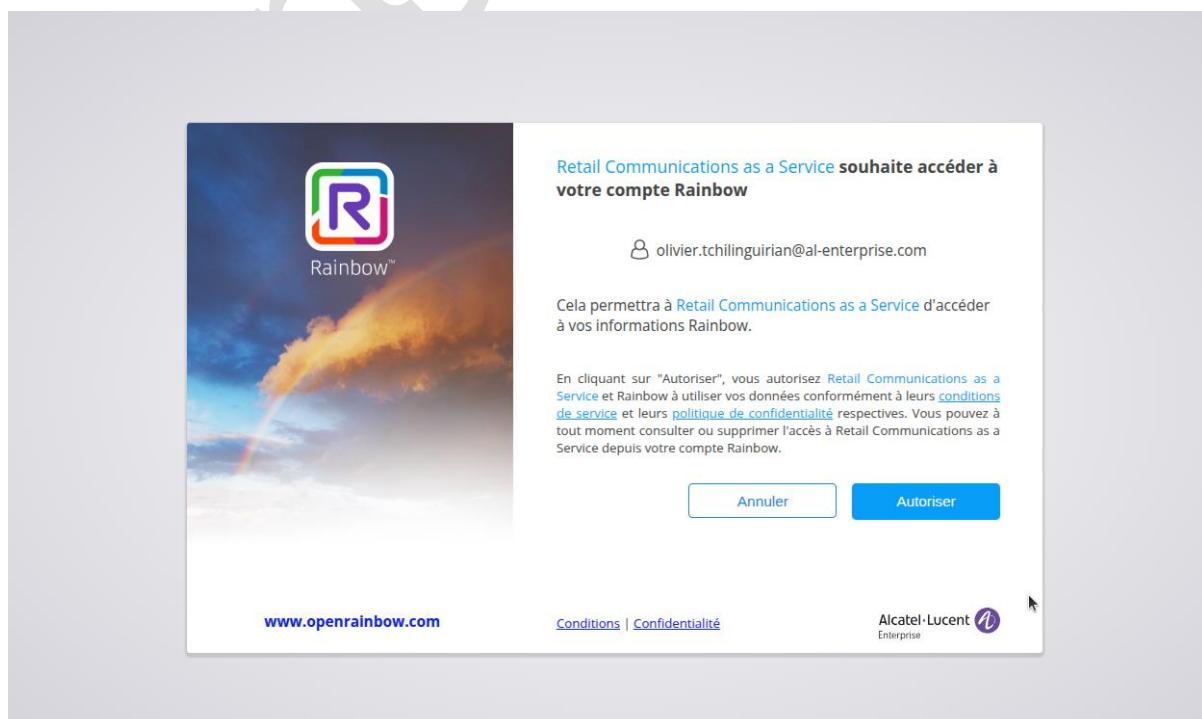
2 Configure a new company

2.1 Connection to the administration portal

Go to the provided URL and click on the RAINBOW CONNECT link to validate your access to the application through the Rainbow authentication service.



Enter your Rainbow credentials and then accept the data access request from RCaaS.



2.2 Tenant (company) initialization

When a tenant has been provisioned by ALE, the process must be finalized by the customer. The “companies” menu will show all the tenants accessible by the logged account and their status.

The screenshot displays the 'Companies' management interface. At the top left is the Alcatel-Lucent Enterprise logo. A navigation menu on the left shows 'Companies' selected. The main content area is titled 'List of companies' and includes 'ADD COMPANY' and 'REFRESH' buttons. A search bar contains the text 'TELIC'. Below the search bar is a table with the following data:

| Name | Status | Connection | Initialization status | Action |
|----------------|--------|------------|-----------------------|----------------|
| TELIC OTEC Lab | ✓ | UNKNOWN | PROVISIONED | [Trash] [Edit] |

At the bottom of the table, there is a 'PAGE SIZE: 10' dropdown and a pagination control showing '1' of 1 pages. The footer contains the copyright notice: '© Copyright - 2025 | Ale International'.

To initialize the RCaaS asset for a company, simply click on edit action button or double click on company row to access to the edition form.

Then fill-out the “Finalize the company initialization” form with an email address which will be used to create a new system account with admin right dedicated to the asset on the target company.

You can optionally specify a password and a nickname, else the service will automatically generate them it-self.

You can use an already existing Rainbow account of the target company, but in this case you must also provide its password, so that the asset will be able to use it.

The screenshot shows the Alcatel-Lucent Enterprise web interface. The top navigation bar includes the Alcatel-Lucent logo, a menu icon, a dropdown for 'TELIC OTEC Lab', a 'Select a store' dropdown, and a 'LOGOUT' button. The left sidebar contains navigation options: 'Companies', 'Access Rights Management', 'Stores', and 'Sync / Reports'. The main content area is titled '← BACK TO COMPANY LIST' and features a form for company initialization. The form includes a 'NAME*' field with 'TELIC OTEC Lab', a 'COMPANY ID' field with '686f7c378b1658a89d470c9c', a 'SERVICE ACCOUNT EMAIL' field, and a 'SERVICE ACCOUNT ID' field. Below these fields, the 'INITIALIZATION STATUS' is shown as 'PROVISIONED'. A blue message box states: 'The company has been provisioned but the company admin has not yet initialized it.' A 'SAVE' button is located at the bottom right of the form. Below the form, there is a section titled 'Finalize the company initialization' with fields for 'EMAIL*', 'PASSWORD', and 'NICKNAME'. A note below the password field reads: 'Your password must be at least 12 characters long, including 1 uppercase letter, 1 number and 1 special character.' An 'INITIALIZE' button is at the bottom right of this section.

If the process succeeded, you can go back to the company list and you will see that the status of company has changed to “active”.

The screenshot displays the 'List of companies' page. At the top, there is a search bar containing 'carre' and a 'LOGOUT' button. Below the search bar, there are two buttons: 'ADD COMPANY' and 'REFRESH'. The main content is a table with the following columns: Name, Status, Connection, Initialization status, and Action. The table contains one row for 'Carrefour France'. The 'Status' column shows a green checkmark, 'Connection' shows 'CONNECTED', and 'Initialization status' shows 'ACTIVE'. The 'Action' column has icons for delete and edit. At the bottom of the table, there is a 'PAGE SIZE' dropdown set to '10' and a pagination control showing '1'.

| Name | Status | Connection | Initialization status | Action |
|------------------|--------|------------|-----------------------|--------|
| Carrefour France | ✓ | CONNECTED | ACTIVE | |

Then if you wait some seconds and refresh the list you will also see that the connection status will go to “connected”. More over, if you go another time to the details/edition form, you will have details about the service account and the license available in the target company.

2.3 Provision a new store

As the company is now initialized, you can now provision a store.

Simply go to the “stores” menu and click to the “add store” button on the top of the array.

Then you need to fill-out the form with the mandatory parameters. The name of the store can currently contains a string with the characters (A-Za-z0-9 \-_/.,&]). We will probably unlock the support of all utf-8 characters in next versions.

For each store a service account is dedicated and will be created by the asset at this form validation. The language, is the default lang used in the store and will also be used by the VNA while selection the prompt to interact will calling customers.

The synchronization tag is optional but very useful for next step to synchronize your Rainbow collaborators with the RCaaS.

The routing mode let you select between autonomous mode (without Google Calendar), a full calendar based management or an hybrid mode with an optional calendar to manage the “on-call” time ranges.

Alcatel-Lucent Enterprise

ALE-ANTWERP | Select a store | LOGOUT

← BACK TO STORE LIST

NAME*

SERVICE ACCOUNT EMAIL*

The email of the service account to link to this store.

PASSWORD

The password is mandatory if you want to connect to an existing account.
Your password must be at least 12 characters long, including 1 uppercase letter, 1 number and 1 special character.

LANGUAGE: French | TIME ZONE*: Europe/Paris

SYNCHRONISATION TAG | ROUTING MODE: No Calendar

SAVE

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When your first store is created, you will see it in the store list and can double click on it to continue your configuration.

You will see new parameters displayed in this panel, and in particular the routing rules.

Moreover you can get the store's VNA token to use in the script dedicated to the store at this place. Simply enable the switch to discover the token.

2.4 Routing rules configuration

These parameters can be defined at store level or directly in departments. If they are defined in both places, the ones from department have priority.

- **Number of retries:** An integer from 0 to 10. How many times do we retry the main and backup list before going to next step if no one answer.
- **Answer timeout:** An integer between 3 and 60 sec. How many seconds before a call try is considered as timed out and we try the other number.
Note: In VNA 3.X this parameter is not taken into account, it is hard coded in the script.
- **Timeout before escalation:** A global timeout, which can cut the main and backup lists workflows to directly go to the escalation list. This is an optional parameter, which can be an integer between 10 and 600 seconds.
- **Use backup list:** If this parameter is enabled, when the main list is exhausted the service will call all the available collaborators of the target department.
- **Escalation list:** A list of numbers or management roles which will be called in predefined order if the previous list of collaborators have not answered the call.
- **Roles excluded from backup list:** These selected roles will be filtered when the system compute the backup list of collaborators. So for example, you can prevent the “contractors” to be involved in the telephony duty.

ENABLE ROUTING RULES

NUMBER OF RETRIES*

ANSWER TIMEOUT*
Time in sec before call try times out

TIMEOUT BEFORE ESCALATION (IN SECOND)

USE THE BACKUP ON-CALL LIST WHEN THE MAIN ONE IS NOT RESPONDING

ROLES EXCLUDED FROM THE BACKUP LIST

ESCALATION LIST
Ordered list of numbers or manager roles used when call is escalated

2.5 Department configuration

Fill-out a name and a the corresponding phone extension of your department to have the minimum configuration.

You can complete the parameters with a synchronization tag which will be used by synchronization service to discover in which department the store collaborators are attached.

← [BACK TO DEPARTMENT LIST](#)

NAME*

Food

PHONE EXTENSION* SYNCHRONISATION TAG

3001 FOOD

Extension number of the department

SAVE

2.6 Collaborators management

The administration interface let you add, list, modify or remove a collaborator.

You can also select multiple entries and remove them.

To import a large number of collaborators from Rainbow, we recommend to use the synchronization service.

List of collaborators ADD COLLABORATOR IMPORT

RECHERCHER: Search in list of collaborators FILTER BY DEPARTMENT:

| <input type="checkbox"/> | Full name | Email | Phone extension | Action |
|--------------------------|---------------------|--|-----------------|--------|
| <input type="checkbox"/> | User100 ALEA Retail | aleantwerp.retailshopuser100@gmail.com | 36601 | |
| <input type="checkbox"/> | User101 ALEA Retail | aleantwerp.retailshopuser101@gmail.com | 36602 | |
| <input type="checkbox"/> | User102 ALEA Retail | aleantwerp.retailshopuser102@gmail.com | 36603 | |
| <input type="checkbox"/> | User103 ALEA Retail | aleantwerp.retailshopuser103@gmail.com | 36604 | |
| <input type="checkbox"/> | User104 ALEA Retail | aleantwerp.retailshopuser104@gmail.com | 36605 | |
| <input type="checkbox"/> | User105 ALEA Retail | aleantwerp.retailshopuser105@gmail.com | 36606 | |
| <input type="checkbox"/> | User106 ALEA Retail | aleantwerp.retailshopuser106@gmail.com | 36607 | |
| <input type="checkbox"/> | User107 ALEA Retail | aleantwerp.retailshopuser107@gmail.com | 36608 | |
| <input type="checkbox"/> | User108 ALEA Retail | aleantwerp.retailshopuser108@gmail.com | 36609 | |

PAGE SIZE: 10 < 1 2 3 >

The synchronization service is reserved to administrators and allow you to synchronize all the collaborators of every stores in the target company at the same time.

It is based on the 3 different information, which are defined by the synchronization tags of stores and departments and finally on the predefined role tags (cf. Rainbow synchronization doc)

Information User100 ALEA Retail X

Information | Permissions | Telephony | Prog. keys | Services | Roles | Security

UA Identifier: aleantwerp.retailshopuser100@gmail.com
 Last name: ALEA Retail
 First name: User100
 Presence: ● Offline Last authentication: Aug 13, 2025 8:47 AM

Title: _____
 Job title: _____
 Department: D_DEP-A
 Language: English
 Country: Belgium
 Time zone: Europe/Paris
 Visibility: Public
 Other information 1: R_OCALL
 Other information 2: _____

Tags i
Retail S_2000 Add tags
 Press Enter or Comma key to add a new tag, Backspace to remove the last one. The number of tags is limited to 5.

The above example, shows a user which will be synchronized in the store with tag S_2000, attached to the department “DEP-A” with the on-call role.

After each synchronization you will get a summary of processed entries.

| date | duration | status | nb store processed | nb created | nb updated | nb removed | nb moved | nb unchanged |
|------------------------|----------|---------|--------------------|------------|------------|------------|----------|--------------|
| Aug 14, 2025 - 6:21 PM | 154ms | SUCCESS | 1 | 22 | 0 | 0 | 0 | 2 |
| Aug 14, 2025 - 6:01 PM | 104ms | SUCCESS | 1 | 0 | 0 | 0 | 0 | 24 |
| Aug 12, 2025 - 4:49 PM | 127ms | SUCCESS | 1 | 0 | 0 | 0 | 0 | 24 |
| Aug 2, 2025 - 7:39 PM | 416ms | SUCCESS | 1 | 0 | 23 | 0 | 0 | 1 |
| Aug 2, 2025 - 7:36 PM | 553ms | SUCCESS | 2 | 0 | 0 | 0 | 24 | 0 |
| Aug 2, 2025 - 10:04 AM | 305ms | SUCCESS | 1 | 0 | 0 | 0 | 0 | 24 |
| Aug 1, 2025 - 4:11 PM | 223ms | SUCCESS | 1 | 0 | 0 | 0 | 0 | 24 |
| Aug 1, 2025 - 12:11 PM | 245ms | SUCCESS | 1 | 0 | 1 | 0 | 0 | 23 |
| Aug 1, 2025 - 12:11 PM | 316ms | SUCCESS | 1 | 0 | 1 | 1 | 0 | 23 |
| Aug 1, 2025 - 11:52 AM | 487ms | SUCCESS | 1 | 20 | 2 | 0 | 0 | 3 |

3 VNA script deployment

A separate script is required for each store of the company.

After importing the script into your VNA tenant, you need to configure the default variables and the incoming call number against the store’s PBX configuration.

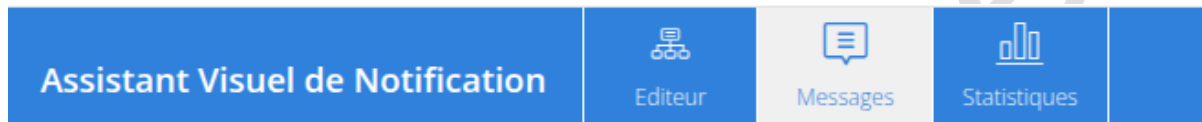
The main variables to define are the “apiServer” which contains the URL of the RCaaS API server and the “storeToken” which contains the bearer token coming from the administration panel of your target store.

The token must start by “Bearer ” followed by the token content.

The main prompts to manage are:

- The hold music/guide
- A message to tell that the phone lines are closed (out of time range)
- An intermediate hold message to make wait when looping on a list
- A bye message played before closing the call in case of no available calle

To define these records, you need to access the Prompts menu.



Brief clarification, as the VNA manages its default language globally (by tenant), you won't be able to define your prompt and break down it by languages. So if you need to manage multiple languages in your workflow, you will need to create a different prompt for each language version, name it differently and declare it as default language.

Ex: Hello_FR / Hello_NL

| | de-DE | en-US | es-ES | fr-BE | fr-FR | nl-BE | |
|----------------------|-------|-------|-------|-------|-------|-------|----|
| 911Announcement | ✓ | ✓ | ✓ | - | ✓ | - | 🗑️ |
| Attention | - | ✓ | - | - | - | - | 🗑️ |
| BroadcastNotStarted | - | ✓ | - | - | ✓ | - | 🗑️ |
| CouldNotConnect | - | ✓ | - | - | - | - | 🗑️ |
| DemoMassAnnouncement | - | ✓ | - | - | - | - | 🗑️ |
| DemoTransferToGSM | - | ✓ | - | - | - | - | 🗑️ |
| Goodbye | ✓ | ✓ | ✓ | - | ✓ | - | 🗑️ |
| GroupSelection | - | - | - | - | - | - | 🗑️ |
| HealthcareCleanerOK | - | ✓ | - | - | - | - | 🗑️ |