

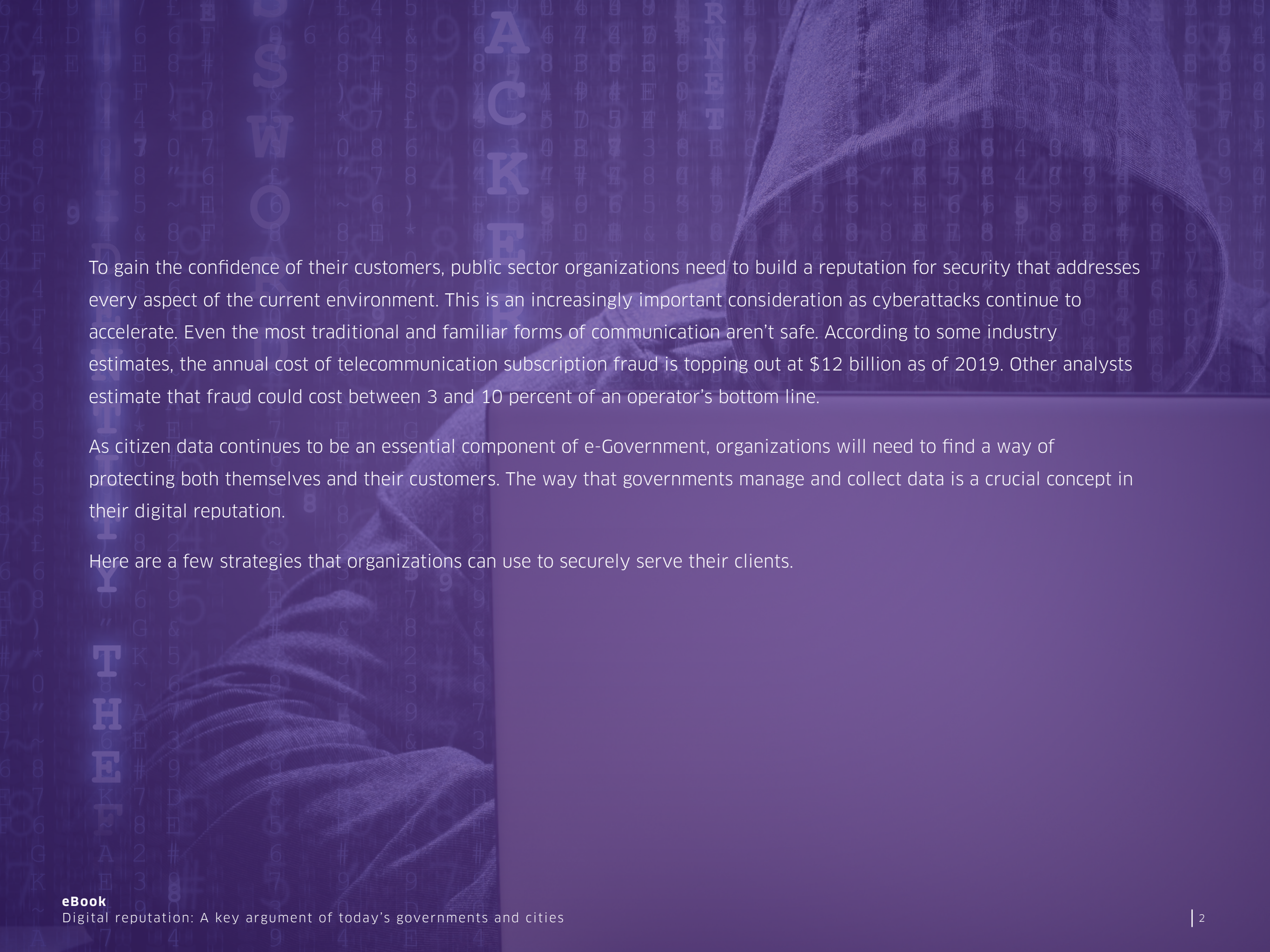


Digital reputation: A key argument of today's governments and cities

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Alcatel·Lucent 
Enterprise



To gain the confidence of their customers, public sector organizations need to build a reputation for security that addresses every aspect of the current environment. This is an increasingly important consideration as cyberattacks continue to accelerate. Even the most traditional and familiar forms of communication aren't safe. According to some industry estimates, the annual cost of telecommunication subscription fraud is topping out at \$12 billion as of 2019. Other analysts estimate that fraud could cost between 3 and 10 percent of an operator's bottom line.

As citizen data continues to be an essential component of e-Government, organizations will need to find a way of protecting both themselves and their customers. The way that governments manage and collect data is a crucial concept in their digital reputation.

Here are a few strategies that organizations can use to securely serve their clients.



1 Understand how your organization works to see what it needs

The more information you have about your organization and how it operates, the easier it will be to see the potential areas that may need the most attention and protection. The only way for organizations to accurately determine what kind of security they need is to look at their environment and work backwards from the pain points that they encounter.

An in-depth analysis of your organization includes:

- An evaluation of where employees communicate inside and outside of the organization
- Insights into collaboration strategies and the expanding digital workplace
- Analysis of the potential issues your employees have with communication
- A full understanding of where internal and external data is stored and how it is managed
- A strategy for protecting people, processes, and data from one end to the other

2 Implement the necessary network protection

- **Secured connectivity**, with mutual authentication and encryption, between your on-premises communications system (PBX and phones) and the cloud infrastructure delivering more services.
- **Communications confidentiality with a strong encryption feature** based on industry standards natively implemented into the solution, without any impact on the voice quality and performance. This means that you can continue to deliver the experiences your customers and employees expect, without compromising on security.
- **Data privacy in the cloud**, with access control and encryption of your stored data. This ensures that all crucial data that is gathered in the evolving business environment is fully protected from end-to-end.

At Alcatel-Lucent Enterprise we offer all of the above to ensure all your cloud communication are protected.

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3 Find a service provider that protects you

Make sure that you can trust your service provider to give you the tools and support you need to survive the era of digital transformation. Alcatel-Lucent Enterprise stands out in the marketplace for public sector organizations in search of an improved and protected digital reputation. Our full-stack approach to security includes:

- Common Criteria EAL2+ certification for the on-premises communications system
- ISO27001 certification of Alcatel-Lucent Rainbow cloud services. Implementation of security best practices described in ISO 27017/27018 standards
- GDPR compliance for European countries
- HDS (“Hébergeur Données Santé”) certification of Alcatel-Lucent Rainbow cloud services for data patient protection compliance in France

4 Adoption is key to a successful implementation

User adoption depends on solution simplicity and a seamless integration into your environment. It's important to ensure that the vendor that you're working with can offer a solution that delivers on complex digital transformation strategies, without being complicated at the back end.

Alcatel-Lucent Enterprise solutions make adoption easy:

- Phones are natively encrypted without any action from the employee
- The cloud services are available from anywhere at any time
- The employee is automatically and transparently authenticated using industry standards (such as SSO - Single Sign On)

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We are Alcatel-Lucent Enterprise.

We make everything connect by delivering technology that works, for you. With our global reach, and local focus, we deliver networking and communications. On Premises. On Hybrid. On Cloud