



Orange Business Services: Enabling a digital, globally connected business world

Orange Business Services is the B2B branch of the Orange Group, which serves enterprises across six continents. It is not only an infrastructure operator, but also a technology integrator and a value-added service provider. Our ambition is to help companies transform their businesses, leveraging digital technology to serve their teams, their projects and their customers. Thanks to the commitment and expertise of our 25,000 people, we deliver unmatched strategic advice for companies from all sectors, from the solution design to their secure rollout.



Data: the second wave of digital transformation

Nine out of ten leaders of large businesses believe that data is now a fully-fledged production factor. Today, more than 58% of businesses worldwide have planned to invest in the field of data management.

The digital transformation story continues, evolving toward a more data-centric story. The number of devices keeps increasing: machines, computers, phones, cars... all these connected objects are generating an ocean of information, of data being recorded in real time. For our customers, this means increasing opportunities, but also an increasing combination of challenges to solve simultaneously.

In this complex and interconnected “journey” or data lifecycle – from exploration to analysis – everyone is focusing on how to turn their ocean of data into knowledge that produces actionable business outcomes.

As a “carrier-grade integrator”, we excel at integrating both solutions and technologies, orchestrating data at every step, to maximize its value in a secure way. Data is a key competitive differentiator, and Orange Business Services has the expertise and services to help enterprises along the entire data journey.

The End-to-End Data Journey

Orange can help businesses with their data journey through all stages from exploration to analysis through the following six steps designed to help companies become more “data-driven.”

1. Collect

Some 2.5 trillion bytes of data are generated every day, and businesses need to capture relevant data from this immense volume. As a key player in the IoT market, Orange Business Services provides a range of different solutions for data collection to achieve this. With 16 million objects managed by Orange Business Services today, we can oversee the connected devices directly or integrate with third parties where required.

Orange Business Services manages 16 million objects.

2G, 4G, LoRa, 4G LTE... Orange Business Services supports all the IoT networks and has built an ecosystem of best-in class partners to match the right networks to the right sensors or modules to collect the data.

IoT presents opportunities in all business sectors, and Orange Business Services has developed particular vertical expertise in:

- **Automotive**, through the acquisition of OCEAN in 2015, which strengthened the position of Orange Business Services in the vehicle fleet management segment and made it a new leader in France and across Europe with over 120,000 vehicles managed;
- **Smart Cities and territories**, with the creation of the smart cities program in 2011 to support the digital transformation of cities and regions;
- **Industry and manufacturing**, with its teams of experts to address the challenges of Industry 4.0 and digital factories and plants;
- **Daily life** including smart home, healthcare and well-being via the health entity Orange Healthcare

2. Transport

With a strong heritage as a network operator, Orange Business Services operates fixed, mobile and virtual networks, all incorporating strong security components right from the initial design phase. Companies have a wide range of different options to transport their data to and from their devices in the field.

Around 40,000 employees at Orange Group are dedicated to networks and manage them worldwide.

Orange Business Services offers its connectivity services in 220 countries and regions. Whatever the business type (SME or large enterprise, single or multi-site, national or global), Orange Business Services offers high-performance, secure networks, 24h/7/365, with 99.88% availability, which makes it one of the most reliable network providers in the world.

We are continually developing our networks to anticipate the changing needs of businesses, especially as one of the leading players in the SD-WAN market.

We offer a global SD-WAN solution that is a fully automated, intelligent network with on-demand virtualized services, centrally orchestrated for end-to-end performance and control. This provides companies with a flexible and agile way to adapt the enterprise network to user needs, and is a future-proof solution completely integrated in our SDN architecture.

3. Store and process

Orange Business Services helps companies retain and manage their data with a range of processing and storage solutions through its cloud computing offers. On average, enterprises rely on five different cloud providers, 81% of which operate in a multi-cloud environment.

3,500 cloud customers worldwide, including organizations with massive storage requirements, such as the European Space Agency.

To support these companies manage this diversity, Orange Business Services has chosen to be agnostic in its choice of cloud technologies. This positions Orange Business Services as an integrator that can orchestrate and leverage various applications, critical or not, in an end-to-end, multi-cloud environment, be it public or private cloud. Following the acquisition of Basefarm in August 2018 and increasing its cloud revenues by 18% in the 1st half of 2018, Orange Business Services is pressing ahead with its growth strategy for the cloud computing market, generating more than 50% of its revenues outside France and 25% annual growth by 2022. Its target is to become a global leader in multi-cloud services. With a total of 2,200 cloud experts, Orange Business Services is continuing to invest in its own cloud capabilities and plans to hire 300 employees worldwide in 2018.

To achieve its goal of generating more than 50% of its cloud revenues internationally by 2022 and being able to support its customers across all geographic regions with a high standard of service and availability, Orange Business Services has decided to forge key alliances, notably with Huawei.

4. Analyze

With the recent acquisition of Business & Decision, our capabilities are now enriched with the advanced expertise in the field of data intelligence. This bolsters our ambition to become a European front-runner in connected data, digital experience and business intelligence, helping our companies make better decisions, improve their activities and reinvent their businesses.

We can provide our customers with a wide range of data management tools to monitor key indicators in real time and facilitate decision-making.

We believe that data analysis can help our customers manage four main challenges:

- Optimize operational efficiency
- Better understand customers to better serve them
- Anticipate financial, security, regulatory, e-reputation and fraud risks
- Detect, choose and create new services based on data

Orange Business Services data analysts can extract and decipher significant data volumes and transform them into actionable insight. This includes data management tools that provide decision-making support through features such as dashboards and other data visualization functionality – in real or delayed time.

1,800 Data Scientists and engineers are dedicated to helping customers extract value from data.

5. Share and create

Data is becoming a commodity with which people can interact, collaborate and exchange information with increased depth, flexibility and efficiency.

Thanks to a wide selection of decision-making tools, our customers' interactions with their end-customers and their co-workers develop and become more successful. Data circulates and feeds their projects through our Collaborative Workspace and Digital Customer Relation solutions, allowing them to create an enriched relationship and optimized resource management.

800 experts in communication and collaborative solutions integration.

Our Digital Customer Relation solutions include our call center, portal and customer applications. They optimize multichannel customer touchpoints and personalized services. The "Collaborative Workspace" facilitates the sharing between and cooperation among teams with our communication and collaboration solutions, business social networks and applications.

6. Protect

Keeping data secure and confidential is central to the entire data journey. Orange Business Services delivers secure end-to-end data thanks to its Orange Cyberdefense entity. It counts more than 1,300 cybersecurity experts and includes a network of nine SOCs (Security Operation Centers) around the world, including four CyberSOCs that allow it to analyze more than 30 billion events per day through its SIEM (Security Information and Event Management) solutions. Its epidemiology laboratory studies and integrates threat analysis tools for 20,000 to 30,000 malicious software programs not yet detected by standard security solutions every day.

**1,300 Cybersecurity experts
9 SOCs globally**