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ensuring your communications infrastructure becomes efficient and effective

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**Business
Services**



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Many IT organizations are being asked to align IT with their business strategy, as well as reduce operational expenses. At the same time, competitive pressures demand an infrastructure that supports business-critical applications that enable new initiatives to be implemented in a timely manner. And time is money, so the sooner a new service is available, the sooner its effect on revenue or cost savings can be realized.

In this paper, we describe a specific approach to helping customers solve this business communications challenge with application-centric networking. This paper focuses on the "optimize" aspect of what is a continual process to fine-tune and create the most efficient and cost-effective business communications infrastructure.

your business and IT challenge

With few exceptions, every enterprise that is reconsidering its communications and overall IT strategy will face this dilemma. In most cases, companies deal with the seemingly opposing objectives of reducing costs while delivering real business benefit from IT by first focusing on the "supply side." This means making sure the IT department is running smoothly from a financial and operational perspective (focusing on efficiency). Upon satisfying this first phase, the opportunity arises to focus on the "demand side," measuring performance of the communications infrastructure in terms of business requirements (with a focus on optimization).

supply side: optimizing your communications infrastructure to reduce costs (phase I)

For years now, cost reduction programs have become the norm within many IT departments. Most companies have done a very good job of cutting costs out of their operations by streamlining their communications infrastructure and

reducing unnecessary expenditures. However, the pressure to reduce IT expenditures remains constant, and areas for reduction that won't impact service quality are harder to identify.

One option is to consider your sourcing strategy. In recent years, many companies adopted a multi-vendor policy for their communications infrastructure in order to mitigate service provider instability and to offload non-business-critical information to a lower-cost infrastructure. With this approach, business information is distributed over two separate network infrastructures; for example, business-critical information would run over a frame relay network and other information over an Internet VPN. This dual approach reduced the risk for service disruption, but typically engaged multiple vendors in multiple countries.

Today's service providers are more stable, infrastructure technologies have matured and hybrid technologies can interoperate seamlessly. This creates a new opportunity to increase economies of scale in procurement, support and administration and lower operational costs by consolidating vendors and network infrastructures. Many organizations are also looking into server consolidation as a way to lower the total cost of ownership of, for instance, their messaging infrastructure. Several years ago, the constraints of hub and spoke network designs drove most organizations to implement distributed messaging architectures. Today, more robust, any-to-any networks and classes of service have made it possible to roll out consistent email branding and global directories and move to a single, preferred platform for all business units. The business case for consolidation is established by carefully conducting an analysis of current assets and user needs, accurately quantifying the network usage and costs and then relating them to anticipated savings from reduced licensing and server administration costs.

Another case could be made to not only consolidate, but to out-task the filtering of anti-virus and spam email messages that can account for nearly 90% of messaging today. Imagine spending less time reviewing and deleting spam emails or needing to engage IT to ensure that a virus has not inflicted damage upon your PCs. All of this, along with the archiving and compliance regulations required by Sarbanes-Oxley, is taken off the hands of your IT department – assuring efficiency and increased productivity.

Besides vendor, infrastructure and messaging out-tasking and consolidation opportunities, there are other areas for reducing IT expenditures. For example, application performance analysis often identifies opportunities for network bandwidth optimization – without affecting application performance – by caching and compression or simply by gaining better visibility of the applications that run on your communications infrastructure.

demand side: aligning the communications infrastructure to your business (phase II)

Focusing on the "demand side" means aligning your communications infrastructure with your business needs. IT organizations are under pressure to deliver competitive advantage by offering greater flexibility in the way computer systems and networks support business objectives. In order to meet this demand, both business and IT managers are studying new technologies to find innovations that will help them change the business and create strategic advantage. Examples of such innovations are:

■ **Service-Oriented Architectures (SOAs)**

SOA is an architectural style that delivers the business agility and IT flexibility promised by web services. Its goal is to achieve loose coupling among interacting software agents. This enables an enterprise to define the essential services it requires to serve its core business needs efficiently and to adapt rapidly to changing business conditions. An important consequence of loose coupling is that services can run anywhere on the network infrastructure and are not restricted to a specific hardware or software platform. The network infrastructure, therefore, must be closely aligned to such architecture in order to gain the maximum benefits from e-business technology.

■ **new networking technologies**

Technologies like Multi-Protocol Label Switching (MPLS) deliver improved scalability compared to former networking technologies. Combined with the reach of your service provider, this flexibility supports expansion strategies by shortening the time to connect new business users. Another advantage is the ability to seamlessly interoperate managed VPNs of different networking technologies such as MPLS, IP, frame relay, ATM and Optical Ethernet for lower cost solutions without impacting service quality.

how Orange Business Services can help optimize your infrastructure and align it with your business

In order to achieve optimal efficiency and effectiveness for our customers' communications infrastructures, Orange Business Services uses a consultative engagement methodology: working with each customer to understand their unique business needs and then building the unique solution that is optimized to their environment. We leverage our Business Acceleration suite of services to improve visibility, management and performance of the infrastructure and applications so that the daily environment supports your strategic decisions and drives value to all areas of your business.

Our approach to your business challenges of cost savings and increased business value considers your total environment, either across the globe or in selected countries. During our collaborative engagement, we use questionnaires and various meetings to capture qualitative and quantitative information. Typically there is one kick-off session, followed by functional, financial and technical sessions, and then one wrap-up meeting to discuss the results and recommendations that make up the roadmap to accelerating your business.



← 1 month methodology →

The results of your Business Acceleration engagement are documented and presented to you by our communications experts. The results include:

- 1 a baseline of your existing environment (technical, financial and functional)
- 2 identification of “quick wins” for effective cost reduction
- 3 mapping of findings to your business needs and strategy
- 4 a strategic direction and roadmap that you can use to achieve your end goals (i.e., recommendations on tools or changes to optimize your infrastructure)
- 5 identification of areas of low value and redundancy so you can reallocate this budget for investment in higher value projects

For more information about Orange Business Services solutions visit our website:
www.orange-business.com.

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