



Paris, Aug. 29, 2007

## Orange Business Services positioned in Leaders Quadrant for Global Network Service Providers

Orange Business Services has been placed in the leaders quadrant in Gartner Inc.'s Magic Quadrant for Global Network Service Providers, 2007 <sup>1</sup>.

The report defines "leaders" as vendors who "have a full portfolio of voice and data products, coupled with above-average service and support, wide global coverage and competitive pricing. They have a strong vision that includes adopting more information and communication technology (ICT) capabilities, which they articulate clearly and openly."

Barbara Dalibard, executive vice president, Orange Business Services, said: "We are delighted to be positioned in the Leaders quadrant in Gartner's Global Magic Quadrant. We believe this placement is based in part on Orange Business Services having the broadest network coverage of any provider complemented by the broadest portfolio of network and ICT services. In addition, we gain efficiencies by replicating successful solutions for customers with similar needs."

Orange Business Services was evaluated on its "ability to execute" and "completeness of vision," which reflect the following specific criteria:

**Ability to Execute.** Product/Service, Overall Viability (Business Unit, Financial, Strategy, Organization), Sales Execution/Pricing, Market Responsiveness and Track Record, Marketing Execution, Customer Experience, and Operations.

**Completeness of Vision.** Market Understanding, Marketing Strategy, Sales Strategy, and Offering (Product) Strategy.

### About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators with more than 161 million customers on five continents.

In June 2006, as part of the France Telecom integrated operator strategy (NEXt program) to deliver simple, convergent products, Orange became the single brand for mobile, Internet and TV offers in France, the United Kingdom, The Netherlands and in Spain, strengthening Orange's position as the number two mobile and Internet services brand in Europe. In addition,





Orange Business Services, which operates in 220 countries or territories, became the new banner for business communications solutions and services.

France Telecom (NYSE:FTE) is listed on Euronext Paris Eurolist market and on the New York Stock Exchange. At March 31, 2007, the group had more than 100 million mobile customers, about 12.5 million Internet customers and 48.5 million fixed line customers.

In 2006, France Telecom had consolidated sales of 51.7 billion euros.

Further information about Orange and France Telecom can be found on the Orange Web site at [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) or the France Telecom at [www.francetelecom.com](http://www.francetelecom.com).

*Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited.*

## Editor's Note

*The Magic Quadrant is copyrighted 2007 by Gartner Inc. and is reused with permission, which permission should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner Inc.'s opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the "Leaders" quadrant. In some situations, firms in the Visionary, Challenger, or Niche Player quadrants may be the right matches for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner research is intended to be one of many information sources including other published information and direct analyst interaction. Gartner Inc. expressly disclaims all warranties, express or implied, of fitness of this research for a particular purpose.*

<sup>1</sup> Magic Quadrant for Global Network Service Providers, 2007, Neil Rickard, Eric Paulak, August 8, 2007.

## Press contacts

### Orange Business Services - Global, Europe and Asia Pacific

Frédéric Gielec

+33 1 46 46 2189

frederic.gielec@orange-ftgroup.com

### Orange Business Services - Americas

Elizabeth Mayeri

+1 212 251 2086

elizabeth.mayeri@orange-ftgroup.com





[www.orange-business.com](http://www.orange-business.com)

Orange

Carolyn Owen

+44 7891 641 008

[carolyn.owen@orange-ftgroup.com](mailto:carolyn.owen@orange-ftgroup.com)

Fabienne Moiteaux

+33 1 44 44 93 93

[fabienne.moiteaux@orange-ftgroup.com](mailto:fabienne.moiteaux@orange-ftgroup.com)

