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Orange Business Services launches Mobile Office in the U.S.

End-to-end enterprise mobility solution boosts enterprise and knowledge worker productivity through a holistic mobility management approach

Orange Business Services is launching Mobile Office, a suite of enterprise mobility management tools and capabilities designed to boost the performance, productivity and value of enterprise knowledge workers¹ in the U.S. Focused on the enterprise end-user, Mobile Office complements the Business Everywhere™ suite of mobility solutions and is one of the first integrated PC and PDA offerings available on the market today, encompassing:

- **mobility access** – network access client software with broadband wireless access for laptops and managed push-mail for PDAs;
- **mobile device security & management** – auto-inventory of mobility devices, software detection, compliance check, patch distribution and the ability to remotely shut down errant or unauthorized devices;
- **mobile device deployment** – centralized management over staging, mobility software installation, deployment and device certification;
- **mobile infrastructure management** – U.S. help desk support for end-users, integrated portal interface for PDAs and laptops and dispatch and standard/ad-hoc reporting.

A recent Gartner Magic Quadrant analysis on managed remote-access and mobility services in the U.S. listed Orange Business Services as a Visionary in this market, playing a key role in the development of future mobile services. According to Eric Paulak, managing vice president, Gartner Research: “The enterprise mobility market today is highly fragmented, with companies struggling to assemble the right combination of mobility management tools in order to leverage the substantial investment they have made in mobile capabilities. Corporations need to take a hard look at all of their mobility costs, and start focusing on how their mobility solutions address end-user productivity which provides greater business value.”

¹ **Knowledge workers** are employees that need to be productive anywhere and everywhere 24x7, due to the value they bring to their enterprises. The term connotes enterprise value, as opposed to road warriors or mobile workers, which connotes geography.





Mobile Office reduces the complexity and inefficiencies of the fragmented environment facing the knowledge worker on-the-go: juggling between different communication equipment found in an office, home and mobile workplace. It is not uncommon for the end-user to have to integrate all of the various components to have them work together. With Mobile Office, knowledge workers benefit from a fully managed and integrated mobility solution, provided to them with remote access services, corporate applications and the right level of security, all supported by a local help desk.

In many cases, IT organizations do not have the right tools to effectively manage mobile devices, control costs and ensure security compliance. Mobile Office's integrated mobility management tools help to not only reduce costs, but also improve compliance and minimize risk exposure. Mobile Office is unique in that it offers a complete mobile management ecosystem – infrastructure, services and device management – throughout the end-user utilization life cycle.

“Other service providers offer only pieces of the mobile enterprise equation,” said Diana Leonard, senior vice president of the Americas, Orange Business Services. “With Mobile Office, Orange Business Services delivers a wireless convergence solution, bringing all the pieces together for the end user and the IT management organization. The Mobile Office end user gets the right mobility tools, right away, with greater security, lower total cost of ownership and less demand on IT organizations. Mobile Office delivers a level of innovation and integrated service that redefines the landscape of the U.S. mobile enterprise market.”

Orange Business Services stakes claim in U.S. mobile market.

Mobile Office is an important step in Orange Business Services' push into the growing U.S. mobile enterprise market, where mobility is pervasive and challenging to manage due to a wide range of service options, lack of distinction between personal and corporate usage and increasing compliance and security risks. Using Mobile Office, knowledge workers benefit from a fully integrated mobility solution that is completely endorsed by their company. At the same time, the IT manager can manage all corporate mobile devices using a proprietary portal from Orange Business Services that enables remote maintenance, patch management, security capabilities, billing and reporting, among other benefits.

Working with Orange Labs, Orange Business Services designated Mobile Office an “innovation project” early on, thereby enabling the service development team to plan, design and deliver the service into the market quickly and effectively. By focusing on key mobility management requirements and by creatively organizing matrix teams around the globe, Orange Business Services enters the market with a unique, innovative and timely solution to enterprise mobility management requirements.





About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 170 million customers in five continents as of December 31, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007. As of December 31, 2007, the Group had 109.6 million mobile customers and 11.6 million broadband internet (ADSL) customers.

Launched in June 2005, the NExT program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband Internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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