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Orange Business Services launches Network Boost, an integrated application performance management solution

customers benefit from network-based application SLAs and proactive performance monitoring

To help enterprises further optimize their business applications, Orange Business Services is launching Network Boost, a network-based application performance management solution, fully integrated with the Orange IP VPN. Network Boost prioritizes, accelerates and optimizes customers' applications and guarantees uptime through stringent network-based application service level agreements and proactive performance monitoring.

Network Boost gives businesses a clear understanding of how their networks are used – by application, site and user group. The solution allows businesses, regardless of their size or number of worldwide locations, to manage and prioritize in real time the applications running on their networks. With Network Boost, businesses can maintain intelligent networks that continuously adapt to data transmission volumes and performance demands from new business applications. Orange proposes multiple options depending on customer need, including:

- acceleration that compresses data and minimizes network delays,
- application monitoring that anticipates network performance degradation, and
- self management that allows customers to change their own application service quality.

With an integrated application performance management solution, customers benefit from:

- productivity gain with comprehensive optimization, visibility and management of its business critical applications
- worldwide deployment with a single service desk,
- better control and allocation of network resources with end-to-end incident management and aligned Guaranteed Time To Repair service level agreements,
- better productivity with global evolution planning, and
- user satisfaction with better quality of service and homogeneous customer experience, as well as a single bill.





Business Acceleration enhancement

Available in 220 countries and territories, Network Boost is a new addition to the “Manage” phase of the Business Acceleration suite of services. Launched in March 2007, Business Acceleration improves visibility, management and performance of applications through an optimized global communications infrastructure. The threefold approach includes:

- **analyze**, supplies Business Intelligence, gaining end-to-end visibility on business-critical applications,
- **manage**, ensures efficient and harmonized operation of the infrastructure and applications, including application performance optimization, service management and reporting/SLAs, and
- **optimize**, maximizes benefits from the customer’s infrastructure and improves its business applications’ performance.

About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. France Telecom serves close to 174 million customers in five continents as of June 30, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (26.3 billion euros for the first half 2008). As of June 30, 2008, the Group had 113.8 million mobile customers and 12.2 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 (compartiment A) and on the New York Stock Exchange.

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

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