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Orange Business Services modernizes Etex's network infrastructure

convergent MPLS network with Business Talk Global, Network Boost and Business Everywhere provides flexibility and efficient cost management

Orange Business Services has signed a 3-year contract with Etex, an industrial holding company specializing in building materials, to implement a fully managed convergent network in combination with telephony, network management and business application management. The solution will be used at all sites of the Etex European Business Material Division.

With this new partnership, Etex aims to maintain its competitive advantage in order to optimize its business-critical applications and to further develop its high-performing IT platform. The network implemented by Orange Business Services will provide Etex the following benefits:

Convergence: a network ready for the future – The network at Etex is convergent, which means that voice and data can run on the same network. A network standardized this way eliminates fragmentation and promotes efficient cost management. In addition, Etex will be able to migrate to VoIP or LAN VPN more easily.

Business Talk Global: more flexibility and lower costs – A particularly interesting aspect of the network solution at Etex is the fact that Orange Business Services Business Talk Global is integrated into the network. This solution enables standardization and optimization of telephony services while simultaneously reaping considerable cost savings. Together with the convergent network, it will form the basis for an IPT infrastructure as well as a fixed-to-mobile solution.

Network Boost: management solution for application performance – The integrated Network Boost solution allows Etex clear insight into the use of its network by business application, location and user group. This solution enables Etex to proactively manage, prioritize and optimize business applications that run on its network in real time.

Business Everywhere™: mobility for people on the go – Business Everywhere™ offers mobile employees an easy, secure way to access the Internet and business applications.

“We were looking for a flexible network partner who could offer us network standardization, monitoring and control at the application level and proactive error monitoring for the end user,” said Walter Van De Wiele, managing director of Manasco - the IT business unit of the European Business Material division of the Etex Group. “It was primarily the technical quality of the network,





the network reach and the extensive service offering that ultimately made us choose Orange Business Services.”

Jeroen Van Brussel, country manager and managing director of Orange Business Services Belgium, Netherlands and Luxembourg, said: “We are delighted with Etex’ confidence in us and that we are able to meet their needs. Stability and efficient management of business-critical applications are of crucial importance when it comes to this. The acquisition of this contract underscores the success of our own business strategy and the quality and expertise of our employees.”

About Etex

Etex Group is a Belgian industrial group that produces and markets of high quality building materials and systems. Roofing & cladding materials, building & decorative board, passive fire protection systems, floor and wall coverings are produced through its 90 affiliated companies, leading producers of building materials in their markets. Etex Group, with a consolidated turnover of € 2,129 millions (2007), is present in 41 countries on all continents, and employs more than 14,000 people.

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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