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Orange Business Services sets out its ambitions in cloud computing

- Orange announces complete cloud computing services, from infrastructure to real-time business applications;
- Leveraging its cloud-ready network, Orange is best placed to provide enterprises with simpler, safer and more flexible cloud services.

Orange Business Services, which has already rolled out successful cloud services, such as IT Plan¹ and Flexible Computing², will launch a dozen of new cloud computing services in the coming 24 months, covering six main areas including real-time applications, collaboration, security, infrastructure, cloud-ready networking and vertical solutions for specific industries.

Cloud computing allows users, whether companies or individuals, to access IT resources and applications from the network relying on its processing and storage capacities.

Complete cloud computing services

Complete cloud computing solutions include a full range of services, from infrastructure to real-time business applications, supported by our cloud-ready network ensuring rapid scalability with full security and end-to-end service level agreements.

Our full lifecycle approach allows us to provide our customers with step-by-step guidance during their transition to cloud-based services, accommodating hybrid models, which are the most suitable for many enterprises.

While Internet-class cloud computing brings cost reduction and scalability, it delivers very little visibility on security and can generate performance issues. Within the Orange cloud, we can deliver and manage all business critical applications and IT infrastructure as a service, with a one-stop-shop approach. The complete, end-to-end solutions provide customers with usage-based pricing and self-service through a user-friendly portal.

The Orange expertise

Orange already has solid expertise with cloud services, in part thanks to a strong existing portfolio and 150 cloud computing specialists. In addition to managing 12,000 servers for enterprise customers, we can design, build and operate private clouds for large multinational companies.

“Operating cloud computing services is in our DNA,” said Barbara Dalibard, president and CEO, Orange Business Services. “The network is the cloud, and our experience and expertise in network and communications services place us in the best position to deliver high performance cloud computing services to support our customers’ transformation. We are committed to leveraging our global capabilities to deliver secure and flexible cloud computing services to our customers.”

¹ desktop virtualization

² hosted virtualized infrastructure





"Telecom operators are ideally positioned to provide secure and resilient cloud services," said Camille Mendler, vice president of global service strategies at Yankee Group. "Enterprises need pervasive connectivity to virtualized assets, backed with robust performance guarantees and transparent monitoring tools. Not least, there is an urgent need for trusted intermediaries to federate private, public and hybrid cloud environments. Telecom operators are stepping up to play this critical role."

Leveraging our position as "Best Global Operator",³ Orange can rely on its international network, high standard service and security, as well as end-user and device management capabilities, to drive this new generation of cloud services.

Helping customers transform their businesses

Enterprises are seeking ways to transform their businesses, yet most cannot implement change faster than their IT can support. The need for change is the driving force behind the evolution to cloud computing capabilities. This new computing model alleviates the need for upfront investments when deploying new applications. In addition, cloud computing services are yet another way to help our customers achieve their green IT objectives. The Orange Business Services complete cloud computing portfolio also includes consulting services to both help customers understand the potential of cloud computing for their business and to plan their transition.

For more information: <http://www.orange-business.com/en-cloud>

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at Sept. 30, 2009, the Group had a customer base of 190 million customers in 32 countries. These include 128.8 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunications services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment 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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³ Voted Best Global Operator by the World Communications Awards four consecutive years (most recently on November 25, 2009).





www.orange-business.com

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

Orange

Erika Gelinard +33 1 44 44 93 93 egelinard.ext@orange-ftgroup.com

