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# Orange Business Services - Data Center and Cloud Services

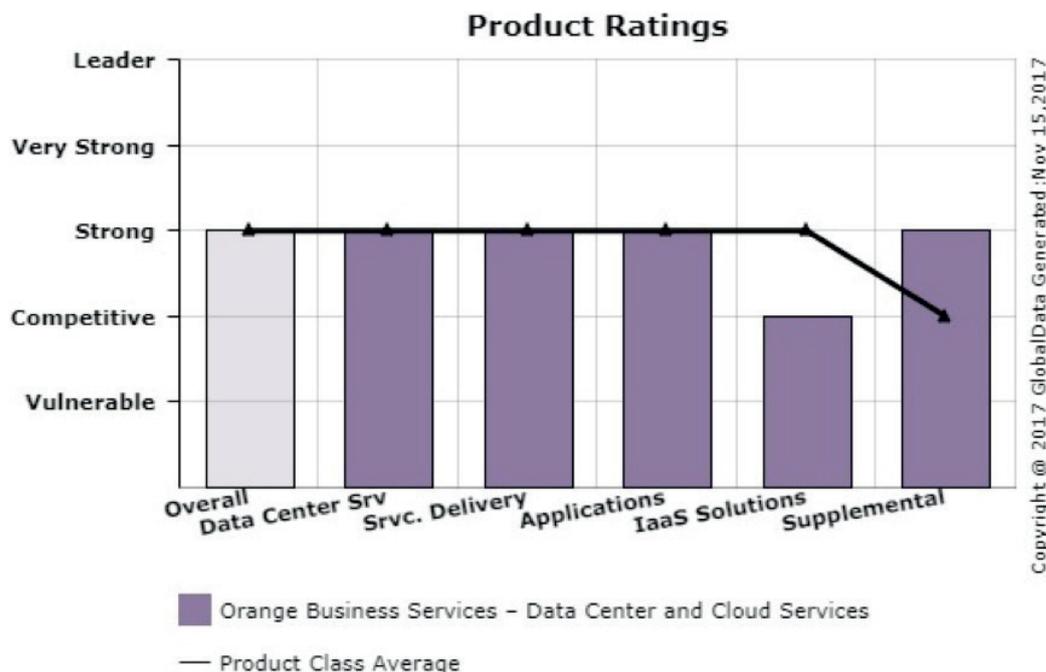
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## PRODUCT ASSESSMENT REPORT - DATA CENTER AND CLOUD SERVICES

### REPORT SUMMARY

Orange has sharpened its focus on opportunities for integrating, orchestrating, and managing hybrid cloud resources including third-party public cloud services. Messaging is now based on “managed multi-cloud” and “Best of Cloud” propositions.

### SUMMARY



### WHAT'S NEW

- **April 2017** - Orange Business Services (OBS) rolled out its new global public cloud in Asia Pacific, including the IaaS/PaaS platform developed jointly with Huawei and first announced in February 2017
- **March 2017** - OBS announced planned integration of Riverbed SteelConnect technology with its hybrid network offering, building on the acceleration already available with its Riverbed Enterprise Application Management (EAM) for cloud applications on Orange Business VPN Galerie; new features

will enhance management of cloud access services

- **February 2017** - OBS launched its international cloud strategy, leveraging a new partnerships with Huawei for an OpenStack-based IaaS/PaaS solution for multinational corporations

## PRODUCT OVERVIEW

<b>Product Name</b>	Flexible IT	
<b>Description</b>	The Flexible IT portfolio includes cloud computing (infrastructure as a service) and other hosted IT services (including software as a service) offered on flexible consumption models depending on customer need.	
<b>Components</b>	<ul style="list-style-type: none"> <li>• Flexible Computing Express</li> <li>• Flexible Computing Premium</li> <li>• Flexible Computing Private</li> <li>• Flexible Computing Advanced</li> <li>• Flexible Engine</li> <li>• Flexible Computing Healthcare</li> <li>• Cloudwatt</li> <li>• Business Together as a Service</li> </ul>	
<b>Key Customers</b>	<ul style="list-style-type: none"> <li>• AngloGold Ashanti</li> <li>• Auchan Group</li> <li>• Borgward Group</li> </ul>	<ul style="list-style-type: none"> <li>• Haier</li> <li>• JTI</li> <li>• Lane Crawford</li> </ul>
<b>Key Rivals</b>	<ul style="list-style-type: none"> <li>• Amazon Web Services</li> <li>• COLT</li> <li>• Google</li> <li>• IBM</li> <li>• DXC Technology</li> <li>• Fujitsu</li> </ul>	<ul style="list-style-type: none"> <li>• Interoute</li> <li>• Microsoft</li> <li>• Rackspace</li> <li>• T-Systems</li> <li>• Vodafone</li> </ul>

## ESSENTIAL ANALYSIS

### Strengths

- **Flexible Range:** Well-branded Flexible IT and Flexible Computing services offer a range of public, hybrid and private IaaS/PaaS offers across two key cloud management environments: VMware and OpenStack.
- **Cloud Connectivity:** OBS was ahead of the market with innovative cloud connectivity solutions, using networking know-how to enhance access to applications in the cloud. It has kept pace with new advances, such as its planned Riverbed SteelConnect integration for SD-WAN.
- **Service Focus:** OBS has invested heavily in professional and managed services across cloud operations, legacy systems migration, application management, and consulting (from design to security). This supports new messaging focusing on “managed multi-cloud” and “Best of Cloud” solutions.

### Limitations

- **Regional Limits:** Cloud service infrastructure is highly concentrated in France and Singapore; although there are now seven availability zones globally, OBS can't offer in-region data storage as widely as some competitors.
- **Public Cloud:** OBS has made a new commitment to public cloud, but it remains to be seen whether Huawei's OpenStack solution and OBS's service delivery capabilities can gain meaningful traction in a space dominated by hyperscale specialists.
- **Cloud First:** The cloud-first approach is a strength when it comes to IaaS/PaaS, but ignores consistent growth opportunities in traditional colocation and hosting services markets.

## CURRENT PERSPECTIVE

### STRONG

Orange Business Services is strong in the data center and cloud services market, because it has the scale and portfolio depth, using public, private, and hybrid cloud models, to support business requirements ranging from pay-per-use, on-demand computing aimed at SMEs to complex hosting engagements for large multinational clients. The company's push into the cloud is increasingly varied and open, having established a VMware-based platform in global data centres, while also offering OpenStack-based solutions in France (via acquired start-up Cloudwatt) and globally, most recently through a new partnership with Huawei. As such, the focus is sharpening on opportunities for integrating, orchestrating, and managing hybrid cloud resources including third-party public cloud services; current market messaging is based on “managed multi-cloud” and “Best of Cloud” propositions.

All of the company's cloud-related activities are consolidated in a standalone business unit, Orange Cloud for Business. This brings all relevant assets and people together, concentrating its focus and enabling it to move quickly in portfolio updates while increasing its depth in service level engagement. The strategic vision the company has developed is based on flexibility (relieving customers of intense CapEx demands and lengthy contracting terms), hybrid infrastructure (providing both choice and integration with other services/resources), and support for bimodal IT.

Like many service provider peers, OBS sees orchestration and integration of the cloud ecosystem as a means of differentiation, but its focus here is on customer experience. Leveraging Orange's existing strengths in customer service (and managed/professional services), the provider can highlight metrics

around application performance and operational efficiency in support of service level agreements (SLAs) defined by agreed business outcomes and customizable based on priority.

The customer-centered approach is driven top down from a broad strategy which is to enable enterprise digital transformation driven by customer needs for digital solutions inside and outside the business. As such, its cloud portfolio is directly linked with adjacent solutions in big data and analytics (Datavenue), network (SD-WAN), security, and the Internet of Things, making it key to current and future investment.

## COMPETITIVE RECOMMENDATIONS

### Provider

- **Hybrid IT Integration:** OBS should continue to position the Flexible IT portfolio as a solution for hybrid IT, continuing recent efforts to elevate its messaging around cloud service integration.
- **PaaS Awareness:** OBS positions its new public cloud platform as an IaaS/PaaS solution; it should better explain its PaaS strategy for DevOps, and associated professional/managed services.
- **Customer Experience:** Strong reputation for enterprise customer satisfaction combined with a customer experience-centric strategy can win over prospects if proof points applicable to hybrid cloud can be established.

### Competitors

- **Huawei Again:** Key European competitors including Deutsche Telekom and Telefonica can position OBS as a follower, having engaged Huawei for OpenStack cloud well ahead of it.
- **Geographic Coverage:** Various competitors can offer cloud data centers locations in many more jurisdictions to win customers that have especially strict data sovereignty compliance issues.
- **Network Focused:** Competitors with a strong SaaS/PaaS story can position OBS as concentrated on network-related applications and services.

### Buyers

- **Digital Transformation:** As of 2017, OBS is better positioned to augment private cloud services with globally distributed public cloud services, supporting application migration and the switching of legacy systems to the cloud.
- **Integrated Portfolio:** OBS should be considered as an end-to-end provider; its portfolio brings depth in public, private, and hybrid cloud services across multiple technology platforms.
- **France Leadership:** Strength in local cloud data centers, networks, and security resources make OBS a potential top choice for enterprises with a France-centric (and potentially EU-centric) footprint.

## Metrics

### DATA CENTER SERVICES

Rating	Strong
<b>Dedicated Managed/Hosting Services</b>	Traditional hosted, colocated, on-premises managed data center and cloud services from 16 data centers globally. Flexible Computing multi-tenant shared IaaS platform supports customers from simple hosting for SMEs in France to custom large-scale outsourcing for enterprises, all with services managed through a universal support process run from global service centres, underpinned by Orange Business Services' global network of 1,500 PoPs in 166 countries. The global managed MPLS network lies behind Business VPN Managed Network Services. Business Acceleration: a suite of offers for optimizing use of bandwidth and application performance, both legacy and cloud.
<b>Colocation Services</b>	40 data centers globally offer colocation. Many of Orange Business Services 1,500 POPs worldwide are also used for colocation.
<b>On-Demand Compute Services and Storage Services</b>	<ul style="list-style-type: none"> <li>• On-demand Compute: Flexible Computing Express; Flexible Computing Premium, Flexible Computing Advanced, Flexible Engine, Cloudwatt (OpenStack-based public IaaS in France) and Flexible Computing Private; charged according to resources used.</li> <li>• On-demand Storage: Flexible Back-up as a Service is a fully managed solution based on EMC Avamar technology in Orange data centers, priced per GB of data saved. Flexible Storage, based on Cloudwatt infrastructure, provides file storage, as a sync and share solution for French businesses.</li> <li>• Flexible Computing Express virtual data centers offer a pool of resources (CPU, RAM, disk, FWL, load-balancing), a self-provisioning portal, charged according to total resources used.</li> <li>• Flexible Computing Premium is for larger/more complex application requirements/customers, offering automated virtual server environments (and optional dedicated servers) and a catalogue of IT infrastructures services with four management levels (managed OS, middleware monitoring, managed middleware, managed applications), charged according to usage. Flexible Computing Private offers integration of technologies and tools to deliver dedicated, secure, customized, flexible infrastructures, in Orange Business Services' or customers' data centers.</li> </ul>
<b>Disaster Recovery/Business Continuity Services</b>	Shared cloud infrastructure (FCA) is duplicated in two data centers (failover), a customer is hosted in one datacenter and backup routed to another. A customer could also choose to deploy a DRP service to have his solution hosted globally or partially in the two datacenters in active/passive mode (bespoke solution).

## SERVICE DELIVERY INFRASTRUCTURE

Rating	Strong
<b>Data Center Infrastructure</b>	Cloud and IT services are currently delivered from two data centers in Paris, Rueil and Chevilly, plus a state-of-the-art facility in Normandy. Outside of France, cloud-ready data centers are established in Germany, Russia, Hong Kong, Singapore, Sydney, and the U.S., with partner locations and planned Orange locations in Poland, Brazil, Romania, and the UK. All of these data centres are Tier 3 or Tier 3+.
Network Connectivity	<p>All data centers are interconnected through Orange Business Services' own core backbone MPLS network which reaches 187 countries, 73 countries with Ethernet and 63 with DSL. Services can be accessed through the Internet or VPN. VPN access can also be provided via International Ethernet Link service, available in 34 countries for up to 1Gbps bandwidth interconnect.</p> <p>In 2016, Orange Business Services integrated its acceleration service Enterprise Application Management (EAM) Riverbed into Business VPN Galerie to improve the user experience for cloud users at remote sites. The service boosts the performance of all major cloud services in Business VPN Galerie over enterprise customers' VPNs.</p>
Redundancy Measures	Synchronous site mirroring between Rueil and Chevilly in Paris. Global support centers are situated in India, Cairo, Brazil and France, for global coverage and resilience.
Site Security	All data centers are equipped with external cameras, perimeter fencing, 24 hour security and badge reader or biometric entry control at both site and room level. All data centers are SAS70 compliant, and operational organisations are ISO9K / 20K compliant.

## PACKAGED MANAGED/HOSTED APPLICATION SERVICES

Rating	Strong
<b>Data Center Infrastructure</b>	Enterprise Resource Planning: Managed SAP. Customer Relationship Management: contact center as a service; Virtual Contact Center Service using a shared platform hosted by Orange Business Services. Collaboration: Managed Microsoft Exchange, SharePoint; Microsoft Online services (including messaging, IM, shared workspaces and web conferencing). Fully managed STRONG onsite and hosted security solutions, backed by security consultancy. Private application Store: a catalogue of applications (collaboration and other applications) hosted in Orange Business Services' or customer data centers.

On-Demand/SaaS solution availability	On-demand and SaaS available for enterprise services, for example: IT Plan: Microsoft e-mail and productivity applications available via thin-client on a monthly per seat basis. Flexible Trading for financial services sector in North America: SaaS comprehensive solution addressing specific voice trading needs and compliance with financial rules; access to other services (e.g. liquidity pools) natively integrated; connected through private trading network; hosted and managed shared platform with enhanced security (virtual private cloud). Business VPN Galerie: an option of the company's Business VPN managed network offer for access to selected cloud computing services (from Orange or partners) delivered via VPNs. Security as a Service: Messaging Protection Suite, Web Protection Suite, with choices of service management levels and SLAs, pay per use model, validation workflow and reporting. Flexible Workspace: SaaS. Flexible Contact Center: SaaS with portal to allocate one of the 5 profiles to end-users.
On-Demand Collaboration Applications	Collaboration: Managed Microsoft Exchange, SharePoint; 'Office Together' Microsoft Online services (including messaging, IM, shared workspaces and web conferencing). Business Together as a Service: unified communications and collaboration. "Pay as you go" pricing per user and profile, can scale up and down based on business needs. Available to international markets, hosted in global data centers. Cisco and Avaya IP telephony solutions are available on a private cloud basis.

## IAAS SOLUTIONS

Rating	Strong
Use Cases	Collaboration: Managed Microsoft Exchange, SharePoint; 'Office Together' Microsoft Online services (including messaging, IM, shared workspaces and web conferencing). Business Together as a Service: unified communications and collaboration. "Pay as you go" pricing per user and profile, can scale up and down based on business needs. Available to international markets, hosted in global data centers. Cisco and Avaya IP telephony solutions are available on a private cloud basis.
Server Configurations	A complete catalogue of servers is offered for dedicated use. Flexible Computing Express and Premium virtual servers are supported on HP Bladervers. A range of dedicated servers can also be specified as part of Flexible Computing Premium solutions.
Storage Options	Flexible Back-up as a Service is a fully managed solution based on EMC Avamar technology in Orange data centers, priced per Gb of data saved.
Virtualization Technology	Citrix, VMware, OpenStack
Database Options	Oracle, MySQL, MS SQL Server, PostgreSQL
Security/ Compliance Controls :	All data centers are SAS70 compliant, and operational organizations are ISO9K / 20K compliant. Virtual private clouds have 6 security zones, and dedicated firewalling and physical server options.

Portal Features	Portal with provisioning, monitoring, managing, administrating and billing features.
Provisioning/ Decommissioning Time	N/A
APIs	N/A
Pricing Model/ Minimum Contract Terms	Flexible Computing: monthly charges are based on the total processing power, storage and network bandwidth resources used

## SUPPLEMENTAL SERVICES

<b>Rating</b>	<b>Strong</b>
Application Integration Services	Partners with Accenture, Wipro, CGI and others.
<b>Data Center Strategy Services</b>	Orange Business Services provides structured services to help customers define how to rationalize, consolidate or modernize their data centers to support the customer business activity, including: C18data center strategy, cloud readiness assessment, data center network infrastructure audits, data center move and consolidation, infrastructure transformation and transition, storage optimization, application performance management solutions implementation.
<b>Supplemental Cloud Migration Services</b>	Assess, design, implement, manage and optimize consultancy and integration services to plan and support clients' projects. Cloud Coach services support ongoing need for advice from existing customers.
<b>Key Ecosystem Partners</b>	Microsoft, Citrix, NetApp, Cisco, VMware and EMC (through the Flexible 4 Business cloud computing go-to-market alliance), SITA, NTT Communications, HP, Accenture, IBM, Atos, Unisys.

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