



Build a sustainable culture of innovation



Today, long-term success means continually generating new ideas.

But some enterprises find it hard to see an opportunity for innovation when they have been in an industry for a long time. Moreover, they can find it difficult to innovate effectively in isolation.

However, innovation never stands still. New disruptive companies are already exploiting digital technologies to deliver new products and services in your industry. To stay competitive, it is essential to invest in a sustainable innovation strategy.

Sustainable innovation is a combination of technology, people skills and a focus on customer need. We believe that innovation needs to be people-driven and revolve around the needs of both customers and consumers. To be successful, organizations need to be adaptable and create a corporate culture that is open to change.

Experimentation with ideas lies at the heart of innovation. This requires a framework for developing concepts and harvesting the ones likely to be a success, without too many complex processes that slow the whole initiative down.

This may sound like a gargantuan challenge. But you don't need to innovate in a vacuum, which can be stifling and at times counterproductive. Increasingly enterprises are partnering to innovate, seeing collaboration as a way of bringing new skills, experiences and knowledge to the process.

Two minds are better than one

By partnering in today's accelerating marketplace you can leverage creativity, resources and experts that will enable your ideas to get to market quicker and grow in the new global economy.

Here at Orange Business Services we can help you drive innovation forward with the help of our global team of experts. We can guide you through the entire innovation journey, from awareness raising discussions, through targeted opportunities to address customer needs, to creating brand-new business models.



**Business
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Make innovation a team effort

An experienced, trusted partner can bring a number of important benefits to your innovation activity including:

- An expanded pool of experience and knowledge
- Access to highly-skilled teams who have a skillset that is not available in-house
- Cost savings in terms of HR and solution development
- Accelerated time to market
- A new way of looking at your business that may open hidden opportunities
- Advice on managing risk in innovation
- Encourage experimentation and nurture a culture of innovation
- Assistance in creating an ecosystem of continuous innovation

How does Orange innovation program work?

Our unique innovation program provides a structured program that is focused on the creation of real business value. Modules include:

- Regular awareness meetings with Orange to discuss innovation ideas
- Quarterly innovation workshops with access to one of our business consultants and digital transformation experts
- Rating and innovation assessments from Orange experts, including the exploration and valuation of new markets and business opportunities
- Bespoke proof of concepts, including design help, provision of testing infrastructure and testing, test report and business case analysis
- ROI validated business pilot, including project management and delivery



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Why innovate with Orange?

By partnering with Orange you will be developing, driving and enhancing your innovation strategy with one of the global leader's in digital transformation. We have already faced business disruption head on, addressing changes in consumer behavior and market competition, including creating online mobile operator Sash and online mobile banking with Orange Bank.

Our innovation infrastructure speaks for itself:

- We have a global team of 8,000 researchers, technicians, designers and marketers
- We have 15 labs in countries across four continents
- We have invested 700 plus million euros in Research and Development
- We have supported 100 plus start-ups every year as part of the Orange Fab program

We are here to help you every step of the way in building an innovation strategy that delivers – one that makes you stronger, more agile and open to creative thinking. Why wait when you can get ahead on the innovation curve now.

For more information visit <https://www.orange-business.com/en/solutions/business-innovation>

About Us

Orange Business Services is a global IT and communications services provider, with services in 220 countries. We help companies collaborate more effectively, operate more efficiently and engage better with their customers, connecting their people, sites and machines securely and reliably.

Our 20,000 employees support companies in all areas of their digital transformation: mobile and collaborative workspaces; IT/cloud infrastructure; fixed and mobile connectivity; private and hybrid networks; applications for Internet of Things, 360° customer experience and Big Data analytics; and cybersecurity thanks to dedicated experts and infrastructure to protect information systems.

To support our customers' global requirements, we have sales, pre-sales, consultants, project managers and operational teams in all regions.