

Consulting

Master your challenges



Do new Do better Do right Do more
Act now



**Business
Services**



Putting data at the heart of digital transformation

Data is the fuel of a new digital economy and successfully realizing its value has become a business imperative. Our consulting services can help you address the challenges and opportunities you face across the organization and answer the questions you have throughout your data journey.

There will be over 7 billion people and 30 billion devices connected to the internet by 2020. And all these devices will be generating oceans of information in real time. Although different lines of business will have different challenges and priorities, they will all need to take a data-driven approach.

We like to think of it as a data journey, and there are several steps required to manage, store and secure the flow of data successfully. First, data must be collected, then transported, stored and processed, all in a secure way. Second, this data must be analyzed in order to make better business decisions combined with the right digital strategy. And finally, the data must be shared and exploited for business value creation. Keeping data safe and protected throughout all these steps is essential.

Significant challenges may arise at each of these steps, and when bringing them together. At Orange Business Services our priority is to understand those challenges, listening and responding to customer needs at every stage of your data journey. We can help you throughout your journey, from planning all the way to integrating multiple, often complex, solutions and technologies, end to end. This ensures that data is successfully orchestrated, with the value maximized in a secure way and driven by business outcomes.



Focusing on your business challenges

Organizations have multiple challenges that they need to overcome to get the most out of their digital investments. Each individual stakeholder has own priorities and a view of how digital can help to achieve that.

The key to success is taking all these different point of views into account and bridging the gap between business units and the IT department to offer real solutions. With our neutral perspective, our consultants have a view from the outside in to assist you in delivering these ambitions, no matter your role in the organization.

Read this brochure to find out how our consultants can help you answer the biggest questions you have about meeting your business challenges and driving innovation.

Do new



Detect, choose and create new services based on data



Do better



Optimize operational efficiency



Do right



Minimize organizational risk



Do more



Better understand customers to better serve them



Speaking your language

Consultancy isn't just for the IT department, we can help all parts of the company meet their business needs

The CDO ➡

With an entrepreneur role within the business, the CDO is instrumental in helping the entire organization assess and deploy disruptive technologies. We can help you improve your business by making full use of innovation capabilities in the organization and within your ecosystem. Our tried-and-tested go-to-market methodology will solve your business challenges, and allow you to develop new products and services for market.

The CIO ➡

Merger and acquisition of one of the key triggers for a transformation project for the CIO. Consolidating two completely different IT environments is a massive undertaking involving different network, technology architectures and philosophies. As an innovative partner we can bring an external perspective to your challenges, and help you make the decisions that suit your organization.

The HR director ➡

The human resources department is central in helping drive change in the organization, which is why it has a crucial role in the data journey. Employees know that their organization needs to remain competitive and adopt new ways of working. HR can help convey that message in a way that is respectful of company values.

The CMO ➡

According to analyst Forrester, organizations have more success in data journey projects when the CMO is leading the process. This is built on understanding the customer requirement and using a data-driven approach. Use digital technologies to drive change, develop new digital experience, strengthen innovation and improve the customer journey.

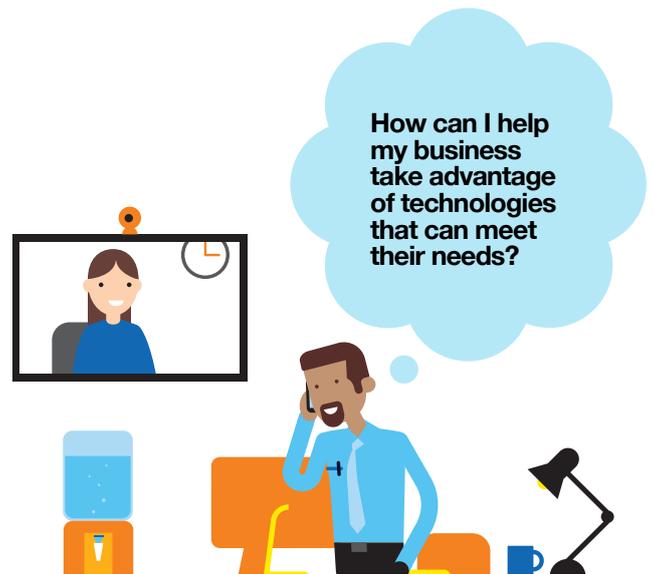
Chief digital officer (CDO)

Leading the innovation drive

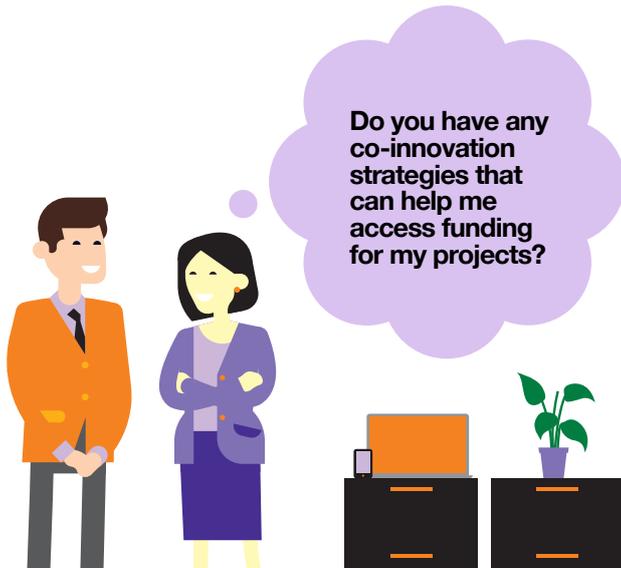
The CDO has a close relationship with the CIO – and in many organizations they are the same person. In cases where the CDO is a standalone role, they are responsible for leading innovation throughout the organization. This puts you in the driver seat of any innovative projects, working to help realize new products and services in partnership with your business units.



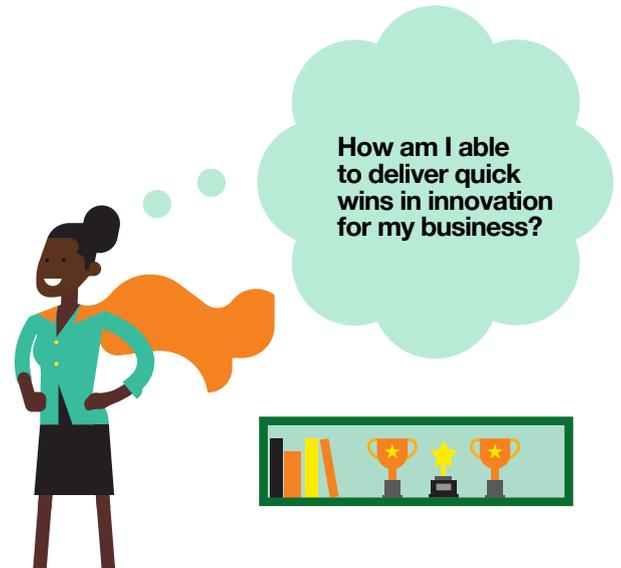
Successful innovation relies on multiple stakeholders working together. We can support you with our extensive research and development capabilities, including Orange Labs and our start-up organization Orange Fab. Our assessment services will help you set up your initial strategy and blueprint for innovation.



We can identify use cases for technologies such as blockchain and AI with an assessment and ideation workshop. Then a proof-of-concept (PoC) to see if your innovation addresses your business requirement or design planning. And whether you can develop a minimum viable product (MVP) for commercialization.



We have run a variety of co-innovation projects. There are several different ways they can be funded and we can explore this in the ideation phase. Our approach focuses on Agile, Design Thinking and DevOps value and we believe in a minimal viable product (MVP) with a rapid go-to-market (GTM) strategy.

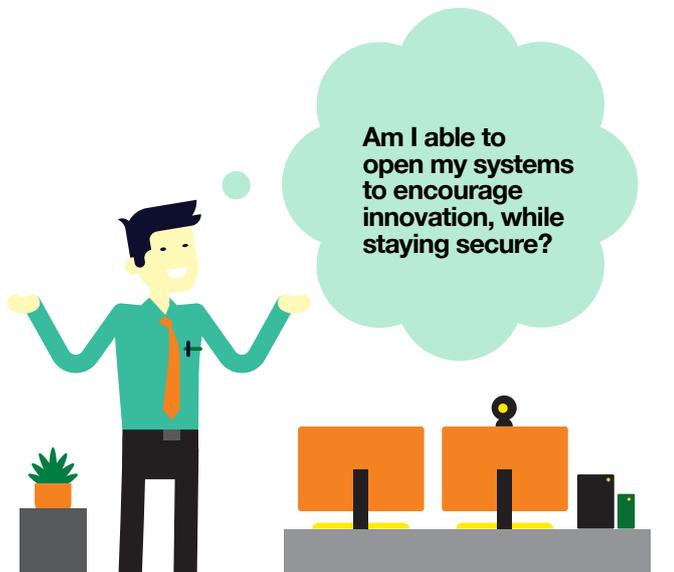


We can run a workshop, build use cases and come up with a product plan within six months, driven by our innovation resources and global infrastructure for rapid testing and deployment. Our global execution capability, including the network, cloud, data center and ecosystem, means that you have a head start.

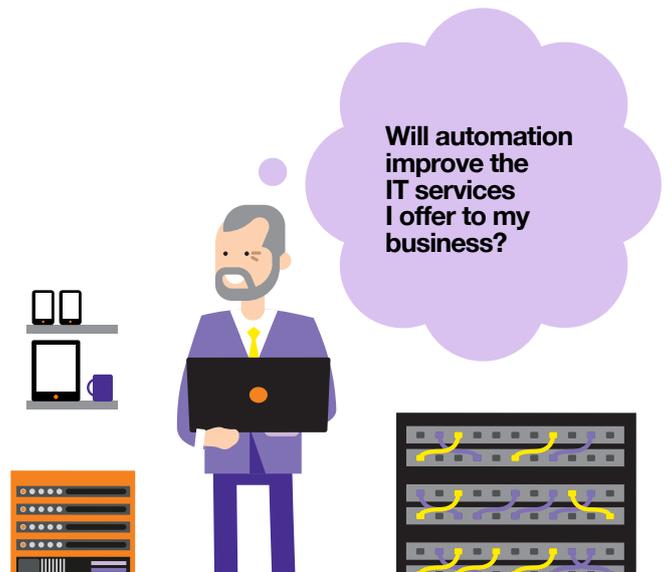
Chief information officer (CIO)

Key technology enabler

The CIO has always played a central role in technology projects. The growing involvement of other stakeholders from the business in digital projects means that you now often must act as a broker between different ambitions and requirements. Virtually all digital projects will run over infrastructure that you manage, so ultimately you are the key enabler for success.



Yes. Start by engaging your users to understand their needs and develop a secure environment, which focuses on improving their user experience. For example, we can help you deploy a fully-locked down sandbox environment that mirrors your environment to innovate without any risk.



Automation can help you become more agile. For example, process automation for software defined networks can reduce deployment time to minutes. We are also developing a predictive failure analysis tool that spots patterns created by potential failures, which uses automation for "self-healing".



We provide training and staff augmentation to allow you to get the right knowledge onboard. Even if you decided to reduce staff numbers and outsource this activity, it is essential to keep trusted and experienced staff in the company. As an external partner, we are here to help you retain the right people.



We assist you with calculating the total cost of ownership (TCO) of your existing environment, identify any savings and build a business case for migration. This includes designing contracts that give you the capacity to grow without disrupting your budget planning, such as when you get charged for new users.

Human resources (HR)

Voice of the employee

The human resources department plays a crucial role in the success of any digital project, because it is the company interface to employees. We can help you meet your challenges with our dedicated consulting services.



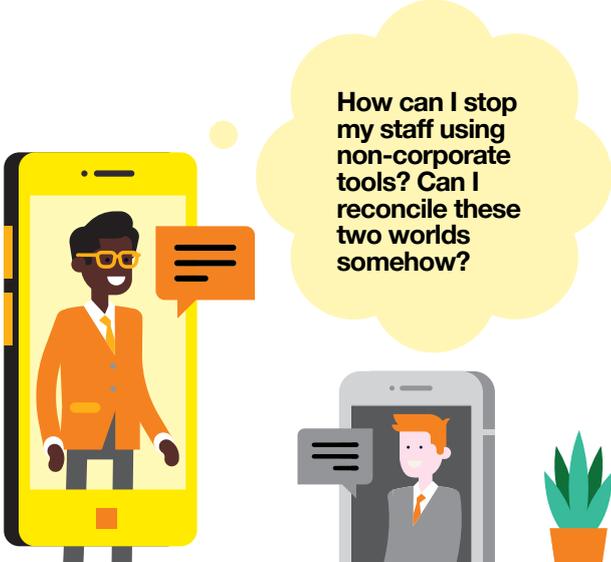
My employees think of IT as a source of problems and restrictions, rather than solutions. How can I change their perception?

We can design an effective user adoption campaign for you to surround the next tool deployment planned by the IT department. By focusing on users and their requirements, you can improve employee perception of your corporate digital tools and IT overall.



I know that input from employees is vital for the success of technology projects, how do I get feedback from the field?

A “voice of the employee” program, which combines a survey with specific, diverse interviews via focus groups will give you qualitative and quantitative indicators straight from the field. It also gives employees the opportunity to speak freely about their current situation.



How can I stop my staff using non-corporate tools? Can I reconcile these two worlds somehow?

Users look to shadow tools such as WhatsApp, because they feel that IT is not providing a reasonable equivalent. We can help you define target groups to find out employee needs and develop matching solutions. We can also assist with pushing this solution with a corporate campaign.



The technology world is increasingly fragmented and complex. How can I build the best workspace for my employees?

We can work together with you to build a digital workspace that can meet your employees' needs. We will show you how to change from a tool-based approach to a usage-driven one that matches your specific requirements.

Chief marketing officer (CMO)

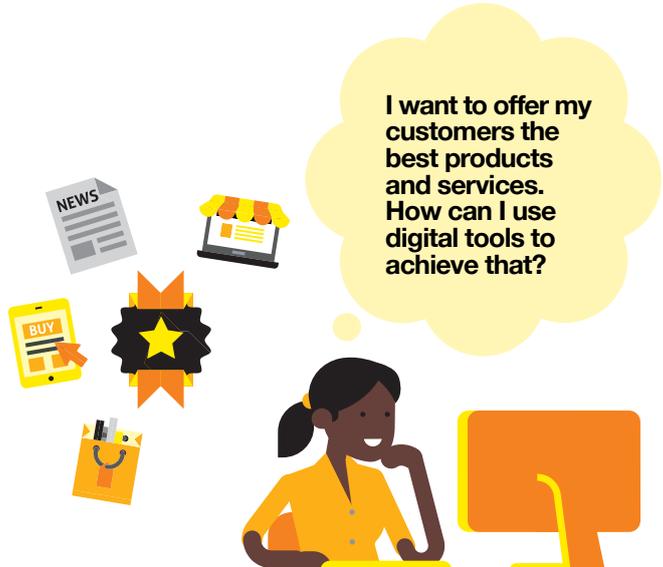
Customer-facing insight

All businesses want to satisfy their customers' needs, and any externally-facing project or new product development will need to be customer-centric to succeed. As the head of customer knowledge and interaction, the CMO has unparalleled insight into customer desires and requirements.



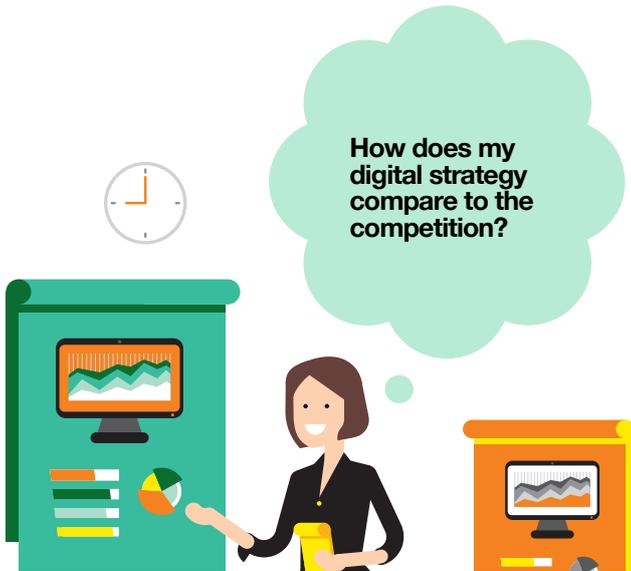
How can I use digital tools to better understand the success of my marketing campaigns?

With data analytics you can track and trace every step of the customer buyer journey. For example, we worked with a beer manufacturer to install IoT sensors on fridges. This provides them with real-time information on the sales of beer to measure the effectiveness of television advertising.



I want to offer my customers the best products and services. How can I use digital tools to achieve that?

Digital services can transform the way you interact with customers. Micro-segmentation is perfect for personalized product offerings like customized trainers. And use IoT to transition from selling capex-focused products to selling opex-focused services, by using a servitization approach.



How does my digital strategy compare to the competition?

Your digital maturity depends on which vertical you operate in. For example, financial services is seeing a massive transformation as they move from physical banks to a digital platform. We can perform a digital maturity assessment that helps benchmark you against the competition.



How can I use the data I collect to improve the products and services I offer customers?

We offer data analysis to understand how your products and services are being used. This provides insights to rethink your offerings, such as whether to adapt, innovate or create a new solution. You can use data to automate repetitive activities to serve customers faster and more efficiently.

Why Orange

Through our consulting services, we enable a digital, globally connected business world by helping our customers realize the power of data for human innovation - with a full portfolio. We offer three types of consulting:

Business consulting

Develop a practical approach to rapidly innovate and accelerate your business leveraging digital

Technical advisory consulting

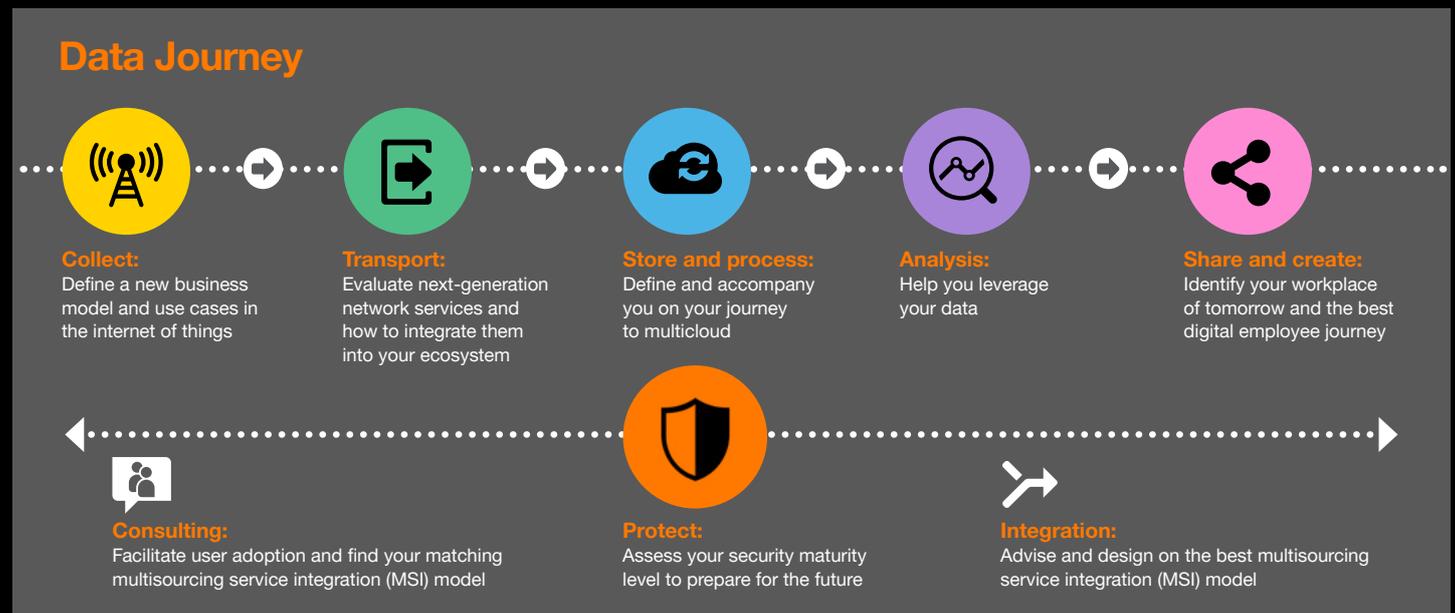
Delivers business value by identifying new and evolving technology capabilities

Integration consulting

Build a seamless design and align your operating models with business imperatives

Our differentiators

-  Co-innovation leveraging the Orange Group ecosystem
-  Accompany clients from ideation and business challenges to co-design of digital solutions
-  Global presence with local consultants worldwide
-  Consulting vertical expertise and best-in-class partner ecosystem
-  Business and technical skills, best practices and over 700 certifications



For more information on how Orange can help you, [click here](#) or scan:

