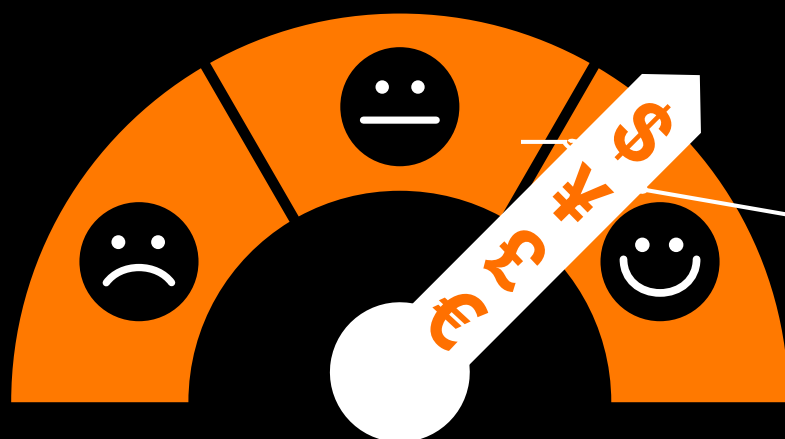




Business

A platform for cost saving



**How Evolution Platform
cuts the costs of digital
infrastructure services**



**Master the
moment**
with Evolution Platform



Many infrastructure service providers approach the issue of cutting costs by looking for incremental savings in their existing *modus operandi*. By contrast, Evolution Platform takes a radical approach by providing a completely new model for infrastructure provision that reduces costs in every area.

The combination of surging AI adoption, inefficient resource management, and complex, often opaque fee structures is driving a dramatic increase in cloud computing costs. Research from KPMG suggests that, on average, enterprises are spending 35% more on cloud resources than is necessary to meet their business objectives¹. Cloud spend now accounts for, on average, 10% of a company's revenues² and is beginning to rival staff salaries as the biggest single expense. In fact, some reports suggest that these cost concerns now outstrip cybersecurity threats as the most critical board-level IT issue³.

“ Although cloud costs are only one part of an organization's overall infrastructure spend, they are having a knock-on effect across the entire IT budget. One survey of European IT leaders found that escalating cloud costs are causing over two-thirds (68%) of businesses to reduce spending in areas such as new AI initiatives (26%), cybersecurity (26%), and IT staffing (24%). ”

Reducing infrastructure costs is a strategic imperative

The pressure is on to find ways to reduce infrastructure costs, and the scale of the required savings calls for more than incremental improvements: finding marginal gains in existing processes will not deliver the required financial impact. Instead, companies must investigate completely new ways of procuring infrastructure services, and many are finding that Evolution Platform from Orange Business is enabling and delivering cost savings across the board.

Evolution Platform is a unified network and security-as-a-service solution that empowers customers to configure and manage chained infrastructure services in near real time. It combines the robust cloud, connectivity, and cybersecurity services customers have long expected from their telco providers with the flexible, consumption-based pricing of the cloud world to rewrite the rulebook on infrastructure costs.

Through automated, real-time provisioning and end-to-end visibility, Evolution Platform reduces operational overheads and minimizes cloud overspend, while enabling customers to instantly update infrastructure services as their needs evolve. The result is a future-ready infrastructure that optimizes budgets, enhances financial control, and means customers have reduced their total cost of ownership by 20-40%.



Aligning costs with business demand

Companies have grown used to being able to scale up or scale down cloud services as their business requirements change. Evolution Platform brings this capability to infrastructure services by replacing long-term, flat-rate contracts with a flexible, cloud-like, pay-per-use consumption model. Costs are calculated and charged on a daily pro rata basis, allowing for granular control over expenses.

Customers can therefore dynamically scale infrastructure resources, such as bandwidth and security services, to match real-time business demands, particularly those supporting GenAI, multi-cloud, and edge computing requirements. This approach mitigates the risk of overcommitting to infrastructure by aligning costs directly with actual usage, enabling businesses to avoid paying for idle or underutilized resources.



Moving from CapEx to OpEx

Evolution Platform virtualizes infrastructure elements to reduce (and often eliminate) reliance on on-premise physical hardware. This enables customers to replace upfront Capital Expenditure (CapEx) investments in depreciating, physical assets with a recurring Operational Expenditure (OpEx) model. This approach drastically reduces or eliminates the costs previously associated with maintaining these physical assets.

Addressing cloud costs

The large cloud providers have complex, multi-tiered, and often opaque pricing models that make it difficult for customers to forecast costs. In fact, nearly half of IT decision-makers believe their organization wastes more than a quarter of its cloud spend, with around one in three (31%) saying that this waste exceeds 50%⁴.

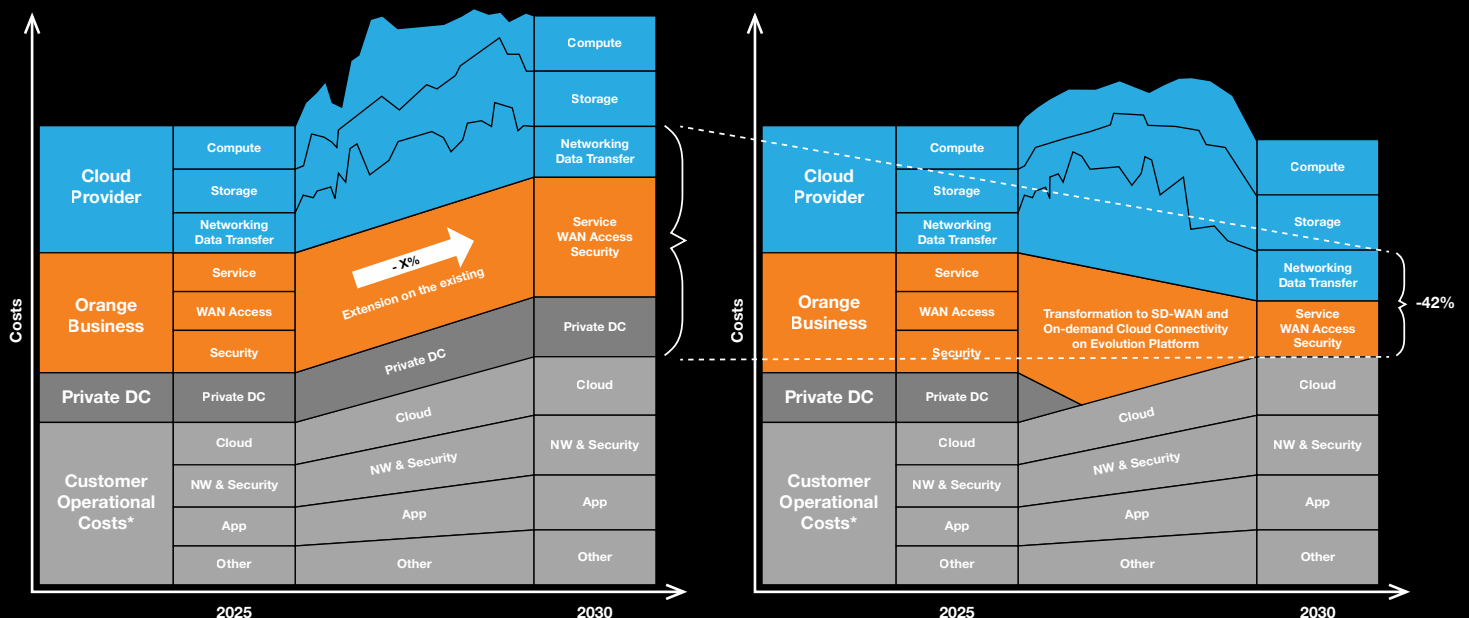
Evolution Platform helps customers to tackle this issue by integrating Financial Operations (FinOps) directly on the platform, rather than treating it as an afterthought. It provides real-time estimates of infrastructure cost – including those of third parties like cloud providers – to provide complete transparency over fees incurred. The platform also offers over 600 best-practice checks focused on cost optimization and waste elimination.

Expensive data egress charges are a significant expense that often escapes attention. According to Gartner, these fees can make up 10% to 15% of total cloud costs⁵. Evolution Platform addresses this problem by charging for data by bandwidth, rather than volume, to provide lower and more predictable pricing models.

A cost model

In this model, showing a real customer's costs before and after Evolution Platform, you will notice that:

- The cloud provider costs are static, although we have tools that can help to further reduce these
- We replaced expensive egress charges with bandwidth-based pricing to reduce cloud data costs
- Customer operational costs remained the same
- The real difference is in the two costs in the middle. Through the automation and virtualization inherent to Orange Business's Evolution Platform, we were able to reduce the costs for infrastructure services for the customer significantly by:
 - First, replacing expensive co-location and cloud exchange providers with Orange Business's resilient on-demand cloud connectivity
 - And secondly, replacing dedicated firewall clusters and SD-WAN gateways with virtualized instances on our Evolution Platform



*Not taking into account labor cost increase

Private data center costs are gradually eliminated through moving to Orange Business's SuperPoPs.

The overall result in this case was a cost saving of around 42%. On top of these direct savings, our customer significantly brought down the number of involved vendors, contracts, and

operational resources – hence even further decreasing their IT spend and labor costs.

While we can't guarantee such spectacular results in all cases, the opportunity for TCO reductions in the range of 20–40% (as achieved with many customers) is too good to miss out on.

Accelerating post-merger integration



Mergers and acquisitions (M&A) are a regular feature of life for most of our customers and a very specific example of how Evolution Platform can reduce infrastructure costs. In any M&A scenario, the aim is to complete the infrastructure integration as quickly as possible to reduce the costs of maintaining parallel IT estates and to accelerate the realization of merger synergies.

Previously, this has involved the peering of two heterogeneous physical infrastructures, a complex expensive, and time-consuming process in which physical hardware assets were procured and shipped to offices that may be anywhere in the world. Now, Evolution Platform serves as a bridge between these two infrastructures: they merely have to be securely interconnected to the platform, where all the integration is handled automatically.

In a recent M&A engagement, we provided blueprints for the multi-cloud interconnect for over 150 sites and executed the design using Evolution Platform. This would previously have been a mammoth task, but we were able to successfully complete it in fewer than 90 days, drastically reducing the associated costs.

Enhancing operational efficiencies

Evolution Platform consolidates connectivity, security, and cloud services into a single ecosystem, allowing customers to manage their entire network, including SD-WAN, LAN, Wi-Fi, and security (SSE), via a single cloud-based portal.

Any necessary changes to the service are made using the portal, with the underlying chaining of the components handled automatically by the platform, minimizing the need for manual intervention and reducing deployment times to a matter of minutes. This simplifies management and provides full visibility, making IT spend easier to forecast and control.

Evolution Platform is a transformative solution for organizations looking to take control of their infrastructure expenditure. By enabling a flexible, pay-per-use model, delivering operational

benefits through virtualization, and providing transparent, real-time cost management, the platform systematically reduces unnecessary spend and ensures that customers only pay for the resources they truly use. Its comprehensive approach to cost optimization, from mitigating data egress fees to integrating FinOps best practices, empowers businesses to achieve meaningful savings while supporting dynamic, modern workloads.





Why Orange Business?

In today's digitally-driven business world, infrastructure is the biggest single determinant of the quality of the experiences an organization delivers to its key stakeholders.

And business leaders want much greater control over how that infrastructure is provisioned, over the vendors that are part of their ecosystem, and over its financial and environmental impacts. However, greater control means greater responsibility: if anything goes wrong, then it's their heads on the block – if you open the black box, you have to trust in what you find inside it. So, the decision about who to partner with to deliver those infrastructure services becomes critical. In the context of a solution like Evolution Platform, the question about how much

you can trust the platform boils down to how much you can trust the company behind it.

Orange Business has been operating secure, sovereign data centers in Europe for 25 years and has more than 5,500 AI, data, and cloud experts globally. It has 30,000 people in 65 countries, able to provide matchless guarantees concerning robust, seamless connectivity anywhere in the world. Orange Cyberdefense is a managed security services leader with 3,200 security experts and 18 Security Operations Centers globally.



This is the cloud, connectivity, and cybersecurity expertise that has enabled us to build Evolution Platform. And it is the same expertise you can trust to ensure you can deliver the robust, seamless, and adaptable services on which your business relies.

¹ <https://kpmg.com/ie/en/insights/consulting/cloud-over-spending-cost-optimisation-consulting.html>

² <https://newsinthechannel.co.uk/cloud-costs-are-now-one-of-the-biggest-sources-of-financial-volatility-and-margin-compression/#:~:text=Cloud%20spend%20now%20averages%2010,%25%20of%20Engineering%20Downed%20teams>

³ <https://www.okoone.com/spark/strategy-transformation/cios-face-tough-choices-as-cloud-costs-keep-rising/>

⁴ https://www.cio.com/article/4064316/31-of-it-leaders-waste-half-their-cloud-spend.html#:~:text=According%20to%20a%20report%20from%20VMware%2C%2031%25,**Assigning%20chasing%20tasks%20to%20a%20virtual%20agent**

⁵ <https://ussignal.com/blog/understanding-egress-charges/>