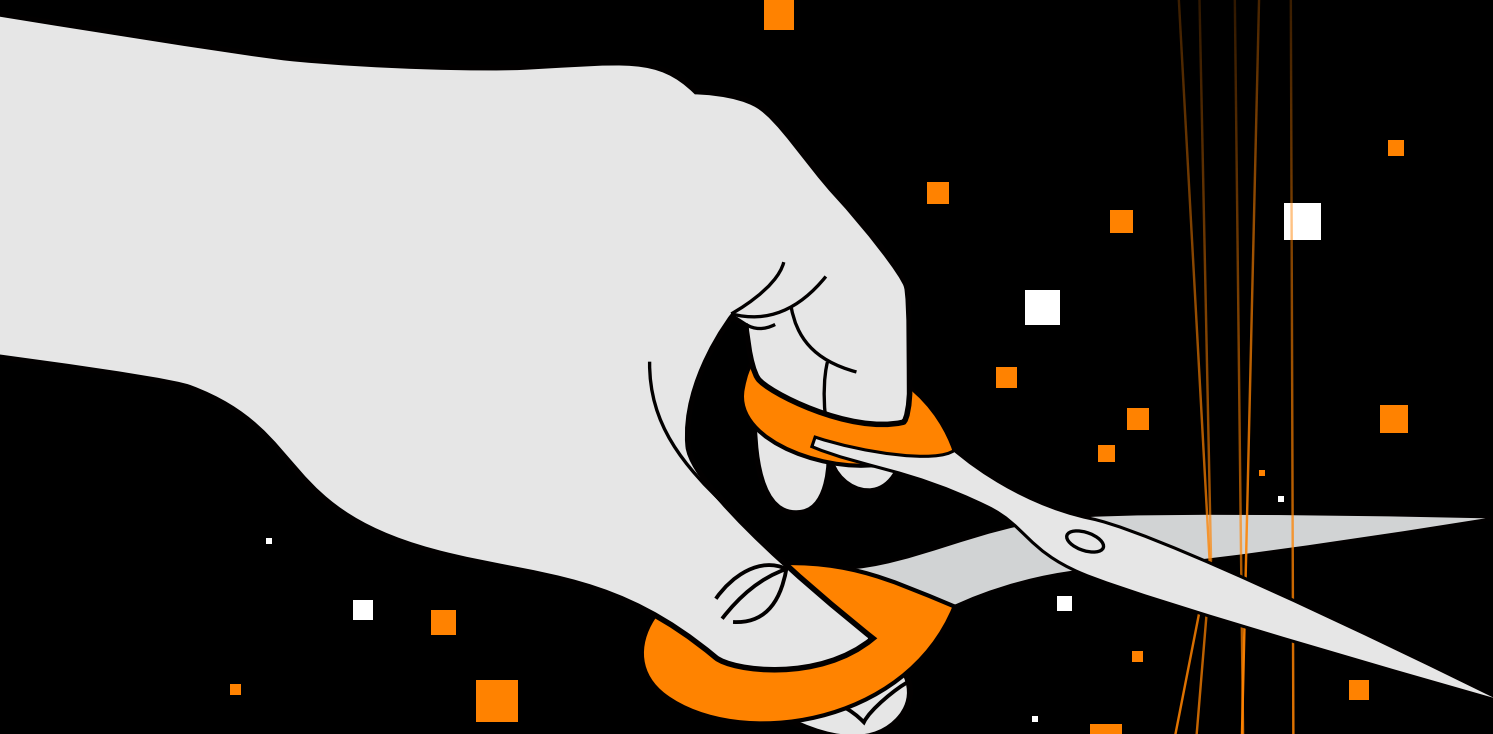


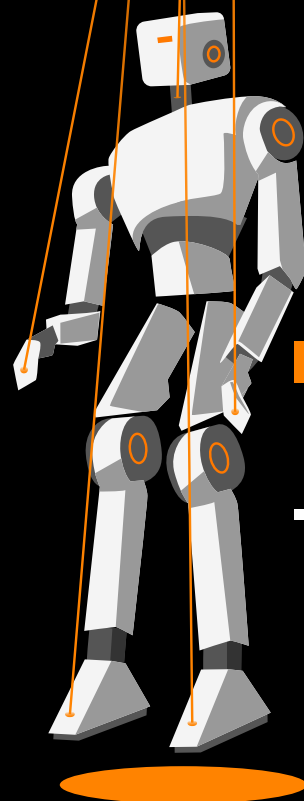


Business



Control through autonomy:

**How Evolution Platform
enables a new way of consuming
infrastructure services**



**Master the
moment**
with Evolution Platform

For decades, infrastructure services were delivered as a “black box”: stringent SLAs were in place to ensure they worked as they should, but exactly how they operated was opaque to the customer. But, as we now live in what the World Economic Forum describes as “an age of uncertainty”, many businesses are looking to enhance their agility through greater control. This can only be achieved by a platformized approach that gives customers more autonomy in the way that they consume these services. This is one of the many reasons why customers are turning to Evolution Platform from Orange Business.

Over the last ten years, the consumption-based and as-a-service models of the hyperscalers have transformed the way IT services are consumed. Many customers have grown used to this flexible, operating-expense (OpEx) approach that allows them to access, scale, and pay for technology – such as compute, storage, and software – on demand. Today,

many customers expect that all the services in their IT stack are delivered in this way, and this naturally includes the cloud, connectivity, and security services traditionally provided by their digital infrastructure partners. With Evolution Platform, Orange Business is in the vanguard of companies that are responding to that need.

The “black box”

In the past, connectivity providers provided customers with often bespoke infrastructure services built around their individual requirements, which came with exacting Service Level Agreements (SLAs): customers therefore had a great deal of control over how they were designed and a high degree of certainty around how well they performed.

However, because of the complexity of these services and the mandatory requirement for them to be bulletproof, these services were invariably provided as a “black box” with customers often having little visibility of what was inside it. If any changes to the service were needed – whether as a result of a change in strategy or the need to respond to market or geopolitical events – these would have to be done by their connectivity partner on the customer’s behalf. This naturally served as a brake on the speed at which they could respond to changing circumstances and limited their agility.

Of course, many people are still perfectly happy to consume services on this basis, particularly if they lack the technical resources to move them in-house. And Orange Business continues to provide managed services to these customers. However, many others want the enhanced control that comes with greater autonomy over the creation and management of their infrastructure services. And Evolution Platform was created to serve both sets of customers.





Control in an age of uncertainty

Whether it is innovation, business expansion, or a global pandemic, geopolitical conflicts, or tariff wars, the last few years have seen unprecedented disruption. These events create both threats and opportunities, and only those organizations able to respond quickly are in a position to navigate such turbulent headwinds. For example, moving manufacturing locations to access more favorable trade terms or initiating a merger will generate competitive advantage, but in today's digital world, these companies require infrastructure services that are elastic enough to support these activities.

In situations like these, Evolution Platform comes into its own. The composable nature of the platform means that customers can provision or amend infrastructure services in a matter of minutes. Today, more than 25 different services from in excess of 16 best-of-breed partners are available on Evolution Platform – and these numbers are growing every quarter: customers simply make their selection from this list, and the platform automatically chains all underlying cloud, connectivity, and cybersecurity services.

The business impact of this approach is often extraordinary. For example, in a Post-Merger Integration engagement, Orange Business provided ready-to-use blueprints for network and multi-cloud interconnect, with Evolution Platform serving as a bridge between two heterogeneous infrastructure environments. As a result, we successfully integrated over 150 sites in less than 90 days, something that would have taken many months using a different approach.



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Cloud, connectivity, and cybersecurity: it only works when it works together

Today, the customer, employee, and operational experiences on which all businesses depend are increasingly delivered online. Any organization that wants to ensure the stakeholders on the receiving end of these experiences remain satisfied must provide them with robust, seamless access to the necessary digital resources. It is therefore no exaggeration to say that these experiences can only ever be as good as the infrastructure over which they are delivered.

At the heart of any infrastructure service is what Orange Business calls the 3Cs – Cloud, Connectivity, and Cybersecurity. We take profound issue with the notion that these can be treated as individual services that can be integrated when necessary: instead, we believe that the interdependencies between the 3Cs are such that they can only be successfully created on a holistic basis. This belief underpins the infrastructure services we provide to our customers – services that treat the 3Cs as a “magic trinity” rather than as standalone components.

Evolution Platform allows our customers to consume this expertise in a different way. All of our cloud, connectivity, and cybersecurity expertise is embedded in Evolution Platform: it is how the different components selected by the customer are composed and automatically chained together to create a truly holistic service.

This provides customers with unprecedented control by allowing them to manage complex, multi-vendor environments – combining SD-WAN, security, and cloud – through a single pane of glass. Evolution Platform also offers additional peace of mind through a “secure-by-design” approach that ensures consistent, high-performance, and resilient infrastructure services.

Of course, the operational model is aligned to the customer’s preferred ways of working. We can accommodate a fully DIY approach, in which the customer takes full responsibility for managing the services. This can also be done on a co-managed basis, where the customer assigns some responsibilities to Orange and operations are shared according to a RACI¹ (Responsible, Accountable, Consulted, Informed) agreement. Finally, we can provide a fully managed service in which the customer retains architectural authority but Orange Business assumes complete operational responsibility.

Opening up the black box

Evolution Platform embraces a vision in which customers can choose the vendors with which they wish to partner, but our relationship with these ecosystem partners extends far beyond a simple reseller agreement. By collaborating closely with companies like Aviatrix, AWS, Cisco, Fortinet, Microsoft, Palo Alto Networks, and Zscaler, we have completely unpacked their technology and pre-integrated it on the platform. Evolution Platform also connects to any cloud provider and to software-defined cloud interconnect players like Equinix or Megaport.

All of the connections between these partners have been pre-tested, and Evolution Platform's composable "LEGO brick" approach allows our more than 450 customers to "mix and match" between them. All of these pre-tested bricks are also live on the platform, so customers can deploy these services instantly and with complete confidence that these will perform as they should. They can also easily swap one vendor for another if circumstances change, which addresses very real concerns about vendor lock-in. Customers therefore have complete control over the composition of their infrastructure ecosystem.

Evolution Platform has also been created using industry-standard APIs, so any suitably qualified person can work on it. This gives customers control over who does what: they can choose which elements to bring in-house, which to outsource to Orange Business, and can even specify the tasks they want third parties (such as a systems integrator) to carry out.

Finally, the black box has been replaced by an observability capability that gives customers real-time visibility and control over their infrastructure. Evolution Platform offers a single console for end-to-end visibility, including SD-WAN, security, and cloud access that allows for active monitoring and adjustment.



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Relax, it's all under control

Evolution Platform was created in response to customer needs for greater autonomy and flexibility in the way that they consume infrastructure services. However, in today's highly volatile and competitive business environment, there are other types of control sought by customers.

For example, managing budgets is a perennial challenge, and there is growing alarm about rising cloud costs. Spikes in energy prices remain a concern and are linked to ongoing pressures to better manage carbon footprints. Cybersecurity attacks have become a boardroom issue, and the sophistication of these

grows every year. Finally, these infrastructure services must be reliable if the quality of the experiences delivered over them is to be maintained. Evolution Platform provides customers with compelling solutions to each of these challenges.



Controlling costs

By virtualizing infrastructure services, Evolution Platform provides greater flexibility and cost savings than equivalent hardware-based approaches. Its modular nature means that services can be added or eliminated almost at will, and it employs a consumption-based pricing model that ensures customers only pay for the services they use. By its very nature, it therefore helps to manage costs by more closely aligning infrastructure services with business demand for those services. With cloud costs now outranking security as a board-level concern², Evolution Platform can help in a number of ways. Firstly, it charges for data according to the bandwidth required, not the volume of data passing through the network – this avoids the expensive egress charges levied by the cloud providers and facilitates better budgeting and cost forecasts. Secondly, Orange Business is developing a FinOps capability that will provide complete visibility of the service costs (including those of third parties like the cloud providers). Through these measures, and also as a result of the efficiencies achieved by moving from a CapEx to an OpEx model, customers have typically reduced their total cost of ownership by 20–40%.



Controlling risk

Evolution Platform draws on the capabilities of Orange Cyberdefense to create the secure connectivity customers expect from a Tier One service provider. This not only protects sensitive data from cyberattacks but also ensures the confidentiality, integrity, and availability of systems and information. The pre-tested nature of the bricks on the platform ensures that infrastructure services are robust and performant.



Controlling carbon impact

Orange Business is developing a GreenOps capability in Evolution Platform that will allow customers to spin up a service using the carbon emissions of the PoP they intend to use as one of the selection criteria (e.g., France has a high proportion of nuclear in its energy mix, which is zero carbon). End users are also able to view the carbon costs of different LMMs and use this as the basis for more sustainable use of GenAI.



Controlling performance

In many ways, the guiding principle of Evolution Platform has been to pass control of infrastructure services from Orange Business to its customers – or to facilitate the sharing of that control. However, there is one element where we have, by necessity, held onto control very tightly. In order to offer the SLAs on end-to-end performance that our customers expect, we have continued to invest in our backbone and have retained complete control of the service stack – from networking and compute up to the service level. All the services on Evolution Platform run over our wholly owned, fully managed, globally meshed, and high-performance Tier One backbone, which enables us to provide rock-solid SLAs (99.999%) for every aspect of performance, from availability to latency. It features 5ms access to cloud providers and strong cybersecurity capabilities (via Orange Cyberdefense) to ensure the utmost resilience. Evolution Platform therefore provides a single point of contact for the customer across the entire solution scope – including connectivity, cloud, and cybersecurity, as well as collaboration, mobile, IoT, and more.

It's your choice

Control is fundamentally about choice. Are you free to make the choices you want? Or do integration complexities compel you to select from a finite number of sub-optimal solutions? Worse, are you required to live with the choices that have been made on your behalf? With Evolution Platform, you have this choice and therefore unmatched levels of control.

You can choose what services to use and how they are composed. You can decide which vendors and partners are involved and who operates and manages each part. You can manage costs, emissions, and risk. And you can dictate when and how quickly you want to adapt your digital infrastructure.

Many customers have been waiting for a time when they could open up the black box and have more control over the way they consume digital infrastructure services. With Evolution Platform now available to them, that wait is over.





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 RACI: a governance process used to eliminate confusion and establish clear ownership between Orange Business and the client in complex projects

² <https://www.okoone.com/spark/strategy-transformation/cios-face-tough-choices-as-cloud-costs-keep-rising/>