Orange Business Services
A network-native, digital services company

We connect, protect and innovate for sustainable business growth.

Business Services orange™

Who is Orange Business Services?

Orange Business Services is the global enterprise division of the Orange Group. It supports businesses around the world in their digital transformation, thanks to its global presence and local approach. Through the dedication and expertise of its 27,000 employees, Orange Business Services connects, protects and innovates so that enterprises can support sustainable business growth.

With the DNA of a telco and the expertise of a service integrator, Orange Business Services is a network-native digital services company. From connectivity, the Internet of Things and the cloud to artificial intelligence (AI), app development and cybersecurity, Orange Business Services helps businesses at every stage of their data management.

Orange Business Services leverages its reliability and performance obligations as a carrier to accelerate the company's development in IT services. Over recent years, this transformation has been reflected in the company's ambitious acquisition policy in the areas of cloud computing, data and cybersecurity (Enovacom, Basefarm, Business & Decision, SecureLink and SecureData).

Business-to-business (B2B) activities have become, over the years, a driver for growth for the Orange Group, which aims to continue its development of integration services. As part of the Orange Group five-year strategic plan, Engage 2025, Orange Business Services aims to earn more than half its revenue by 2023 through new connectivity services (SD-WAN, 5G) and IT services.

Helmut Reisinger leads Orange Business Services

Since May 2018, Helmut Reisinger has been CEO of Orange Business Services and has served on Orange Group's Executive Committee. Helmut is responsible for Orange Business Services' strategy to support the digital transformation of business customers in France and across the world. He advises multinational companies to help them leverage their entire data value chain, with the aim of developing new business models and supporting their growth.

"It is our customers, their needs and their expectations that drive our business, our processes and the creation of value. Our top priorities must be understanding our customers' business, clearly articulating our value proposition, and aligning our strategy and processes accordingly".

To view Helmut Reisinger's biography, click here

Co-innovation at the heart of the Orange Business Services approach

Orange Business Services puts the customer and their business at the heart of its strategy. It operates a 360° co-innovation ecosystem comprising Orange Group innovation teams and their technological, industrial and commercial partners, along with a global start-up network. Using its unique range of know-how, skills and technologies, Orange Business Services works in partnership with its customers to develop solutions that closely align with the challenges of their businesses and industries.

Orange Business Services in figures

€7.8 billion
in revenue in 2019

Over 200
countries and territories covered

More than 3,000
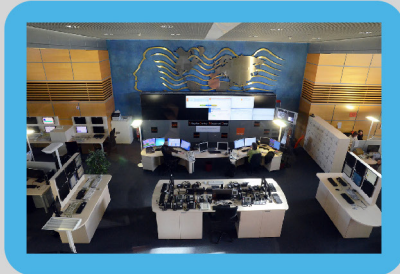multinational customers and
2 million
SME customers

27,000 employees in **65 countries**

More than 19%
growth in Cloud
in one year (2019 annual results)

Over 25%
growth in cybersecurity
in one year (2019 annual results)

16 Security Operations Centers (SOCs) distributed globally to monitor and respond to ongoing events

5 Major Customer Service Centers worldwide provide 24/7 support

70 data centers across five continents

Top Employer Global 2020,
for the 5th consecutive year

top®
EMPLOYER | GLOBAL 2020
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

Supporting businesses at every stage of the data journey

New technologies have transformed the business environment. Today, enterprises are taking over the digital revolution and turning the DataSphere upside down. By 2025 they will generate 60% of global data, compared with 40% in 2016.

Business is entering the third wave of the Internet. The Internet of Enterprises is an ecosystem in which people, objects and processes are constantly connected. This new era will require more connectivity and generate more data than ever before. Cloud solutions, artificial intelligence and cybersecurity will become the norm in a globalized, multi-stakeholder ecosystem, while the boundaries between the network and IT gradually become blurred.

Companies must be able to rely on partners who, more than ever, understand their work. These partners will need to support them throughout their entire data value chain: from collection and transfer, to analysis and sharing.

Orange Business Services is evolving its core business by transforming its networks and focusing on four growth areas, which are key stages in the data journey:
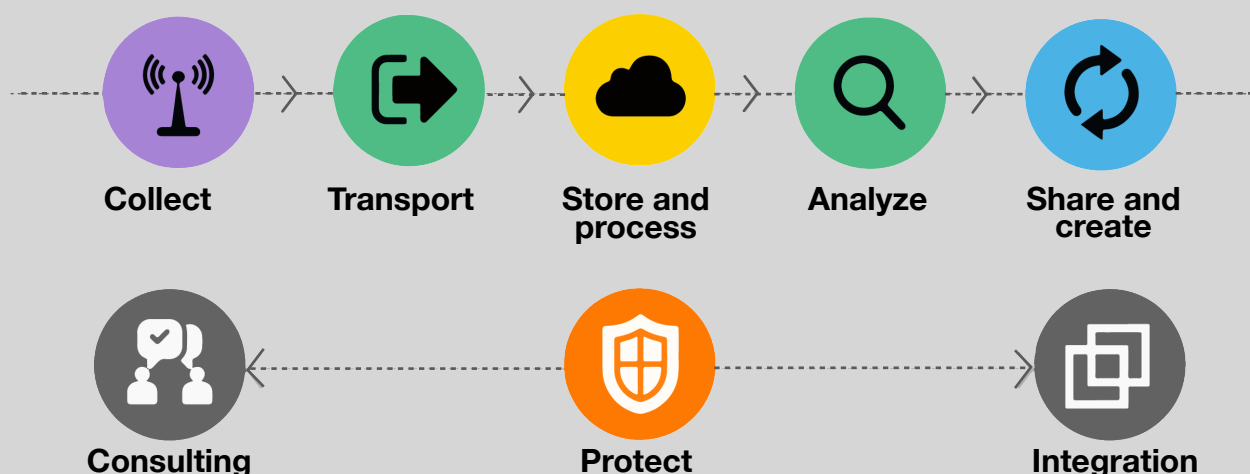
Smart Mobility Services	Cloud
Cyberdefense	**Digital and data**

The data journey

Collect → **Transport** → **Store and process** → **Analyze** → **Share and create**

Consulting ← **Protect** ← **Integration**

1 | Leading the way to connect and share data, from the core network to customer collaboration and relationships

As a network-based digital services company, Orange Business Services draws upon its core activity: connectivity and the Orange Group is constantly investing in its network infrastructure. This will deliver improved mobile and fixed broadband coverage across fiber and 5G networks. Furthermore, Orange is transforming and virtualizing networks with SDx to increase flexibility and adapt to customer requirements. It is also developing technologies for the Internet of Things (LoRaWAN™ and LTE-M); increasing the coverage of its underwater cables; and automating its network operations.

> **Use case**
> Consolidation and transformation of the global communications infrastructure of Sony's two largest operating companies

With regard to 5G, Orange Business Services has initiated several co-innovation partnerships to investigate and develop use cases in 5G, particularly for the industrial sector.

> **Use cases**
> French companies, leaders in their market, test and develop future uses of 5G

Remote work and collaboration
Orange Business Services' core business includes the collaborative workspace (remote document sharing, audio and video conferencing, etc.), along with customer relationship management solutions, such as multichannel call centers. These services are now more critical than ever for organizations that need their employees to be able to exchange and share data remotely, or stay in constant contact with customers.

> **Use case**
> Keeping in touch - nursing homes go digital

> **Use case**
> Telework, a pillar of business continuity for an industrial group

2 | Collecting data: moving toward intelligent mobility services

Orange manages more than 18.8 million connected devices and is preparing for the imminent arrival of 5G. Orange Business Services wants the potential of IoT to become reality and aspires to cover the entire value chain of intelligent mobility services. At Orange Business Services 750 subject-matter experts are working on the design, development, and integration of smart and sustainable mobility solutions, people and goods across the world.

Use cases include road safety management, improving factory processes, and reducing the environmental impact. Orange Business Services has identified three key areas for realizing the potential of IoT and for developing intelligent mobility services. These are: automotive, industry and smart cities.

> **Use case**
> Mobileye® prepares the autonomous future thanks to IoT

> **Use case**
> Haga Golf brings greenskeeping into the digital age with IoT solutions

3 | Storing and processing data: the strategic choice of multicloud

The cloud has become a facilitator for all functions – from networking to cybersecurity, and from contact centers to IoT. Because 90% of businesses have adopted a multicloud approach, Orange Business Services has chosen to be agnostic when it comes to cloud technologies. This positions the company as an integrator capable of coordinating and utilizing the various component applications, including the most critical, end-to-end in a multicloud environment, whether via public or private cloud.

Orange Business Services has implemented a comprehensive alliance strategy with key industry players such as Microsoft Azure and Amazon Web Services. Nearly 3,500 customers already put their trust in the multicloud expertise of Orange Business Services, which selects for customers the most suitable technologies, including VMware, OpenStack, Citrix, Nutanix, and SAP. This trend has also created new opportunities to offer cloud migration and integration services for business apps.

Following the acquisition of Basefarm and its subsidiary The Unbelievable Machine in July 2018, Orange Business Services now has more than 2,400 cloud experts. This has strengthened its central position as a trusted player in Europe, particularly with respect to data compliance and security.

Use case
Midea consolidates and modernizes its global communications infrastructure with public cloud services in Asia

4 | Making the most of data: data analysis and AI, drivers for innovation

Ethically capturing the value of data has become a strategic issue for business transformation, but how to use and analyze this data presents a major challenge.

According to IDC, expenditures on cognitive systems and artificial intelligence (AI) will reach $52 billion by 2021, reflecting an annual growth rate of 46%. The best-performing organizations are those that find a good balance between artificial and human intelligence in order to personalize and simplify the customer journey, adapt business processes, develop new services, and even improve their employees' daily lives.

With this in mind, Orange Business Services will leverage its expertise to help companies harness the power of data and analytics to support innovation, productivity, and employees' quality of life. Orange Business Services has established an internal Digital Services Company (DSC) to bring together its 3,900 AI, data and digital experts (developers, coders, etc.). As a DSC, Orange Business Services draws its know-how in particular from Business & Decision, a company acquired in 2018.

To meet the challenges of digitalization in the healthcare sector, 200 experts within Orange Healthcare and Enovacom (company acquired in 2018) support more than 1,500 clients to improve patient care and regional organization.

Use case
AXA foster business value with data-driven innovations and analytical capabilities

5 | Protecting a company's assets: Orange Cyberdefense, European leader in cybersecurity

Cybersecurity remains a major business priority in 2020, with companies naming cyberattacks and the loss of critical information infrastructure among the top ten risks that would have the greatest impact on their business. Anticipating attacks is essential: new threats are constantly appearing that are increasingly sophisticated and targeted.

Orange Cyberdefense is the European leader in cybersecurity due to its core expertise and major acquisitions in the sector in 2019 (SecureLink & SecureData). Orange Cyberdefense is the only European player capable of providing local support to its customers across all regions, with experts available around the clock in 19 countries.

With 2,100 employees worldwide and recognized by the cyber ecosystem, Orange protects companies' essential assets by providing customized services including cyber threat intelligence (CERT), security auditing (ethical hacking), and surveillance (CyberSOC).

Orange Cyberdefense aims to exceed 1 billion euros in revenue in Europe by 2022.

Use case
AkzoNobel takes advantage of CyberSOC services offered by Orange Cyberdefense

6 | Integrating all elements of the value chain

In the new globalized, multi-stakeholder ecosystem called the Internet of Enterprises, companies must rely on partners. The solutions and services they offer must be compatible with the latest technologies and coordinate with those from other suppliers. This is what Multisourcing Integration Services (MSI) delivers. It allows for the integration and management of a customer's communications and IT services, even where these are supplied by multiple providers in different locations. The average annual growth rate of MSI services is around 10% through 2022, according to Gartner. According to the same study, 50% of businesses will need an MSI solution by 2022, compared with just 10% today.

Orange Business Services has extensive experience with MSI. It already provides centralized coordination of various carriers and service providers—including network administration, UCC, security, mobile telephony, IoT, OT/IT convergence, etc.—for more than 60 major companies worldwide.

Use case
Deployment of an Intelligent Automated Network for the Mars group

Responsible growth: the new strategic plan, Engage 2025

Through its strategic plan, Engage 2025, the Orange Group is reinventing itself. The company's aim is to evolve its existing network carrier model by accelerating in growth regions, placing data and AI at the heart of its model, and working with employees to build the company of tomorrow.

Along with financial services and the Middle East and Africa (MEA) region, the Group has identified B2B as a key growth area for the next five years. In B2B, Orange Group aims to generate more than 50% of revenue from the fields of next-generation connectivity and IT services by 2023.

Orange Business Services has built its strategy around three key focus points for the sustainable growth of its customers.

- **Grow:** Anticipate the need for companies to be hyper-connected and better capitalize on their data in a multicloud environment while simultaneously ensuring end-to-end security.
- **Accelerate:** Draw on its carrier and orchestrator DNA in order to build a strong value-added range of services in a world where telecoms and IT converge.
- **Transform:** Master future technological developments in order to build a powerful, open and lasting service platform for centralizing and facilitating access to its applications and solutions.

Orange Business Services provides network virtualization, artificial intelligence, data, cloud computing, coding, cybersecurity, etc. in a sector where skills—and their development—are essential. This puts its current and future employees at the heart of its 2025 goals. Orange Business Services is committed to the Group's objective to present itself as a digital, approachable and attractive employer.

Last, Orange Business Services intends to contribute to the Group's commitment to the environment, reflected in its ambitious goal to become carbon neutral by 2040.

Learn more about Engage 2025

orange™ **Business Services**