



press release

Paris and Singapore, April 4, 2013

## Orange Business Services leads cloud-based contact center providers in Asia Pacific

[Orange Business Services](#) has been named the leader among cloud contact center providers in Asia Pacific in a [report](#) published by research firm Current Analysis.<sup>(1)</sup> Orange was ranked the leader for its overall [cloud contact center](#) strategy, portfolio of core and value-added services, global service availability, and strong customer references. This ranking also acknowledges the performance of [Flexible Contact Center](#), Orange Business Services' multimedia cloud-based solution launched in October 2012.

Current Analysis examined the leading virtual contact center providers and their ability to deliver solutions to large enterprises and MNCs (including business process outsourcing organizations) in the Asia Pacific market. Specifically, the research focused on the providers' multichannel call collection, agent management and cloud capabilities.

According to Current Analysis, Orange Business Services is a leader as "it offers the most comprehensive portfolio, has maintained momentum by adding new features and leads the market with its vision." It noted that Orange Business Services' Flexible Contact Center is a "complete hosted contact center solution based on Orange Business Services IP platform for unified collection, qualification and distribution of all enterprise contact modes including phone, e-mail and Internet. It provides extensive real-time and historical reporting solutions and quality monitoring along with multi-channel call management."

Beyond its extensive cloud infrastructure and voice/data network to support high-throughput and high availability hosted applications, Current Analysis identified the key strengths of Orange Business Services as:

- **leader in core services:** Orange Business Services provides a comprehensive portfolio with in-cloud voice, interactive voice response, and automatic call distribution capabilities; agent support software that includes native workforce management; global SIP (Session Initiation Protocol) network and access points supporting customers in many countries; mobile agent and supervisor capabilities.
- **leader in value-add services:** In addition to core services, Orange Business Services offers customized reporting and personal utilization analyzer; training and professional services to assist migration of voice to IP and contact center implementation; CRM/ERP integration through integration toolkit and services.



- **global service availability:** The cloud contact center portfolio from Orange Business Services is available in 110 countries and territories.
- **significant customer references:** In managed solutions, Orange Business Services developed a contact center to support 5,000 agent positions for [360buy.com](http://360buy.com), the largest online marketplace in China. This is the largest B2C e-commerce call center, based on SIP, in the country.

Haytham Sawalhy, head of Customer Contact Solutions, Orange Business Services, Asia Pacific, said: “Contact center customers are demanding increased flexibility and agility while reducing operating costs and greater visibility into the customer experience integrating multi-channel conversations and social media integration. They also ask for easy integration with existing Customer Relationship Management systems. We understand these customer challenges. Orange Business Services has responded with Flexible Contact Center, a cloud-based packaged contact center solution supporting natively voice, e-mail, chat and call-back with pay-per-use pricing for companies of all sizes. Key features include an innovative user portal powered by Web 2.0 technology that allows the contact center agent to easily personalize the interface. The agents can connect to the Orange cloud solution from outside the contact center and it enables remote agents for business continuity needs.”

With 600 experts supporting 90,000 contact center positions, Orange Business Services provides global network, infrastructure and services backed by its dual expertise as a leading network operator and technology integrator.

A [video](#) featuring Sawalhy and Eric Stioui, former head of International Presales, Customer Contact Solutions, explains the key benefits of Flexible Contact Center.

A complimentary copy of the report is available here: [Asian Contact Center Solutions Go to the Cloud](#)

<sup>(1)</sup> Current Analysis, Asian Contact Center Solutions Go to the Cloud, Ujhazy, Hugh, Feb. 7, 2013

#### **About Orange Business Services in Asia Pacific**

Orange Business Services has the largest in-country capillarity comprising 157 PoPs in 101 cities in 40 countries and territories with dual backbone centers in key cities. The company's international IP VPN reaches 24 countries in Asia Pacific with 133 PoPs in 53 cities. Orange customers benefit from the company's fully resilient network infrastructure within Asia and to/from Europe, Russia, the U.S. and Latin America, Middle East and Africa. Orange operates 16 sales offices in Asia Pacific and has its headquarters in Singapore. It employs close to 3,000 business and technology professionals. Orange has three of its 15 global R&D Labs located in Beijing, Seoul and Tokyo.

#### **About Orange Business Services**

Orange Business Services, the France Telecom-Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility,



M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services was awarded three of the telecom industry's highest accolades at the annual World Communication Awards 2012 – Best Global Operator, Best Cloud Service and the User's Choice Award. Orange Business Services is a five-time winner of Best Global Operator. Learn more at [www.orange-business.com](http://www.orange-business.com)

France Telecom-Orange is one of the world's leading telecommunications operators with annual sales of 43.5 billion euros and has 170,000 employees worldwide at Dec. 31, 2012. Orange is the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

*Orange and any other Orange product or service names included in this material are trademarks of Orange Brand Services Limited, Orange France or France Telecom.*

#### **About Current Analysis**

Current Analysis (<http://www.currentanalysis.com>) is the only provider of continuous, in-depth tactical competitive intelligence, analysis, and advice. The company has been helping leading telecommunications, information technology and business software companies improve their competitive intelligence, differentiate themselves in the market, and win more business. For more than 15 years, sales teams, product managers, marketing professionals, and executives have relied on Current Analysis as a trusted partner to improve their ability to anticipate and quickly take action on market opportunities and competitive threats. The company serves more than 35,000 professionals at over 1,600 global enterprises.

#### **Press Contacts:**

Elizabeth Mayeri, Orange Business Services, [elizabeth.mayeri@orange.com](mailto:elizabeth.mayeri@orange.com), +1 212 251 2086  
Sylvie Duho, Orange, [service.presse@orange.com](mailto:service.presse@orange.com), +33 1 44 44 93 93