



press release
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Diasorin migrates to Business VPN solution from Orange Business Services for reliability and ICT platform for new applications

flexible network supports Enterprise Resource Planning application from SAP

Diasorin S.p.A., an international player in the market of in vitro diagnostics based in Saluggia (Vercelli, Italy), has migrated to Business VPN, a fully-managed, secure, global IP infrastructure from Orange Business Services connecting 12 locations in Europe, the Americas and Asia.

Diasorin, listed on the Italian Stock Exchange since July 2007, develops, produces and markets reagent kits for clinical laboratory diagnostics, offering a broad array of high quality products that includes comprehensive lines for each of the clinical segments in which it operates, from infectious and viral diseases to oncology and fertility testing.

The Diasorin Group, comprising 20 companies based in Europe, the United States, Central and South America and Asia, has more than 1,100 employees, including about 110 research and development specialists, and operates four manufacturing and research facilities in Saluggia (Vercelli, Italy), Dietzenbach (Germany), Stillwater, Minnesota (USA) and Dublin (Ireland). Thanks to its direct sales organization and an international network of more than 80 independent distributors, the Group is present in more than 60 countries. Consequently, inter-company communication and collaboration are becoming more and more critical for Diasorin. The Group requires a robust, global network to support its operations including its subsidiaries and partners. Business VPN, based on the industry-leading MPLS IP VPN service from Orange Business Services, has solution capabilities that can be completely adapted based on the type or location of customer sites. Business VPN provides access to convergence solutions at Diasorin's sites and enables secure access to the Enterprise Resource Planning application from SAP.

“In collaboration with our system integrator NetValue we have chosen Orange Business Services after a meticulous selection involving all the global service providers,” said Ferdinando Peretto, CIO, Diasorin Group. “I needed a reliable partner for cost-effective IP services (voice and data) that would assure high quality performance to help the implementation of a new ICT model for ERP applications. Orange Business Services has been very effective in the MPLS migration of the international sites that ended perfectly in time on the schedule. We are now planning a Telephony over IP project that will allow for full IP convergence.”





“The flexibility inherent in the Orange network is critical for customers like Diasorin that must stay a step ahead of their competition,” said Bernardo Centrone, country manager, Orange Business Services Italy. “We look forward to providing a robust and reliable network that will support Diasorin as it broadens its portfolio and grows in its key markets in the future.”

About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. With 131.8 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information (on the Internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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