



press release
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Orange Business Services improves leadership position in network, cloud computing and IT services in Asia Pacific

IDC MarketScape highlights company's success in network-related IT Services and penetration in emerging markets, especially China

[Orange Business Services](#) is positioned as a Leader in the IDC MarketScape Asia Pacific Next Generation Telecom Services Vendor Analysis 2012-2013 (Doc #AP3053306U), which provides an in-depth market assessment of vendors' current capabilities and long-term strategies.

IDC MarketScape recognizes Orange Business Services' acceleration of its growth strategy in [APAC](#) with a keener focus on key areas such as network enhancements, cloud computing (IaaS, UCaaS, cloud-based contact center), security, network-related IT services and strategic partnerships. More than 800 enterprise customers in the region are already benefiting from the Group's international network backbone and related IT infrastructure investments.

Key Orange Business Services strengths identified in the IDC MarketScape analysis include:

- **Success in penetrating emerging markets, especially China.** Among its successes, Orange is providing a [managed contact center solution to 360buy.com](#), the leading Chinese online business-to-consumer (B2C) retailer with 5,000 agent positions and 51 million registered users. It is China's largest B2C e-commerce Session Initiation Protocol (SIP) call center.
- **Success in capturing in-country deals with vertical solutions and Professional Services led engagements,** such as the company's focus on communication-enabled vertical applications specifically for the healthcare, finance and transport sectors. For example its [contract with the Government of Bhutan](#) to provide real-time healthcare services.
- **Strength in service integration,** Orange has the capabilities to offer deep integration in a multivendor infrastructure environment, especially in collaboration, cloud computing, networks and devices.
- **Capabilities in enterprise orchestrated cloud,** Orange's [cloud strategy](#) is to focus on building, managing, and customizing an orchestrated cloud with end-to-end service delivery and service assurance for its customers, including third-party public cloud providers.



“Orange Business Services has moved up higher in the Leaders quadrant, strengthening its position as one of the Leaders in the Asia Pacific next generation telecom services market,” said Sherlin Pang, senior research manager, Communications, IDC Asia/Pacific. “The provider has positioned itself as a global integrator with strong focus on network-related IT integration services, service delivery, consultancy services and customer focused service management.”

Yee-May Leong, senior vice president, [Orange Business Services Asia Pacific](#), said: “In the current challenging business climate, customers look for a reliable strategic partner to support them in market expansion, enhancing business agility, consolidating and standardizing their infrastructure, improving operational efficiency and providing commercial flexibility. Orange understands these business challenges well and our solutions are designed to meet our customers’ goals.”

Orange Business Services has a strategic focus on Asia Pacific, one of its targeted [high growth and emerging markets](#). Assisted by growth in the region, the company is on track to achieve its stated global objective of generating 1 billion euros in revenues in high growth and emerging markets by 2015. Across the region, Orange Business Services has more than 3,000 staff comprising teams of IT specialists, professional services consultants and consulting practice experts.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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

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.

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