

Orange Business Services reinforces its global M2M capabilities for multinationals with Ericsson's Device Connection Platform

- Ericsson's Device Connection Platform enables Orange's customers to deploy, manage and scale M2M connected devices and applications to respond to multi-domestic needs

[Orange Business Services](#) and [Ericsson](#) announced today that the companies have entered into a strategic agreement to better serve the growing global M2M market and to respond to multi-domestic needs. International companies often need global operations while addressing local requirements of end-users, such as high broadband usage. These needs are mainly driven by vertical industries such as automotive and consumer electronics.

Orange chose Ericsson's Device Connection Platform delivered as a service to enrich its existing M2M products and solutions portfolio to support in particular international customers. This advanced solution enables Orange Business Services' customers to benefit from state-of-the-art functionalities to deploy, scale and operate millions of M2M connections. Through a service portal, available at anytime from anywhere, customers can access self-service functionality to manage and control their installed SIM base, including real-time access to monitor operational levels, support management, and access statistics.

Orange Business Services' global quality of service and seamless customer experience are now complemented by the benefits of the Ericsson platform.

Orange Business Services offers a full scope of M2M solutions, which can be combined to offer a flexible approach, ranging from pure M2M connectivity offers to one-stop-shop solutions, covering design, project management, consultancy services and end to end support. With more than 250 people dedicated to M2M, Orange Business Services offers expertise in innovation, integration and vertical solutions including: remote monitoring for connected health devices; diagnostics and maintenance; smart metering; fleet management and track and trace.

This agreement is another step forward in Orange's ambition together with the Global M2M Association (GMA) to capitalize on existing assets and to drive market leadership in M2M. The Global M2M Association (GMA) is a service cooperation agreement among leaders in the M2M sector with the main focus of delivering best-in-class, enhanced and seamless M2M services globally to customers.

Thierry Bonhomme, CEO, Orange Business Services, said: "Orange Business Services has been investing in the Internet of Things for many years with the ambition to be a key player in the global M2M market. We continue to enrich our M2M portfolio to provide market-leading services to international companies. This agreement with Ericsson is another step in our global approach to M2M offers and in building an ecosystem of selected partners to the benefit of our customers."



Johan Wibergh, executive Vice President and Head of BU Networks Ericsson, says: "We are excited to partner with Orange and together with them execute our Networked Society vision and tap into the 50 billion connected devices potential in the coming years. Ericsson Device Connection Platform is a key element in achieving this vision, which benefits from our R&D capabilities and in which we heavily invest. Orange will also benefit from Ericsson's strong local presence and ecosystem around the world to accelerate business momentum."

"As operators remove barriers to deploying global solutions, it becomes more affordable for large enterprises and original equipment manufacturers (OEMs) to invest in connected devices. We expect this will lead to a new industry tipping point," said Steve Hilton, Principal Analyst at Analysys Mason.

Orange's international customers will benefit from continuous and sustainable long-term competitive solutions based on Ericsson's R&D capabilities, ensuring low-cost and highly-reliable connectivity for their devices.

NOTES TO EDITORS

About Orange Business Services

Orange Business Services, the 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 or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

Orange is one of the world's leading telecommunications operators with annual sales of €43.5 billion in 2012 and has 168,000 employees worldwide at June 30, 2013. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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

About the Ericsson Device Connection Platform

Ericsson Device Connection Platform is a cloud (provided as a service) connectivity platform for mobile operators to provide M2M connectivity towards enterprises. It enables operators to address new revenue streams from a vast variety of devices while simplifying the process and reducing the cost of connecting them in order to benefit from economies of scale. The platform provides access to key functionalities including, for example, subscription management, device management and operator and enterprise self-service portals.



Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

www.ericsson.com

www.ericsson.com/news

www.twitter.com/ericssonpress

www.facebook.com/ericsson

www.youtube.com/ericssonpress

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Orange Business Services

Elizabeth Mayeri

Phone: +1 212 251 2086

E-mail: elizabeth.mayeri@orange.com

Orange

Sylvie Duho

Phone: +33 1 44 44 93 93

E-mail: service.presse@orange.com