



Orange Business Services - Trading Solutions expands trading communications platform **Open Trade** in Asia

London, Singapore and Hong Kong, 18 January 2011 - Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced the launch of **Open Trade**, the first innovative trading communications platform in Singapore and Hong Kong. Developed as a personal trading assistant, **Open Trade** is a revolutionary, innovative, touch screen multimedia, communications system available in multiple languages including Mandarin Chinese. This next generation platform is a smart turret seamlessly integrating voice, video, email, instant messaging and web-based applications into one communication device.

The launch of **Open Trade** in these regions coincides with the recent appointment of David Guerineau to the role of vice president for Asia Pacific. Guerineau who currently heads up Orange Business Services - Trading Solutions' South East Asia, Australia and New Zealand business and will now have responsibility for the entire Asia Pacific region. He has been with the company for nine years holding various roles in France and Asia including International Network Operations Manager. Prior to this he was a telecom market analyst at 7C Limited. David replaces Henri Vautheny who will move back to Paris and take on the role of senior VP of global sales, in charge of strategic accounts, channel partners and central sales support. Henri will report directly to Lionel Grosclaude, CEO of Orange Business Services - Trading Solutions.

Open Trade's intuitive and flexible approach to unified communications brings together the essential tools a trader needs for speedy transactions in one compact terminal saving valuable desk space for the trader. It provides reliable, secure and fast contact management, and intelligent presence management, showing if contacts are available and the best channels to reach them and is simple to use, manage and easy to deploy. **Open Trade** supports Session Initiation Protocol (SIP) telephony which connects people in real time whether they are using voice, video or instant messaging.

With successful launches in Europe, North America and Japan **Open Trade's** all in one software supports Advanced Call Processing and call control interoperability with next generation third party



communication tools. It also allows integration with CRM and other business applications as well as with most cloud computing strategies. The advanced functionality of **Open Trade** has been well received by customers.

Axel Pierron, SVP at Celent said “The financial trading market is changing. Today’s industry requires faster, secure and intelligent platforms that are not only rich in functionality but also tough enough to tackle the busiest of trading rooms. Communicating rapidly and accurately is essential to compete effectively and **Open Trade** brings together all the crucial information and capabilities necessary, putting the trader in control. It is an innovative solution that meets the needs of the evolving trading environment”.

The personal trading assistant can be configured to the needs of the individual and provides users with a professional dashboard offering a complete view of all contacts at a glance. The touch screen interface and hot buttons offer access to unlimited active, corporate and personal directories as well as transfer and conference capabilities, putting the trader in complete control. Users can host up to 30 simultaneous conversations and conference calls.

“The trading market is entering a new era where intelligent, intuitive integrated systems that ensure speed and security is vital,” says Lionel Grosclaude, CEO of Orange Business Services - Trading Solutions. “As part of our worldwide strategy, we are at the forefront of delivering the tools that the industry needs to meet today’s challenges and are proud to present **Open Trade** - a compact multimedia communications solution that helps traders to gain a competitive advantage in the market.”

David Guerineau, head of APAC at Orange Business Services - Trading Solutions adds: “With **Open Trade**, users spend less time managing contacts and more time connecting with customers and generating new business. Supporting a global SIP network enables the platform to pave the way to a new trading environment where users are at the centre of communications, not the machine. **Open Trade** is a cloud-ready, multimedia communications hub which builds upon the reliability of our other systems, offering greater software flexibility and meeting green standards.”

Open Trade is equipped with the latest acoustic technology providing wide band audio even in the noisiest of trading environments. Two versions of the terminal are available including **Open Trade Evolution**, a double screen system and a single screen model, **Open Trade Compact**. Language choices include Japanese, Chinese, English, French, German, and Spanish. Open Trade’s design



means that back office equipment such as servers do not need to be stored on-site and instead can be hosted in cheaper locations outside city centres.

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Note to editor: Product photography available on request.

About Orange

Orange is the key brand of France Telecom (NYSE:FTE), one of the world's leading telecommunications operators. At the end of 2009, France Telecom had sales of 44.8 billion euros (33.7 billion euros for the first nine months of 2010). At Sept. 30, 2010, the Group had a total customer base of 203 million customers in 32 countries. For more information visit: www.orange.com or www.orange-innovation.tv

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 an additional 166. Thousands of enterprise customers and 1.4 million users rely on Orange Business Services international platform for communicating and conducting business. Learn more at www.orange-business.com

About Orange Business Services - Trading Solutions a single source of innovation.

Orange Business Services - Trading Solutions is a leading provider of convergent voice and electronic trading infrastructure and services for the trading communities. It is an international subsidiary of the Orange Group, employing over 450 people in the major financial centres across the globe including Beijing, Frankfurt, Geneva, Hong Kong, London, Madrid, Milan, New York, Paris, Shanghai, Sydney, Singapore, Tokyo and Zurich. The company is supported by a global partner network of distributors in 50 countries offering customers 24/7 service.

Orange Business Services - Trading Solutions has more than 45 years experience of working with the financial services trading industry. With a focus on building long-term partnerships with customers, Orange Business Services - Trading Solutions brings innovative solutions and the highest quality services to the trading community. It provides optimised solutions over its dedicated trading network to a community of more than 2,000 network member organisations, encompassing buy-side and sell side institutions and trading venues.

Orange Business Services - Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions with over 40,000 turrets in play featuring user's programmable interfaces, touchscreens and voice/instant messaging recording solutions. For more information please visit www.orange-business.com/trading-solutions