



## Orange Business Services - Trading Solutions drives growth in North America through partnership with Mexican firm, Praxis

**London and New York, 28 March 2011** - Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced a strategic partnership with **Praxis**, a Mexican company providing consultancy integration and development of Trading Solutions' products and services in Mexico. The partnership will provide new business opportunities for Trading Solutions as it further develops its presence in North America.

The first short term goal of the partnership is to drive new customer implementations of Trading Solutions' products in Mexico City where Praxis is headquartered and the majority of its financial clients are located. Praxis, which already has access to 35 per cent of financial institutions within Mexico, will also provide customers with locally-based support contacts should they require assistance. In 2011, Praxis is extending this service to deliver Trading Solutions' products through its offices in Monterrey, Mexico's second largest city.

Jerry Mattiace, vice president for North America, Orange Business Services - Trading Solutions said, "The demand for our services in North America has grown rapidly over the last six months and we are committed to a long term partnership with Praxis. We look for local experience and financial markets penetration when choosing regional implementation partners - Praxis has extensive knowledge of both in Mexico and we're already seeing a number of exciting opportunities there."

Discussing the goals of the partnership, Hector Navarro, operations manager USA at Praxis said, "We are very excited about our partnership with Orange Business Services - Trading Solutions. The company has global brand recognition and a strong set of innovative products for the global financial markets which makes it the ideal partner for us. Our goal is to provide support for the integration of Orange Business Services - Trading Solutions' products and services into Mexico and moving forward we aim to distribute to other Latin American countries including Brazil, Peru, Argentina and Ecuador."

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**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](http://www.orange.com) or [www.orange-innovation.tv](http://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](http://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](http://www.orange-business.com/trading-solutions)

**About Praxis**

PRAXIS is a Mexican company, leading projects with specialized tools and methodologies, with a strategic focus on consulting, integration, solution center and systems development. With over 13 years' experience in the market, PRAXIS ensures information technology solutions with unlimited commitment to clients, advising on technology and high quality standards. PRAXIS has a level five CMMI certification granted by the Software Engineering Institute (SEI) of Carnegie Mellon University.

PRAXIS has offices in Mexico City, Monterrey, Queretaro,, Dallas, Montreal and Panama, and is part of cluster InteQsoft Technology in Queretaro Prosoftware cluster of Vallejo, in the framework of DsoFtware supported by the Federal Ministry of Economics and GDF, and also part of the cluster AETI in Monterrey Nuevo León.

For more information visit: [www.praxis-it.biz](http://www.praxis-it.biz)