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Orange Business Services standardizes Riverbed as technology partner for Enterprise Application Management service

vendor-agnostic approach with opex-based pricing model gives customers more choices

Orange Business Services has standardized Riverbed Technology as a technology partner for its Enterprise Application Management service, a fully managed service that delivers application acceleration and WAN optimization with the option of a completely opex-based pricing model.

“Based on their business objectives and optimization requirements, Enterprise Application Management customers can choose from technology partners BlueCoat, Juniper and Riverbed[®], a recognized leader in WAN optimization and our partner since 2005 for custom-based solutions,” said Richard Heaps, head of Product Management, Consulting & Solutions Integration, Orange Business Services. “Our customers are already benefiting: Avago achieved a 31 percent reduction in total data traffic over its network thanks to Riverbed-based Enterprise Application Management, and Lenovo experienced a 50 percent increase in employee productivity.”

With applications at the heart of companies’ performance and a trend toward data center consolidation to save cost, the network is a critical enabler to deliver application performance and support overall business performance. Enterprise Application Management from Orange Business Services, part of the Business Acceleration solution, includes key valuable features:

- **business-driven technology selection assessment:** Consultants from Orange Business Services analyze the customer application profile to determine the most effective solution removing business risk in deploying the technology. Then, the solution is fully implemented and managed by Orange Business Services, helping to align business and IT needs and enabling rapid deployment and optimized resources which result in higher end-user productivity, faster return on investment and a lower total cost of ownership.
- **flexible service model:** Enterprise Application Management from Orange Business Services is based on a highly flexible service model, from equipment resale to a fully managed service based on customer preference.
- **opex-based pricing option:** Orange Business Services can provide a fully managed service with an opex-based pricing model option for customers restricted by capex spending cuts, in addition to the traditional way of providing equipment resale and professional services with Enterprise Application Management.





According to Heaps, “The move to cloud computing, when applications are provided from data centers outside a company’s premises, will further accelerate the criticality of the network and the importance of implementing the right tools to ensure the performance of business essential applications is maintained at all times.”

About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. With 126 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 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at Sept. 30, 2009, the Group had a customer base of 190 million customers in 32 countries. These include 128.8 million mobile customers and 13.4 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 telecommunications 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: www.orange.com, www.francetelecom.com, www.orange-business.com

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