

Middle East and Africa

turning growth into new business



Business
Services

orange™

spotlight on Middle East and Africa

The diverse group of countries that make up Africa and the Middle East might be more readily associated with strategic, political and cultural sensitivities than they are with investment opportunities – but these frontier and emerging markets represent regions of fast growth.

In Africa, the opportunity is around rapid economic growth, new democracies and urbanization. In the Middle East, growth might be well established and countries already wealthy, but markets are opening up to competition.

But as varied as the area is, there is a central and shared issue: the need for consistently good infrastructure. Privatization and liberalization are taking hold, and cost-effective communication technologies are in high demand as companies are poised to translate economic growth into business opportunity.

unique infrastructure challenges

Multinational companies struggle with reliable telecommunications support across such a wide region. Challenges include remote or offshore sites and limited availability of terrestrial coverage and energy supply levels. There is a patchwork of providers and local regulations to deal with, as well as uncertain delivery or service level agreements and erratic security and compliance procedures.

Orange is a trusted partner of many businesses in the Middle East and Africa. We combine our strong core network, managed services capabilities, consultative approach and local expertise and resources to qualify your specific requirements and assess feasibility and risks.





global operator with local feet on the street

Orange Business Services has more than 50 years' history in the Middle East and Africa. It is a strategic region for us. Thirty percent of our total international investments and more than two thousand people are committed to supporting our foreign and domestic enterprise customers based in or entering the region.

Providing reliable domestic access and bandwidth to contribute to economic, social and cultural development is one of our highest priorities. We have invested heavily in creating high-speed fiber broadband arteries around the African continent via submarine cables.

We don't generalize, and look at the technical solution, regulatory context and implementation model per country. For example, connection times can be a challenge for new sites, and Orange works with a network of local providers to speed up provisioning times. We can optimize your local solution while connecting to your headquarters to rationalize and standardize your IT infrastructures worldwide, reducing your risks and barriers to entry.

Our global governance model ensures that we offer a consistently high level of service, business continuity and security worldwide. Through our strong local affiliate network and partner ecosystem, we can support national and multinational customers in sectors as broad as oil and gas, mining, finance, construction and Smart Cities.

supporting you with expansive reach and innovative services

extensive regional connectivity

Secure, reliable and high performing networks that power your business:

- fully-managed, seamless MPLS and satellite network: 138 points of presence (33 countries with terrestrial IP VPN access nodes) and integrated satellite VPN access available across the Middle East and Africa
- significant investment in capacity reviews and spearheading upgrades to the LION, IMEWE and ACE cable routes and SEACOM cable landings to support infrastructure and services growth in the region
- support for IPv6 migration as well as real-time video and telepresence in many locations
- close partnerships with major domestic operators, including, but not limited to, Etisalat, Saudi Telecom, Batelco and Telkom SA
- 18 Orange operator companies offering fixed, mobile and Internet services

effective collaboration tools

New ways of working together while reducing costs:

- workspace of the future: unified communications and collaboration solutions that use physical and virtual workspaces to enhance creativity, improve productivity and support effective knowledge sharing
- convenience of including both internal colleagues as well as partners, customers and suppliers in your communications with pay-as-you-grow capabilities

advanced customer contact solutions

Tools that help you engage and build lasting relationships with your customers:

- consolidated, multi-channel and cloud-based contact center solutions that include call collection, routing and management services
- option to include Orange specialists to support your service desk operations

innovative ways to develop your business

Focus and investment in large next-generation ICT infrastructures:

M2M solutions

As one of the world's leading M2M providers, we can help you reinvent workflows and create new business models with applications for health and environment, transportation and logistics, enterprise and home automation, utilities and consumer devices.

Smart Cities

The Middle East, and Saudi Arabia in particular, is at the forefront of our work in Smart Cities. In the case of utilities, for example, our flexible interconnected communications networks and software, combined with sensors and actuators in the grid, enable utilities to generate real-time data on water and electricity consumption. The Middle East region is unique because of the "greenfield" opportunities it presents, which means that urban and community plans can factor in smart elements right from the blueprints.

cloud services

Cloud computing promises to revolutionize IT by delivering resources as on-demand services – while promoting green IT, improving data compliance and increasing flexibility to move into new territories. Our substantial investment in this field is in line with our intention to play an expanded, major role as a global data center operator and cloud services provider on a worldwide basis. Our global and interconnected infrastructure includes data centers in Mauritius and Johannesburg to cover the Middle East and Africa region.



helping make business life easier

our people

- 2,270 employees dedicated to business services
- Major Service Centers in Cairo and Mauritius, supporting network, IT, 60 telepresence rooms, telephony infrastructure and mobility services
- business-to-business sales and marketing offices in: Dubai, Riyadh, Qatar, Beirut, Cairo, Istanbul, Johannesburg, Casablanca and Senegal
- professional services experts and consultants in 13 countries – many of whom have certifications in ITIL®, PMI (PMP®), Six Sigma and PRINCE2®
- field engineers in 40 countries

rapid development

- Orange Labs R&D facilities in Cairo and Amman
- Technocenter team dedicated to emerging markets in Amman
- Orange Money skills center in Bamako
- major certifications and specializations with Avaya, Cisco, Riverbed, ISO, Microsoft and Nortel

supporting local communities, too

We have been supporting local communities for more than forty years through our foundations and initiatives in the Ivory Coast, Cameroon, Senegal, Jordan and Mali.

We also work to improve daily life in countries where communities are underserved in areas like banking and healthcare, by leveraging technical innovations to advance financial services, public healthcare systems and patient care.

customer highlights

Our global portfolio and governance models ensure a consistent and high level of performance and are delivered with local customization and local partnerships to adapt to the particular demands of dynamic industries and high-growth markets.

Ecobank

Ecobank is a leading pan-African bank, headquartered in Togo. It employs 23,000 people working across 1,140 branches in 34 countries and is focused on fast-growing and under-banked regions. Ecobank chose Orange in order to consolidate and stabilize its data center and application infrastructure and to standardize its telephony and contact center services. Not only does Ecobank now benefit from compliant network security and improved customer engagement through centralized contact center touchpoints, it has also built a strong platform with our Project Management and Consulting teams from which to continually enhance its customers' experience in the future.

Orbit Showtime Network

OSN is a digital subscription television service, broadcasting across the Middle East and North Africa. Working with Orange has dramatically reduced its cost of connectivity by switching from high-cost VSAT links to a new global IP VPN for all of its sites. By upgrading its legacy MPLS network, OSN has radically improved application performance and visibility of network traffic. Because OSN operates in such a dynamic environment, Orange also delivers extended service management and delivery to ensure the agility needed to add new channels for subscribers – sometimes in as little as 48 hours.

AngloGold Ashanti

This global gold producer has 21 operations on four continents. It already relies on Orange for its global network and value-added services such as Managed Internet Gateway, Enterprise Application Management and Open Videopresence. And now, connecting their globally-dispersed offices cost effectively through Business Talk means teams in Africa, Latin America and Asia Pacific can call and conference through a toll-free, IP-based service – and enjoy good voice quality, reduced costs with no capex investment and full support from the Orange account team.

Kordsa Global

As a world leader in fabric and cord production, Kordsa Global is growing rapidly. From its origins in Turkey, Kordsa Global now employs 4,500 people in countries as far apart as Argentina, China and Germany. Orange deployed a fully managed global IP VPN to link 11 sites and ensure high availability and performance of business-critical applications to support the company's highly distributed office network. This has given Kordsa a stable, reliable infrastructure with 24/7 monitoring, reporting and troubleshooting support, as well as the ability to rapidly deploy value-added services such as data and video.

"In order to ensure business continuity and to support our business-critical applications, we needed a stable, reliable and flexible global network infrastructure. The Orange team developed the optimum solution by defining the technologies and designs that would best achieve our objectives in the long term. Supporting services such as proactive service support and project management to implement this highly complex solution were also critical for the success of the project."

Tekin Gulsen

Global IT Director, Kordsa Global





where in the world?

Orange Business Services meets the needs of the world's largest multinational organizations with the same outstanding quality of robust network and IT infrastructure, managed services and professional people all around the world. However, we also have significant resources and a strategic focus on the Middle East and Africa, along with operations that will continue to expand to support the sophisticated requirements of our customers.

1. Saudi Arabia

- local sales presence and a legal entity based in Riyadh
- 40-strong local personnel in sales, consulting, field and technical services
- established local partnerships with major operators
- leader in large infrastructure projects
- leader in Smart City consulting services
- experience working with public and government organizations in the development of their Smart City strategies

2. South Africa

- provider to 72% of the top 50 African companies across all sectors – many of whom are expanding domestically and internationally
- significant resources in the region delivering a high quality of service
- connected IT services – even in hard-to-reach places
- advisor to companies navigating the complex regulatory environment as well as business practice and compliance
- new innovations (e-health, m-payment) and therefore opportunities for our clients
- trusted brand and the only strong geographical player in the region

3. Sub-Saharan Africa

- strongest presence in Africa
- broadband transmission deployed on a massive scale, providing global connectivity to the continent while developing intra-domestic connectivity
- focus on our network-to-network rollout and industrialization of our partnerships with Orange affiliates and third parties

4. Turkey

- local sales presence with an office in Istanbul providing sales, consulting, field and technical resources
- infrastructure with domestic and international reach for large companies, government authorities and Turkish multinationals

- modernization and deregulation of legacy infrastructure for cloud, contact centers and more
- trusted advisor to government and private companies, including Türk Telekom, Oyak and TTNET.NET

5. Morocco

- sales presence in Casablanca and intrinsic experience with French multinationals in the region
- significant vertical experience – especially in the financial sector
- partnerships with major telecom operators and strong capabilities, focus and investment

6. The United Arab Emirates and Gulf Cooperation Council

- established reputation based on providing local service and worldwide coverage
- sales presence at the Dubai Internet City in the UAE, with sales, field and consulting employees
- 500 multinational customers across the Middle East region: 200 in UAE, including 100 banks
- partnerships with major licensed telecom operators, Etisalat and Du
- consulting expertise for real estate developers, especially on Smart Cities

7. Egypt

- Major Service Center in Cairo, employing over 2,000 people
- enterprise sales and marketing presence, together with field engineers and consulting expertise
- majority share in Mobinil, Egypt's mobile operator (France Telecom Orange), and partnerships with the major licensed telecom operators, including Telecom Egypt and Etisalat

8. Jordan and Lebanon

- highly developed communications infrastructure through our subsidiary Jordan Telecom Group, providing fixed, mobile and Internet services
- enterprise sales presence through Orange Jordan
- active in the real estate sector and converged communications services for multinational companies

**for more information, visit www.orange-business.com
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