



**Press release**  
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## **Orange Business Services chooses Xamarin to simplify the design of cross – platform applications**

- **Orange Business Services' partnership with Xamarin , one of the leading publishers of cross-platform applications, further reinforces its focus on application development and design**
- **Xamarin's technology frees companies of many of the constraints associated with application development**

In order to develop applications for all major operating systems, enterprise companies are relegated to developing the application multiple times.. The Xamarin solution uses the programming language C# to develop a single application that functions on all operating systems (iOS, Android, Windows) as well as all on types of device (computers, smartphones and tablets).

Orange Business Services and its unit specializing in application development and design, Orange Applications for Business, has signed this partnership agreement with a view to:

- **Reduce costs and accelerate time-to-market:** The technology developed by Xamarin combines up to 60% of the developing required, thereby reducing overall design time. Only graphic adaptations are needed to optimize the application for each device.
- **Enhance the user experience:** With cross –platform applications, the user experience is consistent across all operating systems. The user can begin a task on their computer in Windows, continue working on it using their tablet in iOS and finish on an Android mobile device. For instance, a company's sales teams can use multi-OS business applications to access their portfolio of clients or catalogue of products on any device with the same level of ease. The solution allows to connect applications to the main CRM solutions on the market. Account managers can use the application under any circumstances to qualify or take an order.
- **Ensure the sustainability and accessibility of the applications:** The solution allows IT departments to provide business applications without having to consider the range of devices used in the company and any future developments that may be needed. Applications intended for the general public no longer need to be designed choosing one OS over all others in order to capture the largest number of potential users.

“As the use of mobiles and the number of devices increases, Orange Business Services, through its innovative partnership with Xamarin, is helping to remove the technological and

economic barriers limiting companies' application design choices to a single environment. It also allows them to run digitalization projects independently of their clients' and employees' usage," explains Olivier Ondet, Marketing and Strategy Director of Orange Applications for Business.

"Xamarin is a great choice for modern mobile developers who want to build successful applications that reach users on every major platform," says Erik Polzin, Director of Consulting Partners at Xamarin. "Orange Business Solutions brings their deep mobile development expertise together with Xamarin's proven development platform to deliver fully native, high performance applications in an accelerated timeline to clients all over the world."

With more than 2,500 employees, including 200 specializing in the development, integration and testing of mobile applications, Orange Applications for Business is recognized for both its experience and expertise in these fields, from business to customer relationship management applications. The applications developed by Orange Applications for Business have been downloaded more than 20 million times from app stores.

#### **About Orange Business Services**

Orange Business Services, the Orange branch dedicated to B2B services, is not only a telecom operator, but also an IT solutions integrator and applications developer in France and around the world. Its 20,000 employees support companies in all areas of their digital transformation: mobile and collaborative workspaces; IT/cloud infrastructure; fixed and mobile connectivity; private and hybrid networks; applications for Internet of Things, 360° customer experience and Big Data analytics; and cybersecurity thanks to dedicated experts and infrastructure to protect information systems. More than 3,000 multinational organizations and 2 million SOHOs, enterprises and local authorities in France rely on Orange Business Services as their trusted partner.

Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world's leading telecommunications operators with annual sales of 39 billion euros in 2014 and has 155,000 employees worldwide at 31 March 2015. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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#### **About Xamarin**

Xamarin is the new standard for enterprise mobile development. No other platform enables businesses to reach 2.6 billion iOS, Android, Mac, and Windows devices with 100% fully native apps from a single shared code base. Xamarin is used by over 1 million developers from more than 100 Fortune 500 companies to accelerate the creation of mission-critical consumer and enterprise apps. Xamarin's customer base spans 120 countries and includes Dow Jones, Bosch, Halliburton, Blue Cross Blue Shield, Cognizant, GitHub, Rdio, and WebMD. Xamarin is a Visionary in Gartner's 2014 Magic Quadrant.

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