



press release

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Orange Business Services is positioned as a leader in Asia Pacific telcos ICT services space

IDC MarketScape highlights company's capabilities in cloud and IT integration services; cited as a market leader for the 3rd consecutive year

[Orange Business Services](#) is positioned as a Leader in the IDC MarketScape Asia Pacific Next Generation Telcos - ICT Services 2013-2014 Vendor Analysis (Doc #AP3053307V), Oct 2013, which provides an in-depth market assessment of vendors' current capabilities and long-term strategies.

IDC MarketScape highlights Orange Business Services' continued growth in Asia Pacific in its end-to-end cloud solutions, multi-vendor integration capabilities and machine-to-machine (M2M) systems deployment. Orange serves more than 1,200 multinational clients in emerging markets, China and India, and more than 2,000 throughout the region. The company is also investing in network infrastructure enhancements, R&D, and human resources to build up its complex deals bid team to expand its capabilities across Asia Pacific.

Key Orange Business Services strengths identified in the IDC MarketScape analysis include:

- **Strong end-to-end cloud capability:** Orange offers a growing suite of on-demand cloud services: infrastructure, storage, contact centers; and applications such as Unified Communications (UC) and cloud-based fleet management. It has also demonstrated its capabilities in orchestrated cloud and cloud brokerage service, providing end-to-end service delivery and service assurance through third-party public cloud providers.
- **Strong IT integration capabilities:** Orange has integration capabilities for multi-vendor infrastructure environments, with expertise to assist enterprises in integrating their legacy infrastructures with new technologies, enabling customers to fully capitalize on their past infrastructure investments.
- **Capabilities in M2M deployment in APAC:** Orange is leveraging its Infrastructure as-a-Service (IaaS) platform to grow its M2M business in the region, focusing on transport and health sectors. The company has deployed cloud-based fleet management system solutions for the tracking of 60,000 vehicles globally (about 3,000 vehicles in Asia Pacific) for a global client.
- **Emerging market presence:** Orange has good presence in the emerging markets, especially in China and India. It has clinched a number of wins in these markets, and serves more than 500 MNCs in China and 700-plus in India. Some notable client wins in China include the managed contact center solution with 360Buy.com and Tiens Group.



“Orange Business Services has demonstrated significant growth in its network business in Asia Pacific, strengthening its position as a Leader in the ICT field in the region. With its strong integration capabilities and focus on network solutions, the company is primed to capture greater market share in the rapidly urbanizing region over the next few years.” **said Sherlin Pang, Senior Research Manager, Communications, IDC Asia/Pacific.**

Yee-May Leong, senior vice president, Orange Business Services Asia Pacific, said: “As market growth is picking up in region, customers are exploring new technologies that provide business agility, support expansion plans, reduces capex spend while reducing costs. We are happy that they can look at Orange as a leader in delivering a comprehensive portfolio of managed and network-related services to meet their evolving needs, particularly in cloud-computing, unified communications and new workspace collaboration.”

Orange Business Services has a strategic focus on Asia Pacific, one of its targeted high growth and emerging markets. Assisted by growth in the region, the company is on track to achieve its stated global objective of generating 1 billion euros in revenues in high growth and emerging markets by 2015. Across the region, Orange Business Services has more than 3,000 staff comprising teams of IT specialists, professional services consultants and consulting practice experts.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Orange Business Services

Orange Business Services, the 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 more than 160. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services was awarded four of the telecom industry’s highest accolades at the annual World Communication Awards 2013 – Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven-time winner of Best Global Operator. Learn more at www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

Orange is one of the world’s leading telecommunications operators with annual sales of €41 billion in 2013 and has 165,000 employees worldwide at Dec. 31, 2013. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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