



Press release
Paris, 27 October 2015

Orange Business Services drives digital transformation through IT service management platform with ServiceNow

- **Gain control and visibility with holistic service integration and management**
- **Delivers performance improvements for multinational corporations**

To meet customer demand for infrastructure that can support digital transformation, Orange Business Services has launched Service Management Suite. Incorporating the market-leading ServiceNow platform, Service Management Suite delivers cost optimization, simplification, visibility and control, as well as performance improvement for multinational organizations.

Customers are asking for greater simplicity in the way providers engage with them and deliver their services. Therefore, Orange Business Services chose to embed the ServiceNow platform into Service Management Suite, which provides a wide range of infrastructure management services, including consulting, deployment and operations. By unifying many of these services through the ServiceNow platform, Orange Business Services can integrate Service Management Suite easily with any IT service management (ITSM) environment that customers may have.

Service Management Suite provides visibility and control across a customer's entire infrastructure, whether devices are managed by Orange, themselves or a third party. It allows multinational corporations to digitally enable their legacy infrastructure and manage multi-sourced ICT services more effectively. In addition, Service Management Suite improves service enablement by aligning infrastructure performance and service level agreements (SLA) with business-critical applications.

Driving digital transformation

Using a fully-industrialized platform, Service Management Suite is now available worldwide and has been extensively trialed by Orange Business Services customers. To help organizations tailor the best "fit-for-purpose" solution, Orange Business Services also provides digital transformation advisory services.

"Enterprises are looking for service management that allows them to use their best processes and APIs on platforms they already use instead of building new. The Orange Business Services offering based on ServiceNow connects directly with enterprise customers in their systems and on their terms. This is a powerful solution for large enterprises where following process is essential to the organization. We are not aware that anyone else has an offer anything like what Orange Business Services has accomplished

with ServiceNow,” says **Brian Washburn, Service Director, Global Business Network and IT Services, Current Analysis.**

“To help us gain more visibility and control over our WAN, we integrated our incident management processes with the Orange SIAM (service integration and management) helpdesk using ServiceNow. This means that validated information from Orange experts is now made available online to the right target groups within our global organization. This minimizes the impact on our business in case of incidents and ensures that our infrastructure can serve the business,” says **Norbert Wieland, Global Service Manager for Siemens WAN.**

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 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 157,000 employees worldwide at 30 September 2015. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

Orange and any other Orange product or service names included in this material are trademarks of Orange or Orange Brand Services Limited.

Press contacts:

Elizabeth Mayeri, Orange Business Services, elizabeth.mayeri@orange.com, +1 212 251 2086