



Multisourcing Service Integration



**Business
Services**

Introduction

Technology has driven digital transformation and opened many new opportunities and markets worldwide. But the increasing variety and availability of different technologies, such as SD-WAN, telephony and cloud, from multiple suppliers, has also increased infrastructure complexity.

Multisourcing Service Integration (MSI) allows you to regain control over your suppliers, costs and IT estate, while ensuring that all services work in harmony.

In today's global business environment, you're likely to use a combination of insourced and outsourced applications together with infrastructure services from multiple suppliers to meet your needs. You may have also have gained a whole range of new suppliers through merger and acquisition, or simply through rapid organic international growth. Ultimately this leaves your IT department in charge of managing a dizzying array of suppliers in a heterogeneous environment.

To further complicate matters, business units often acquire their own IT and communications services, completely bypassing the IT department. This allows them to meet immediate business challenges, but it also reduces overall enterprise governance and control, and creates potential security issues. In addition, services are often managed in silos – and a change is required if enterprises are to reap the benefits of digital transformation.



Rethinking service integration and management

Managing a large range of different suppliers is made even more difficult because each supplier follows their own specific processes. This creates significant challenges around alignment and accountability. The key to successful service delivery is underpinned by an understanding of managing a multi-supplier environment – including the relationships between them and with all other stakeholders. The increasing complexity that this involves calls for a complete rethink of service integration and management (SIAM).

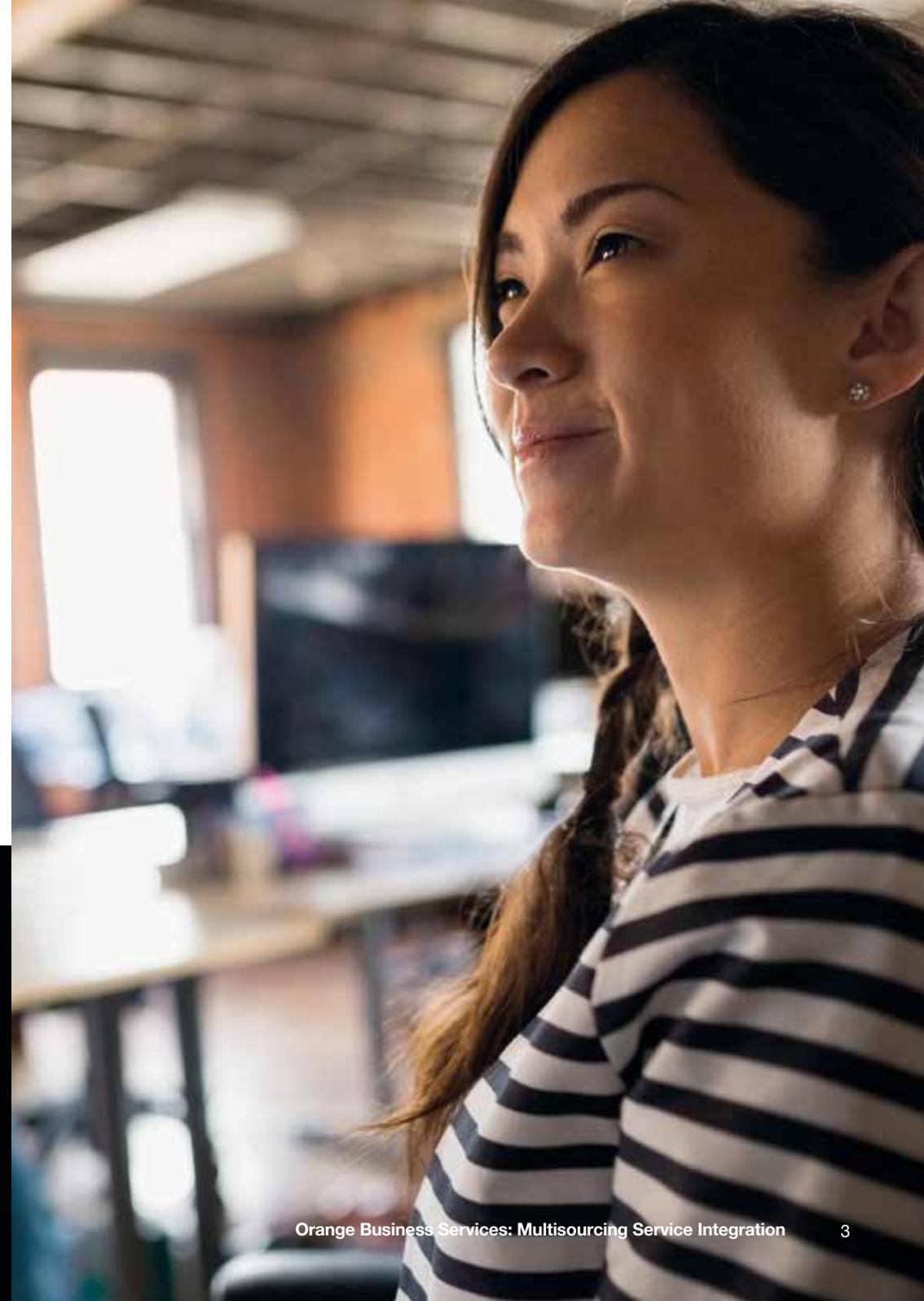
This is exactly where the Multisourcing Service Integration (MSI) model can help. A multisourcing service integrator will bring the required governance at the operational level and third-party contract level, along with the security process and policies that will identify and mitigate the risk from a business perspective.

If you think of your suppliers as musicians, MSI is the conductor that ensures that they all play together in tune as an orchestra. You continue to choose the suppliers that you want to use, while the MSI orchestrates the services to keep them in harmony.

And the more effectively you integrate and manage your solution globally, the better your business performs.

MSI and SD-WAN

MSI can play a significant role in the success of SD-WAN, which is one of the hottest topics in network connectivity. SD-WAN is a technology that allows you to combine networks from multiple internet service providers (ISP) and telcos into a single service. However, while performance improvements and cost savings can be achieved, additional complexity is created by having to manage multiple local ISP contracts. They can vary dramatically in terms of service level agreements (SLA), incident management and reporting, and more. MSI eliminates this complexity by taking over the management of the contracts, helping realize the promise of SD-WAN.



Integrating suppliers with efficiency

MSI allows you to overcome the challenges of integrating and managing your external suppliers and internal service providers. It aligns services to your business, boosts innovation, drives collaboration and delivers continuous service improvement. You receive a catalog of aggregation solutions, a service management platform, and a strong process framework for integrating new suppliers.

In a typical MSI scenario, the MSI provider will walk in and take over management of all (or a subset of) services from the start of the transition. They will maintain cost levels at their current rate and then commit to percentage price reduction from the start of the transformation.

Cost rationalization is obtained via three fundamental approaches:

- Better visibility along with eliminating overlaps and duplication in services, which can cut 5-10% from costs
- Internal customer transformation, which removes duplication of effort and reallocates resources to the core business
- Year-on-year operational efficiency gain via continuous service improvement

Altogether, this will ensure better accountability, trust, transparency, and effective performance management, while retaining your flexibility in sourcing. You are then freed up to focus on your core business.

Benefits of MSI over insourcing

We have identified 10 advantages that MSI brings to your business over a traditional insourcing model.



Effectively manage “best-of-breed” services



Simplify operations by removing the complexity of managing multiple service providers



Share operational costs and risks with suppliers



Increased control through consolidated reporting and a unified change management process



Empower internal IT to focus on core business



Maximize capabilities by having the right sourcing at the right time



Flexibility to scale up and scale down where required



Reduce costs through leveraging supplier economies of scale



Have clearly defined commitments and SLAs for end-to-end services



Drive transformation by making it easy to adopt, or migrate to new services



Orange MSI: the art of integration

Orange has developed a Multisourcing Service Integration (MSI) proposition that lets you manage all IT and communications suppliers across the business, irrespective of sourcing. You remain in control of IT spend and strategy, while we handle the management via our Multisourcing Service Integration model.

To this end, we provide a common set of management, processes, reporting and measurement functions critical to the success of IT service delivery and management across all services including an orchestration platform that:

- integrates multiple service providers within each service type
- provides tools to manage tickets
- includes a contract management system for uniformity across the IT infrastructure

As a result, all service elements and parties work together around shared tasks, shared accountabilities, and shared information. We apply tools such as ServiceNow, which benchmarks the performance of service delivery and keep suppliers accountable for KPIs and contractual obligations.



Improved governance

The Orange MSI function is not merely a substitute for governance; it provides greater transparency into governance processes, empowering you to enforce your governance more effectively. The IT organization is no longer required to act as the “policeman” of the supply chain to manage the tension between day to day service delivery, service management, and innovation. Instead, it can act as the voice-of-the-customer, looking outward to the market and developing business services rather than being focused on internal challenges.

Orange becomes your agent of governance that lives within service delivery and executes coordination, validation, and verification in support of the governance function. We drive accountability across the service delivery chain, which allows your own governance function to focus on core business strategy.

We create a clear separation of roles and responsibilities between you and Orange through the documentation of processes, role identification, and clarification of responsibilities. This includes the ability to make decisions at the lowest possible level to eliminate any blurring of roles and responsibility.



Critical success factors for MSI

In our experience, there are six critical success factors that will make MSI a success.



Contractual alignment: internal housekeeping of all supplier contractual artifacts in a central repository.



Integrated service management: the interface with service desk, technology suppliers and other third-party suppliers.



Well defined roles: agreement on roles and responsibilities across all parties, such as by using the RACI matrix.



Organization change management: commitment to organizational change management to raise awareness of MSI and its role in retained IT.



Single source of truth: implement a fully-fledged CMDB and service catalog, which is kept up to date. This underpins a real-time service dashboard view.



End-user experience: this is fundamental to the strategy, and needs to address business priorities, challenges, and opportunities.

Why Orange

Managing multiple suppliers and technologies worldwide is our daily business. As a managed service provider, it is in our DNA. We provide the experience and expertise in multi-vendor governance, incorporating technologies such as connectivity, cloud, and security, that is the foundation of today's digital services.

We have long-term experience in outsourcing management and MSI, with consistent service management processes, highly skilled and trained staff as well as tailored, flexible and modern ITSM platform.

Our key differentiators as an MSI include:

- Global reach, leveraging the widest connectivity access and feet on the ground of all operators
- Worldwide expertise and operational excellence praised by analyst firms and market specialists
- Long-standing record of service quality
- Network of innovation and R&D capabilities that offer customer prototyping capabilities



3,400 dedicated experts



1+ million devices managed daily



100,000 changes per month



220 countries served



90 ServiceNow experts



5 Major Service Centres



1,000+ worldwide partners



For more information on MSI, contact:

Sameh Hamdy

MSI and Innovation Product Marketing Manager
sameh.hamdy@orange.com

Shivanand Jadhav

Head of MSI programs, International Business
shivanand.jadhav@orange.com

Alex Rigaldo

MSI business development: International and France
alex.rigaldo@orange.com

Bachar Abou Saleh

Practice manager: International Consulting
bachar.abousaleh@orange.com



**Business
Services**