

An evolution of business systems and processes

How Orange Business Services
is transforming operations



**Business
Services**



The world is changing. Fast.

Technology is developing at an exponential rate, both in how it responds to changing business needs, and driving requirements for new imperatives.

With the continual growth of Software-Defined (SDx) technology, cloud and digital services, nearly all large-scale enterprises will be looking to digital and Artificial Intelligence (AI) technology to manage multiple suppliers, streamline processes, cut costs and boost profits by 2022, and at least half of them will be considering Multisourcing Service Integration (MSI) solutions¹.

There are several key reasons for this. Large organizations are increasingly finding themselves all but overwhelmed by the sheer volume of data which they're now able to acquire.

They're also receiving various cloud services from an ever-growing range of providers. They therefore feel the need to remove the complexity of managing a surfeit of 'interactions' passing through their systems so they can concentrate on their core business, and use their data to assist and enhance their operations, rather than detract from them.

There's a requirement to set consistent standards of governance and integrate tools and processes to gain 24/7, 360-degree visibility of their estate so that they can make best use of the mountains of data at their disposal. It's predicted that this could reduce management time by 50%¹ and deliver an average 13% improvement in cost savings¹.

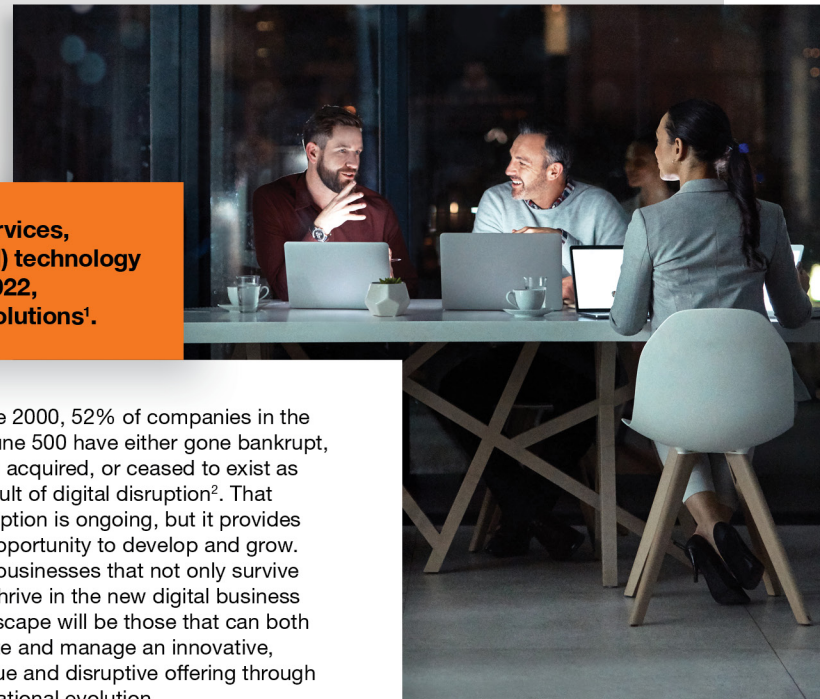
These aren't abstract requirements either. Business analysts predict that by the end of 2020, as much as 50% of data analytics services will be AI activated and 50% of companies' business will depend on digital technology³.

Since 2000, 52% of companies in the Fortune 500 have either gone bankrupt, been acquired, or ceased to exist as a result of digital disruption². That disruption is ongoing, but it provides an opportunity to develop and grow. The businesses that not only survive but thrive in the new digital business landscape will be those that can both create and manage an innovative, unique and disruptive offering through operational evolution.

¹ Source – Gartner

² Source – Harvard Business Review

³ Source – IDC



SD-WAN is the new enabler for digital transformation

SD-WAN can be thought of as having two layers: an underlay of equipment or hardware which can be provided by multiple suppliers (which can change frequently, according to changing priorities such as low cost or high performance), and an overlay which is the management of all the different network features, circuits and technologies by one provider.

Why SD-WAN?

There are many ways that SD-WAN can benefit businesses. It offers reduced OpEx and CapEx costs compared to traditional MPLS, and is more secure thanks to built-in security protocols. SD-WAN is straightforward to deploy, and can be extended to new sites without having to send IT personnel. SD-WAN also makes it simple to manage bandwidth as business requirements evolve, which supports business agility. SD-WAN also offers better performance, and it can be configured to prioritize business-critical traffic and real-time services.

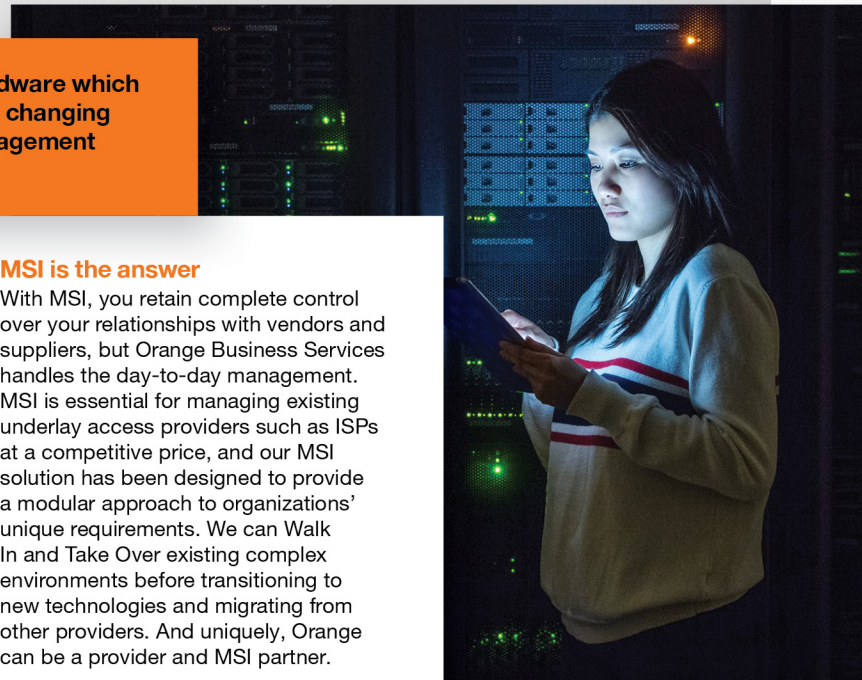
Managing complexity

SD-WAN spans multiple digital services – and increasing numbers of them as new ones come to the market. This is difficult to operate and manage in-house, and sustained technology integration requires specialist skillsets that may be hard to recruit or retain.

MSI is the answer

With MSI, you retain complete control over your relationships with vendors and suppliers, but Orange Business Services handles the day-to-day management. MSI is essential for managing existing underlay access providers such as ISPs at a competitive price, and our MSI solution has been designed to provide a modular approach to organizations' unique requirements. We can Walk In and Take Over existing complex environments before transitioning to new technologies and migrating from other providers. And uniquely, Orange can be a provider and MSI partner.

SD-WAN is software-defined networking in a wide area network. This enables optimized data flow and provides you with a clear overview of activity across applications and users.



Challenges for business

Enterprises exist in a diverse range of business environments, but most are facing similar issues related to technology.



Orange Business Services gives organizations the opportunity to take stock of their existing digital assets and grow into the future with evolving digital developments such as MSI, AI, machine learning and robotics.

Changing budget priorities:

Many businesses are struggling to move from a focus on capital expenditure towards operational expenditure and an increasing reliance on the cloud.

Digital transformation:

There's no single, optimized way to leverage the rapid march towards digital services. Each organization has to find its own way to adapt to software-defined business practices, remote working (especially post-COVID-19), increased reliance on data, SD-WAN, cloud, decentralized IT, user experience, digital security, Internet of Things (IoT), AI and robotics. All are looking for better technology solutions which dovetail with their business requirements in order to compete and thrive in rapidly evolving markets.

Cost control:

While there's a realization that investment in technology needs to be made, it needs to deliver sufficient savings in both time and cost for organizations to be able to reinvest in new skills in addition to the organization's core business.

Complexity and consistency:

As the technological landscape becomes more complex, organizations need to find more efficient ways to manage diverse services and products in a unified way. Managing legacy and onboarding new services is time consuming, and managing consistency (SLAs, governance) across departments, sectors and suppliers is a challenge.

Strategic clarity:

Digital complexity often leads to opacity. Companies need to gain full visibility of the complex crossroads of modern business to boost operational efficiencies and make better strategic decisions.

The need for operational evolution

Operational evolution encompasses a bespoke blend of semi-automated and fully automated processes and software that harness the power of the cloud, AI, analytics and robotics to reduce complexity, increase efficiency, heighten productivity, reduce costs and future-proof business operations.

Key innovations include:

- Breaking down silos to create a unified, cross-functional approach to systems throughout the ecosystem of the organization and third parties to leverage learnings and ensure consistency
- Strategic use of automation to increase control and lower costs
- Enhance and future-proof operations with machine learning algorithms, supported by human oversight where it's most needed

How Orange Business Services can help organizations evolve



MSI offers an effective means to manage integrated delivery of traditional and cloud service providers.

Organizations still choose their service providers and arrange their contracts (although Orange can handle this, if required), but Orange Business Services' MSI tools and processes then manage those third parties operationally.

Adoption of MSI, and the more advanced Artificial Intelligence for Operations (AIOps) solutions, which augment MSI with AI, is increasing, and businesses are sharpening their focus on using them to deliver specific business outcomes. This brings further emphasis on the ability to integrate services and providers across business process chains.

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MSI:

MSI solutions are fast becoming the best way to manage an organization's digital estate. Managing diverse providers and functions through a single integrated interface appeals to organizations looking for seamless governance, unification, standardization and end-to-end management of their services.

AIOps:

Think of AIOps as an evolution of MSI building on best practice, leading to further operational and cost benefits as well as future proofing. It involves subsets of AI including machine learning and Robotic Process Automation (RPA), among others, to aid predictive maintenance, reduce operational noise and improve service

ticket deduplication. This all helps IT and development teams to identify and resolve IT problems quickly by analyzing and contextualizing massive amounts of operational data. If successfully integrated into a business's operations, it can yield massive benefits in time and cost.

Integrate vendors, products and services:

Deriving simplicity from complexity is a key aim of Orange Business Services. By bringing cross-functional business sectors into a one-landscape view on one omnichannel platform with a single operational dashboard across all service providers, organizations can gain precise control of their digital estate.

Built on four practices

The best solutions will encompass People, Tools, Process, Measurement – qualified people using the best digital tools in a preagreed process with accurate measurement of results that can define success.

How Orange Business Services enables operational evolution

As organizations are forced to face increasingly difficult questions about delivering more productivity, efficiency and cost savings with fewer resources, the need for an evolution of their digital estate becomes more obvious.

It's not enough to take an ad hoc approach to development, addressing problems as they arise. It's much more effective to take control with a planned, strategic approach to digital evolution which will not only anticipate issues, but also empower an organization to react efficiently and with optimum use of resources.

Without MSI and operational evolution

Multiple vendors

Multiple reports and processes

Duplication and more overhead costs

Lack of coordination in major incidents and dispute-related roles and responsibilities unclear

Different and varied SLAs for each service provider

Raw analytics data

With MSI and operational evolution

Single point of ownership across all vendors

Single operational framework including monitoring and dashboards

Single technical service desk with level 2/3 support and third-party coordination

Single accountability across all service providers

End-to-end performance measurement and SLAs

Smart insights using analytics



How Orange Business Services work

Each Orange engagement is unique and incorporates a bespoke response to the issues facing any sector or distinct organization. However, a typical engagement usually includes an interpretation of five key pillars.

1

Consult

In perhaps the most crucial part of the process, we'll work with you to analyze your current operations and understand your longer-term business objectives. We will consult to fully understand your business capabilities and needs.

Our first workshop is essential to a successful implementation – it will not only identify issues, but also the imperatives of your business. This will dictate the speed at which your digital estate needs to evolve to gain most benefit in relation to investment.

2

Manage

The smart technologies employed by Orange will allow you to anticipate and control any operational risks associated with security, fraud, compliance and data governance. We'll use automation, data integration/normalization, situational awareness, anomaly detection, probable root cause identification and much more with total visibility on real-time dashboards.

3

Optimise

We will renovate your data architecture to enable efficient sharing of essential data and monitor business performance. We'll identify the best combination of MSI, AIOps, digital integration and combined data intelligence to deliver optimal smart operations for your business, enabling predictive maintenance by allowing IT Ops and DevOps teams to detect problems before customers or partners are affected. This may include service delivery, marketing, e-commerce and vendor management. Overall, we will Optimize the operational efficiency of your business, delivering savings in time and costs.

4

Accelerate

Orange Business Services will accelerate your growth by fully understanding the needs of your stakeholders and customers. We will dig deep to help you understand more about all of your stakeholders – service users, customers, partners, suppliers – and deliver smart new systems and compelling digital experiences for marketing, e-commerce and operational efficiency.

5

Innovate

Orange will be at the forefront of innovation across the entire enterprise, helping your organization to identify and deliver new services and systems that help you to differentiate and stand out in the market. We'll co-create with the business to align with enterprise goals by using AIOps to change or invent new service models, including mobile.

What the analysts say

Global technology firm ISG (Information Services Group) named Orange Business Services a Leader on SIAM in the ISG Provider Lens™ SIAM/ITSM Report for the US (Date: April/2020; Lead author: Lutz Peichert; Editor: Jan Erik Aase). Source

They're not the only respected industry analysts to have been forthcoming in their praise for Orange Business Services.

Analysts acknowledged us for:

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Orange Business Services, in particular, is investing heavily in (MSI) standardized offerings and toolsets to cover the managed communication services markets.

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Gartner

A leader in:

**Business Value
Service Management**

2020

**Service Design
& Transition**

2020

**Sourcing Information
Management**

2020

In the 2020 ISG
Provider Lens SIAM/
ITSM Report for the US.

*** ISG**

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A good example where Orange Business Services delivers on the promise of simplicity is via its MSI network aggregation service. MSI fully takes over and manages enterprises' complex multi-operator fabrics. The service consolidates all network reporting to one interface and facilitates interaction with a single touchpoint, making it easier for enterprises to add an SD-WAN overlay. MSI also has the potential to aggregate a range of other services, such as mobility and IoT.

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OMDIA

Source report: Market Trends:
MSI-SIAM Buyer Behavior in Managed
Communications Services Published:
29 May 2019 ID: G00375450

Source: <https://www.orange-business.com/en/analysts/isg-siamitsm-quadrant-report-march-2020>

Source report: Orange Business Services analyst event highlights digital responses for enterprise pivots on COVID-19 Publication; Date: 19 Aug 2020; Product code: ENS004-000094; Author: Brian Washburn



Why Orange Business Services

We recognize that business and service management isn't just about technology, it's about consulting and real-world services augmented by technology. Tools like MSI, AIOps and robotics can be used to enhance existing systems and create new ones. Our experience, innovation and insight put us in a key position to help tech-forward organizations evolve and thrive both now and in the future.

We invest more than €700 million in research and development each year to make sure our solutions are among the most advanced and reliable on the market.

Perfectly positioned

Orange Business Services is a network-native, digital services provider. As a global organization with our finger on the pulse of SD-WAN, IoT, AI and RPA, we have 50+ years proven track record as a leading, go-to security services provider. With this well-grounded experience we have the ability to safely and securely manage 500+ service providers.

Technical expertise

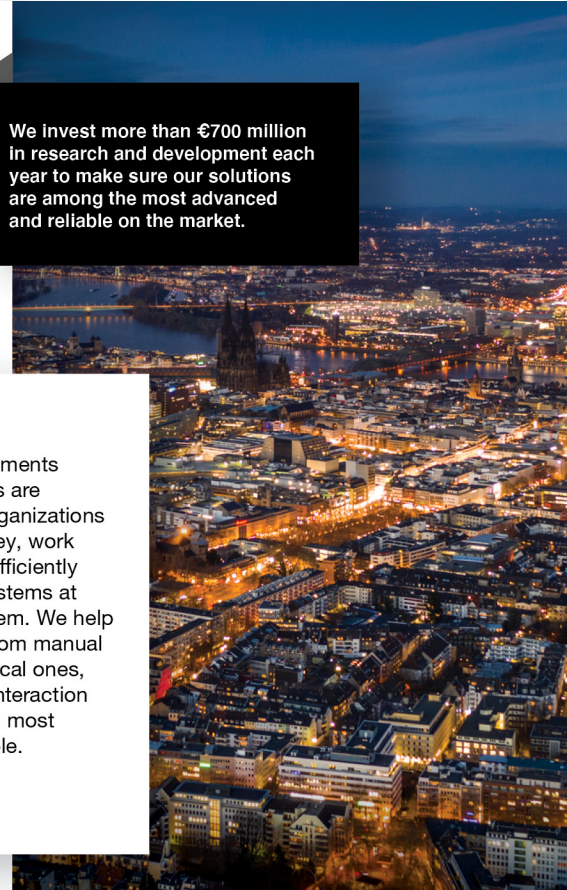
We're constantly evolving our offering, working to understand our customers' pain points and then collaborating with our leading technology partners to develop solutions that fit / scale the global enterprise market. We stay one step ahead of the competition and always work with our customers to improve their position. We already have solutions in place for IoT, cloud, AI, data analytics and others as well.

Innovators

Our global team of more than 8,000 researchers, technicians, designers and marketers are world leaders in their respective fields. We also have 2,000 IoT and analytics experts worldwide and 400 application developers working on over 1,000 software and integration projects at any one time.

MSI and AIOps

Our unique developments with these concepts are designed to help organizations save time and money, work smarter and more efficiently by evolving their systems at a pace that suits them. We help businesses move from manual processes to technical ones, enhancing human interaction and oversight in the most efficient way possible.



We have the know-how

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At Orange, we believe that organizations will be most successful if they allow their people to do what they do best by providing technology to enable and power them.

Kristof Symons, Executive Vice President, International at Orange Business Services

The organizations that benefit most from digital transformation will succeed by engaging with an operational services partner that not only fully understands their business, but is ahead of the curve in its ability to deliver state-of-the-art AIOps capabilities. That's Orange Business Services

Rob Willcock, President, Americas at Orange Business Services

It's already not enough to simply match the pace of change, businesses need an innovative, unique and disruptive offering to stand out. And more often than not, that disruption will come from innovations in technology.

Daniel Bigagli, Vice President Enterprise Services Business Unit at Orange Business Services

AI is a game changer that is going to totally transform virtually all major business models over the next few years. The time to get started with AI is today, tomorrow will simply be too late.

Alex Rigaldo, Head of Service Business Development and Head of the MSI Program at Orange Business Services



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Conclusion

Orange Business Services delivers innovation and results at a pace that suits your business requirements and ambitions. We seamlessly bridge the gap between legacy, people-based systems and innovative, machine-based solutions to deliver operational evolution designed to meet the demands of your organization and the market, both in the short term and in the future.

In our disrupted world, MSI can help address the changes inflicted by COVID-19 and create a path forward to the “new normal” with digital tools to increase resilience and management and governance of service providers to mitigate the impacts of unpredictable events.

Orange Business Services manages over 500 service providers across more than 1 million devices, handling over 100,000 changes daily. We do this for some of the world's largest and most complex organizations. Our services are game changers, combining MSI, AIOps, IoT, RPA, cloud and other advanced solutions to help you make best use of your data and evolve to the model or combined model that fits your organization best.

Our approach in action

There are many use cases of how Orange Business Services works, across a spectrum of focus areas. Here are just a few examples.

1 Consult

Issue

A manufacturer of vertical transportation systems had undergone internal organizational changes and needed to institute a new Service Management model. A lack of visibility meant it needed to monitor and manage the whole IT environment, including its multiple service providers, but the company had insufficient dedicated resources to undertake the project.

Solution

Orange Business Services delivered technical consulting to set expectations on the requirements for the customer's current inventory. We helped identify the full existing information technology estate to populate the Configuration Management Database for operational takeover.

Benefit

Through our consulting, the company experienced easier integration and onboarding of the whole IT environment in the new Service Management model.

2 Manage

Issue

A global aerospace company, with a complex multi-divisional and multi-regional organization structure, was lacking visibility over its different WAN providers, and wanted to ensure they complied with the security requirements of the business.

Solution

Orange Business Services performed a root cause analysis on recurring incidents and instated new governance over providers' operational and service level agreements, with service improvement plans where necessary. We also created a single dedicated service desk for customer requests and one Configuration Management Database across providers with online order management via a web portal.

Benefit

The interventions delivered a 14% reduction in incidents across providers and 99.995% service availability on high and medium sites, with less than 1% of change-related incidents.

3 Optimise

Issue

A global food business wanted to change its infrastructure landscape: it operated a complex environment with multiple products and solutions, with the majority of its equipment owned by a third party.

Solution

Orange Business Services took a "walk in and take over" approach to manage the existing providers, with a transition and transformation support methodology.

Benefit

The adoption of MSI simplified operations considerably, which made possible the transformation from WAN to SD-WAN. Orange Business Services put in place a flexible model to enable the onboarding of new services and providers.

4 Accelerate

Issue

A global chemicals company was using fax as the most effective way of keeping track of chemical shipments in transit over road and sea. However, the monitoring process involved multiple tools and repetitive manual activities to check the availability and correct functioning of fax machines. There was no automated incident logging and a high risk of SLA breach for fax services availability.

Solution

Orange Business Services created an automated work process, powered by a Monitoring Bot, to read alerts in the fax software. The process created incident tickets on Service Now with a defined average processing time. The unattended process monitors faxes 24x7, converting alerts into proactive incidents. The solution is easily scalable for future automation projects, with very limited hosting infrastructure needs.

Benefit

The process improved efficiency and reliability, with continued monitoring capturing all thresholds, and the Smart Monitoring System delivers a uniform event monitoring and incident management process. Overall, the solution supports business continuity objectives with complete remote deployment.

5 Innovate

Issue

A global brewing company needed to transform to become a data-driven organization, but was challenged by a complex multi divisional structure with lack of consistency between divisions. The company needed constant bandwidth upgrades, which was impacting the performance of the network, and proactive rather than manual measures to predict upgrades.

Solution

Orange Business Services developed a Network Transformation Roadmap in line with business needs and budget. We extended Service Management over existing services, such as remote and third party access, IDS/IPS, IT/OT firewalls and Direct Route and MS Enterprise Voice, and instated capacity management with predictive maintenance.

Benefit

The customer now has a highly programmable network and traffic predictability, with improved service availability and performance, and automation now enables fast deployment of new network functions. A new Management Portal is in place, which delivers improved visibility over app performance and a better user experience.

Thank you

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