

Publication date:

07 Jul 2021

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Orange Business
Services delivers its new
network-native
Anywhere Workplace
solution

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Omdia view

Summary

At its recent 2021 analyst day, Orange Business Services (OBS) shared details on its Anywhere Workplace strategy and solution. The offering combines collaboration, security, app integration, consulting, and endpoint management functionality, which are all underpinned by Orange's connectivity capabilities. Over the past 18 months, and to optimally support businesses in overcoming the workplace challenges brought about by the COVID-19 pandemic, OBS has combined many of its different B2B portfolio capabilities into what it terms the "Anywhere Workplace."

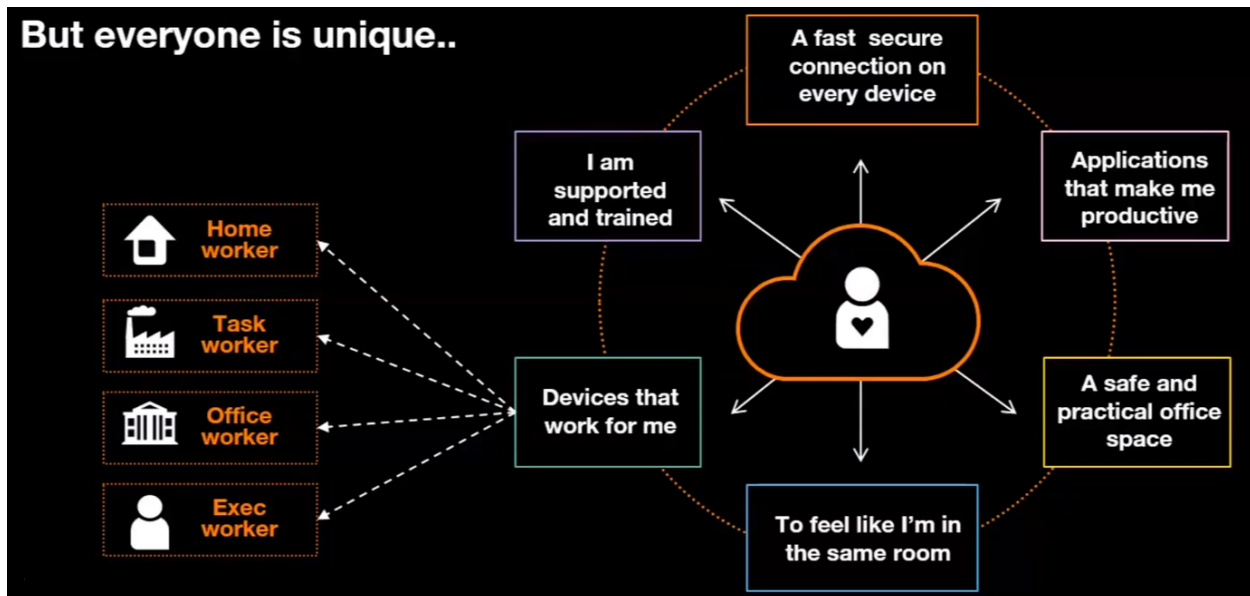
Enabling the "anywhere" workforce has become a digital transformation priority

The COVID-19 pandemic and mass shift to remote work has changed the way people work and disrupted business operating models forever. This is demonstrated by Orange's own data that shows how over 80% of OBS customers advise that their use of digital services is changing due to remote working. The speed and scale of digital change that enterprises across the world are trying to manage is unprecedented. Undoubtedly, one of the biggest challenges that businesses will face going forward is how to optimally enable and secure a more flexible and mobile workforce. The way millions of employees now work has changed dramatically; work styles are more flexible, workloads and applications are moving to the cloud at great speed, employees are collaborating in new ways and with new tools, and businesses are looking for new and more innovative ways to measure and positively influence employee productivity and experiences. Enabling an "anywhere" workforce requires a long-term strategy and approach – one that considers more than just the technology, but considers the people and processes in helping transform the very nature of how work gets done. The path to a more digitally enabled workplace can be one riddled with different technical, cultural, and strategic challenges and complexities. Service providers that deliver richly integrated best-of-breed technologies and professional services, and expertise focused on improving employee experiences can be valuable partners in supporting enterprises on the journey to the future of work. This strategic approach, and delivering a workplace focused on supporting optimal employee experiences, is at the heart of the OBS Anywhere Workplace proposition.

For OBS, the workspace revolution is a human and business transformation opportunity

Every employee is unique and has different needs in respect of how they work. In developing its Anywhere Workplace proposition, OBS considered these needs and identified six core capabilities that comprise its solution, as shown in Figure 1.

1. Figure 1: The OBS Anywhere Workplace



Source: Orange Business Services

The solution has been developed to: enable employees with devices that align with their work style preference; ensure people across different work personas are supported and trained; provide employees with fast and secure connectivity; give employees access to applications that help them work productively; and deliver collaboration and security capabilities that help people work better together. Combined, OBS is leveraging these technical capabilities and its consulting expertise to deliver a digital workplace service that is secure, integrated, and developed to be effective in helping improve employee experiences, regardless of the actual location someone may be working from. Beyond the technical, OBS’s approach to deploying digital workplace capabilities is built upon its established consulting capabilities, specifically its persona analysis activities and approach. Persona analysis involves OBS working with a customer to understand and help define the desired outcomes – it then conducts analysis into how people work and how they would like to work going forward. This insight informs how any solution is developed, ensuring it caters specifically to the needs of the customer.

5G will be a key enabler of transformation in the way people work

Undoubtedly, one of the most compelling capabilities communication service providers (CSPs) offer when it comes to digital workplace solutions are next-generation network and cellular connectivity capabilities. As more people work away from the traditional office and its network, the importance of cellular connectivity will increase. According to Omdia’s 2021 Future of Work Survey, ensuring remote employees have adequate broadband and cellular connectivity is identified by enterprises as being the most challenging aspect of remote and hybrid working. Businesses are now starting to think strategically about how they will overcome this challenge as, according to Omdia’s same Future of Work Survey data, investment in employee mobile cellular connectivity (3G/4G/5G) is set to increase more than any other digital capability over the next 12 months.

2. Figure 2: Enterprise interest in better cellular connectivity is increasing



Organizations feel that ensuring remote employees have adequate broadband/cellular connectivity is one of the most challenging aspects of remote/hybrid working.



Investment in employee mobile cellular connectivity (3G/4G/5G) is set to increase more than in any other digital area over the next 12 months.

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Source: Omdia 2021 Future of Work Survey

The benefits of 5G make this network transition of even greater appeal for employees and enterprises, meaning 5G can act as a vehicle that underpins and accelerates adoption of other priority digital services. This capability is a hugely positive attribute for providers like OBS, helping them increase appeal among enterprises looking for a digital workplace transformation partner that has connectivity at the core.

CSPs like OBS are well positioned to become a digital workspace partner of choice for enterprises

OBS's people-centric approach is built on the understanding that digital workplace solutions must be adapted to the needs of different industries and workplace personas, and is positive and in line with what enterprises will need from partners. CSPs such as OBS are in a strong position to support enterprises looking to realize value from any digital workspace initiative, largely due to the range of integrated connectivity, productivity, security, and management capabilities they offer. The challenge for CSPs like OBS is to now become the digital workplace partner of choice that enterprises look to for help. OBS's focus on strategic services – and not just the best-of-breed technologies it offers in support of any digital workplace effort – is a big step in the right direction. Additionally, its network heritage and 5G services have huge potential to engage enterprises around its broader digital services portfolio. Long-term success in becoming a digital workplace partner of choice will be reliant on OBS's digital service offerings being tailored to the needs of businesses across different verticals, and also in being simple to adopt and cost-effective from a commercial perspective. Additionally, how data gathered across a more integrated technology ecosystem can be leveraged in delivering new insights, especially around things like the employee experience, will also be important. Undoubtedly, the digital workplace opportunity for CSPs is huge, so it is encouraging to see OBS formalize its offering and approach.

Appendix

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Omdia consulting

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