



June 2021

# Orange Business Services

A global network-native, digital services company

**We create positive impact for our customers' businesses, for our employees, and for the world.**

Business  
Services



# Who is Orange Business Services?

**Orange Business Services is the global enterprise division of the Orange Group. It supports businesses around the world** in their digital transformation, thanks to its global presence and local approach. Through the dedication and expertise of its 28,500 employees, Orange Business Services works all along the digital value chain to transform data into a trusted resource that gives customers a positive business impact.

**With the dual expertise as a global operator coupled with the agility of an end-to-end integrator, Orange Business Services is a global network-native, digital services company.** From connectivity, smart mobility services and the cloud to artificial intelligence (AI), analytics and cybersecurity, Orange Business Services helps businesses at every stage of their data management.

Orange Business Services leverages its reliability and performance obligations as a carrier to accelerate the company's development in IT services. This transformation has been reflected in the company's ambitious acquisition policy in the areas of cloud, data analytics and cybersecurity (Enovacom, Basefarm, Business & Decision, SecureLink and SecureData).

**Business-to-business (B2B) activities have become, over the years, a driver for growth for the Orange Group,** which aims to continue its development of integration services. As part of the Orange Group five-year strategic plan, Engage 2025, Orange Business Services aims to earn more than half its revenue by 2023 through new connectivity services (SD-WAN, 5G) and IT services.



## Helmut Reisinger leads Orange Business Services



Helmut Reisinger is CEO of Orange Business Services and serves on Orange Group's Executive Committee. Helmut is responsible for Orange Business Services' strategy to support the digital transformation of enterprise customers in France and across the world. He also advises multinational companies how to leverage their end-to-end digital value chain, with the aim of developing new business models and supporting their growth.

"It is our customers along with their needs and expectations that are the driving force for our business, processes and value creation."

To view Helmut Reisinger's biography, [click here](#)

## Co-innovation at the heart of the Orange Business Services approach

Orange Business Services puts the customer and their business at the heart of its strategy. It operates a 360° co-innovation ecosystem comprising Orange Group innovation teams and their technological, industrial and commercial partners, along with a global start-up network. Using its unique range of know-how, skills and technologies, Orange Business Services works in partnership with its customers to develop solutions that closely align with the challenges of their businesses and industries.



# Orange Business Services in figures



**€7.8 billion**  
in revenue in 2020

**Over 200** countries and territories covered



**1,000**  
Multinational Customers  
**3,300**  
Large National Accounts (globally)  
**35,000**  
SME Customers



**3,900**  
experts in  
Data and AI

**8,000**  
employees  
dedicated  
to research  
and innovation

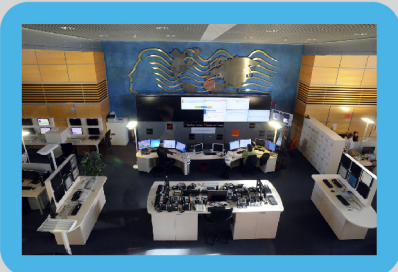
**28,500** employees in **65** countries



**Sustainability**  
**- 38%**  
CO2 emissions since 2015

**Growth %**  
**Q1 2021**

**+16** Cyberdefense  
**+15** Cloud Services  
**+11** Digital & Data



**17** Security Operations Centers (SOCs) distributed globally to monitor and respond to ongoing events



**5** Major Customer Service Centers worldwide provide 24/7 support

**70** data centers  
across five continents



**Top Employer Global 2021**  
for the 6th consecutive year



# Supporting businesses with trusted infrastructure and digital services

New digital technologies have transformed the business environment. Today, enterprises are taking over the digital revolution and turning the DataSphere upside down. By 2025 they will generate 60% of global data, compared with 40% in 2016.

**Business needs to embrace the next technological waves for their future transformations.** The Internet of Enterprises is an ecosystem in which people, objects and processes are constantly connected. This new era will require more connectivity and generate more data than ever before. Cloud solutions, artificial intelligence and cybersecurity are becoming the norm in a globalized, multi-stakeholder ecosystem, while the boundaries between the network and IT gradually become blurred.

Companies must be able to rely on partners who, more than ever, understand their business. These partners will need to support them throughout their entire digital value chain: from collection and transfer, to analysis and sharing.

**Orange Business Services is evolving its core business by transforming its networks and focusing on four growth areas,** which are key stages in the data journey:

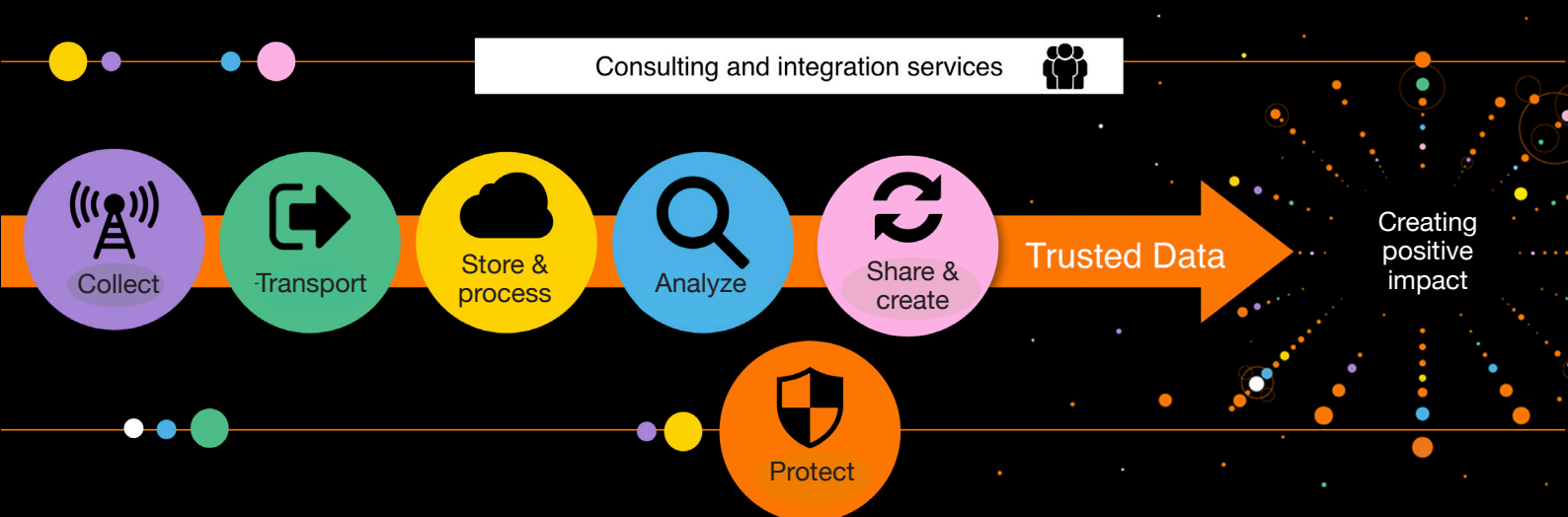
**Smart Mobility Services**

**Cloud**

**Cyberdefense**

**Digital and data**

## From a physical to a digital value chain



# 1 | Leading the way to connect and share data, from the core network to customer collaboration and relationships



# 2 | Collecting data: moving toward smart mobility services



As a global network-native, digital services company, **Orange Business Services** draws upon its core activity - connectivity - and the Orange Group is constantly investing in its network infrastructure. This will deliver improved mobile and fixed broadband coverage across fiber and 5G networks. Furthermore, Orange is transforming and virtualizing networks with SDx to increase flexibility and adapt to customer requirements. It is also developing technologies for the Internet of Things (LoRaWAN™ and LTE-M); increasing the coverage of its underwater cables; and automating its network operations.

## Use case

Major transformation of entire global infrastructure for **RS Components**, includes digitization of sales processes and moving contact center activities to the cloud.



With regards to **5G**, Orange Business Services has initiated several co-innovation partnerships to investigate and develop use cases in 5G, particularly for the industrial sector. To help economic players better understand the opportunities, value and utility of 5G, Orange has opened nine 5G Labs in France and in other European countries where the Group has a presence.

## Use case

**Schneider Electric** runs 5G trials in a modern industrial environment to build reliable, scalable and sustainable connectivity solutions for future industrial needs.



## Remote work and collaboration

Orange Business Services' core business includes the collaborative workspace, along with enriched interaction solutions, such as omnichannel contact centers. These services are now more critical than ever for organizations that need their employees to be able to exchange and share data remotely, or stay in constant contact

## Use case

**Kone** moves global contact center to the cloud to simplify and optimize operations, transforming customer service experience.



## Use case

Overnight, 44,000 **Maersk** employees were able to safely manage their data remotely.



Orange manages more than 21.1 million connected devices. Connected objects, people and workplaces are at the very heart of enterprises' digital transformation. Orange Business Services wants the potential of IoT to become reality and aspires to cover the entire value chain of smart mobility services. At Orange Business Services 750 subject-matter experts are working on the design, development, and integration of smart and sustainable mobility solutions, people and goods across the world.

Use cases include road safety management, improving factory processes, and reducing the environmental impact. Orange Business Services has identified three key areas for realizing the potential of IoT and for developing intelligent mobility services. These are: smart cities, industry 4.0 and connected cars/objects.

## Use case

Equipping more than one million vehicles in Europe with connected IoT services.



## Use case

**SHV Energy** improves customer service with smart devices and IoT connectivity.





## 3 Storing and processing data: the strategic choice of multicloud



The cloud has become a facilitator for all functions – from networking to cybersecurity, and from contact centers to IoT. Because 90% of businesses have adopted a **multicloud approach**, Orange Business Services has chosen to be agnostic when it comes to cloud technologies. This positions the company as an integrator capable of coordinating and utilizing the various component applications, including the most critical, end-to-end in a multicloud environment, whether via public or private cloud.

Orange Business Services has implemented a comprehensive alliance strategy with key industry players such as Microsoft Azure, Amazon Web Services, Google and OVH. Nearly 3,500 customers already put their trust in the multicloud expertise of Orange Business Services, which selects for customers the most suitable technologies, including VMware, OpenStack, Citrix, Nutanix, and SAP. This trend has also created new opportunities to offer cloud migration and integration services for business apps.

Following the acquisition of Basefarm and its subsidiary The Unbelievable Machine in 2018, Orange Business Services now has more than 2,400 cloud experts. This has strengthened its central position as a trusted player in Europe, particularly with respect to data compliance and security.

Orange is a founding member of Gaia-X, an ecosystem designed to unite trusted cloud infrastructures and services in Europe. As a step forward in establishing a «Cloud de Confiance», Orange set up **«Bleu»** with Capgemini. Bleu aims to provide its customers with an independent, trusted cloud platform with a broad catalog of digital solutions and cutting-edge collaborative tools. Bleu also joins the Gaia-X initiative.

### Use case

**Amcor** consolidates corporate applications in hybrid cloud for greater agility and application availability.



## 4 Making the most of data: data analysis and AI, drivers for innovation



Ethically capturing the value of data has become a strategic issue for business transformation, but how to use and analyze this data presents a major challenge.

Global spending on artificial intelligence (AI) is forecast to double over the next four years, growing from \$50.1 billion in 2020 to more than \$110 billion in 2024. According to IDC, spending on AI systems will accelerate over the next several years as organizations deploy artificial intelligence as part of their digital transformation efforts and to remain competitive in the digital economy. The best-performing organizations are those that find a good balance between artificial and human intelligence in order to personalize and simplify the customer journey, adapt business processes, develop new services, and even improve their employees' daily lives.

With this in mind, Orange Business Services will leverage its expertise to help companies harness the power of data and analytics to support innovation, productivity, and employees' quality of life. Orange Business Services counts 3,900 AI, data and digital experts (developers, coders, etc.) enhanced with expertise from Business & Decision, a company acquired in 2018.

To meet the challenges of digitalization in the healthcare sector, 200 experts within Orange Healthcare and Enovacom (company acquired in 2018) support more than 1,500 clients to improve patient care and regional organization.

### Use case

Responding to environmental challenges in the agriculture sector, **Agdatahub, Orange Business Services and SUEZ** are combining their technological and digital expertise to support the digital transformation of agricultural industries.



## 5 Protecting a company's assets: Orange Cyberdefense, European leader in cybersecurity



Cybersecurity is of paramount importance with companies naming cyberattacks and the loss of critical information infrastructure among the top ten risks that would have the greatest impact on their business. Anticipating attacks is essential: new threats are constantly appearing that are increasingly sophisticated and targeted.

Orange Cyberdefense is the European leader in cybersecurity and the only European player capable of providing local support to its customers across all regions, with experts available around the clock in 19 countries.

With 2,500 employees worldwide and recognized by the cyber ecosystem, Orange protects companies' essential assets by providing customized services including cyber threat intelligence (CERT), security auditing (ethical hacking), and surveillance (CyberSOC).

Orange Cyberdefense aims to exceed 1 billion euros in revenue in Europe by 2022.

### Use case

**AkzoNobel** takes advantage of CyberSOC services offered by Orange Cyberdefense.



## 6 Integrating all elements of the digital chain



In the globalized, multi-stakeholder ecosystem called the Internet of Enterprises, companies must rely on partners. The solutions and services they offer must be compatible with the latest technologies and coordinate with those from other suppliers. This is what Multisourcing Integration Services (MSI) delivers. It allows for the integration and management of a customer's communications and IT services, even where these are supplied by multiple providers in different locations. The average annual growth rate of MSI services is around 10% through 2022, according to Gartner. According to the same study, 50% of businesses will need an MSI solution by 2022, compared with just 10% today.

Orange Business Services has extensive experience with MSI. It already provides centralized coordination of various carriers and service providers—including network administration, UCC, security, mobile telephony, IoT, OT/IT convergence, etc.—for more than 60 major companies worldwide.

### Use case

Deployment of an Intelligent Automated Network for the **Mars group**.





# Responsible growth: the new strategic plan, Engage 2025



Through its strategic plan, **Engage 2025**, the Orange Group is reinventing itself. The company's aim is to evolve its existing network carrier model by accelerating in growth regions, placing data and AI at the heart of its model, and working with employees to build the company of tomorrow.

Along with financial services and the Middle East and Africa (MEA) region, the Group has identified B2B as a key growth area for the next five years. In B2B, Orange Group aims to generate more than 50% of revenue from the fields of next-generation connectivity and IT services by 2023.

Orange Business Services has built its strategy around three key focus points for the sustainable growth of its customers.

- **Grow:** Anticipate the need for companies to be hyper-connected and better capitalize on their data in a multicloud environment while simultaneously ensuring end-to-end security.
- **Accelerate:** Draw on its carrier and orchestrator DNA in order to build a strong value-added range of services in a world where telecoms and IT converge.
- **Transform:** Master future technological developments in order to build a powerful, open and lasting service platform for centralizing and facilitating access to its applications and solutions.

Orange Business Services provides network virtualization, artificial intelligence, data, cloud computing, coding, cybersecurity, etc. in a sector where skills—and their development—are essential. This puts its current and future employees at the heart of its 2025 goals. Orange Business Services is committed to the Group's objective to present itself as a digital, approachable and attractive employer.

Last, Orange Business Services intends to contribute to the Group's commitment to the environment, reflected in its ambitious goal to become carbon neutral by 2040.

[Learn more about Engage 2025](#)







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