



June 2021

A trusted multi-cloud service strategy

**An approach focused on advice
and value creation**

**Business
Services**



Orange Business Services supports more than 3,500 companies in their use of the cloud, backed by a team of 2,400 cloud experts and more than 70 data centers spread across five continents. The cloud drives digital transformation, from the network and cybersecurity to contact centers and IoT. The cloud offers resilience and agility, and to meet the growing demand, Orange Business Services continues to innovate to develop its offerings and accelerate the development of cloud-based solutions.

Reinforced by the 2018 acquisition of Basefarm and its subsidiary The unbelievable Machine, the strength of its strategic partnerships with AWS, Microsoft Azure, Google, OVH and also SAP, as well as startups, Orange Business Services is now recognized as a major player in the cloud and multi-cloud services market. The company offers its own infrastructure solutions, as well as a full range of services, such as audit, migration and management of critical applications, including in a multi-cloud environment.

The Orange Business Services strategy is firmly centered on the development of services that support the multi-cloud strategies of its customers and provide them with cybersecurity and digital sovereignty guarantees. For this, Orange Business Services relies on the expertise of its Trusted Cloud team created in April 2020 and on the capabilities of Orange Cyberdefense.

Cloud native, an increasingly popular technology that meets the needs of companies in terms of agility, innovation and sustainability commitment, is also a strong focus of Orange Business Services' cloud strategy. Gartner estimates that by 2022, 75% of international organizations will run containerized applications in production, compared to less than 30% today.

Orange Business Services also supports companies in the development of new services centered on Big Data, Artificial Intelligence and Edge Computing.

Orange Business Services cloud activities in figures

More than

+ 3,500

cloud customers worldwide

+ 6%

growth in 2020

More than

+ 2,400

cloud experts

Orange Business Services ranked "Very Strong" in the Data Center and Cloud Services Product Assessment report by [GlobalData](#)

Technology neutral

Orange Business Services is aware that multi-cloud is a fundamental trend that responds to the challenges of companies, particularly in terms of the separation of data flows, regional compliance and user experience. It therefore adopts an agnostic approach, placing innovation and security at the heart of its customers' cloud strategies. Its cloud experts are committed to providing tailor-made solutions for migration, adoption and management of the cloud, adapted to the challenges and constraints of each company, regardless of its size or area of activity.

As a leading French and European player, Orange Business Services is subject to a strict legislative framework regarding personal data protection. The company controls the entire value chain, from implementation to operationalization, including security and data protection.

An expert in security and sovereignty

Whether dealing with national strategic data (sensitive data from Operators of Vital Importance and Operators of Essential Services), protecting the intellectual property of companies and their critical data (financial, industrial, M&A, etc.) or dealing with vital data for different countries, it is essential to be able to offer and deploy 'trusted cloud services'.

For Orange Business Services, the challenges of digital sovereignty are not limited to simple data localization. It is also about managing the entire value chain:

- Who implements solutions?
- Who runs them and under what legislation?
- Who takes care of security and with what resources?

Levels of expertise, sustainability and the ability to support transformations over time are all key points. Orange Business Services provides robust guarantees with regard to Orange's resources, which implement its cloud services, runs them and takes

care of security within a clear legal framework that complies with national and international rights. Companies benefit from Orange Business Services' cloud services and features within an evolutionary and innovative framework, with strong legal and contractual guarantees in terms of personal data protection.

Orange is also a founding member of Gaia-X, an ecosystem designed to unite trusted cloud infrastructures and services in Europe. The founding members are responsible for establishing the rules of the Gaia-X initiative and the attributes of each service that it will offer, with the ambition of encouraging transparency on applicable regulations and promoting interoperability standards that facilitates the exchange and sharing of data on a European scale, in an environment of trust that remains open to innovation and non-European players.



End-to-end support from infrastructure to managed services

Orange Business Services' cloud offering is recognized as one of the most secure and innovative on the market. Orange Business Services is acknowledged by Gartner, in particular, as one of the main European players in Data Center Outsourcing (DCO) and Hybrid Infrastructure Managed Services (HIMS).

Its global geographic presence and its partnerships, coupled with the innovation capabilities of Orange Labs, allow Orange Business Services to meet the specific and constantly changing needs of companies with regards to IoT, Big Data, automation, orchestration, FinOps, DevOps, PaaS, IaaS, etc.

Flexible Engine

Flexible Engine is the public cloud solution run by Orange Business Services, providing companies with an innovative infrastructure for hosting their traditional and cloud native applications. Orange Business Services' scalable public cloud solution is based on OpenStack standards and available via API. It covers eight regions around the world, including France, China and the United States, and is safeguarded by Orange Business Services' security teams with the expertise of Orange Cyberdefense 24/7.



Managed Services

Orange Business Services offers a range of managed or outsourced services to support companies manage their cloud infrastructures and their applications, regardless of the desired level of autonomy. Orange experts are responsible for defining and running (e.g. maintenance, management, optimization, security, etc.) the cloud architecture, no matter the environment, i.e. private cloud, public cloud, hybrid cloud or multi-cloud.

The fields of expert support in France and abroad, which may be internal at the company's site or external, include critical business applications and multi-cloud systems, innovative solutions such as Big Data or AI, workstations, Business Recovery plans, electronic data exchanges, IaaS Infrastructures, etc.

Professional Services

Orange Business Services provides audit, consulting, architecture, migration, coaching and security services to help companies create value through the implementation and optimization of their hybrid and multi-cloud practices. Depending on how mature organizations are, it will be a question of either focusing on the success of cloud migration or adopting a continuous optimization approach to an existing cloud by gaining operational and financial excellence (FinOps), reducing time to market (DevOps) or strengthening the capacity to innovate, particularly in the fields of Artificial Intelligence or cloud native applications. Orange relies on its ecosystem of technological partners, including Amazon, Google and Microsoft, as well as on its certified and multidisciplinary cloud experts. End-to-end support is provided, including connectivity, cybersecurity and application development, regardless of the size of the company, in France and internationally.



Virtual Desktop

Virtual Desktop is a set of Orange Business Services desktop virtualization solutions that adapt to any type of application environment (e.g. legacy, cloud native or SaaS), whether the platforms are private, hybrid or public. They are based on recognized partners in the desktop virtualization market, e.g. Citrix, Microsoft and VMware. Companies can therefore benefit from a reliable infrastructure available 24/7 for continuous service. From implementation, to operation and solution management (e.g. updating OS/application software, CRM systems or business applications), support is provided when needed. As a trusted player in digital transformation across the entire data value chain, Orange Business Services guarantees data security, as well as compliance with applicable regulatory requirements (GDPR).

Private Cloud

Private Cloud brings together the Orange Business Services solutions that make it possible to host and run all types of applications while guaranteeing security, as well as the vast availability of these applications using dedicated infrastructures. The teams, located in all key geographical regions, run the infrastructures and applications 24/7 in compliance with European and local legislation. Private cloud solutions can be implemented in customer and/or Orange data centers or within the global network of Orange Business Services partners.





Midea, a leading Chinese company in the household appliance sector has chosen Orange Business Services as its exclusive supplier to consolidate and modernize its global communications infrastructure with public cloud services in Asia, Europe and America. The project includes consolidating Midea's communications infrastructure, orchestrating the end-to-end IT system and connecting the IoT applications and devices to the public cloud.



SOBLOO, a Data and Information Access Service (DIAS) from Copernicus. Orange is part of a European consortium whose objective is to improve and simplify access to Earth satellite data (the Copernicus program) in order to invent new uses and responsible services. Within this consortium, Orange Business Services provides the platform's Cloud tools, with APIs, enabling better use of data in various fields, such as agriculture, insurance, energy, maritime, etc.



The **NHS** found itself in an unprecedented global pandemic, dealing with a frontline crisis while continuing to ensure the quality and consistency of primary care. Orange Business Services helped the NHS keep its community care running, helping prevent the spread of the virus. To this end, the NHS approached Login Consultants, an Orange Business Services company, and its partner VMware to design a "virtual surgery" solution that could be rapidly deployed to general practitioners (GPs) and primary care workers.



For **Avinor**, a public company that runs most civilian airports in Norway, Basefarm implemented a solution with Senseloop in order to inspect fences using drones and AI at Svolvær airport. These types of drone operations involve a significant amount of data collection and the combination of data from multiple sources. Basefarm possesses key expertise in this area, including advanced data processing and Artificial Intelligence. This pilot project aims to secure the infrastructure around the airport.



Amcor a leading global packaging company, has further consolidated its corporate applications in a hybrid cloud and remodeled its enterprise resource planning (ERP) tools. The hybrid cloud integrates its global data centers and network infrastructure utilizing Orange Business Services' solutions and expertise to make its overall business more responsive.



Orange Business Services has been selected by **GÉANT** as one of its preferred partners in its Open Clouds for Research Environments project (OCRE). OCRE is designed to provide academic and research institutions with all the benefits of cloud, including enhanced security, flexibility, improved efficiencies and collaboration, for their projects.



The organisation Passenger Information of [Deutsche Bahn \(DB\)](#) launched an extensive project to improve the quality of passenger information that would benefit all rail customers travelling in Germany. DB Passenger Information and a variety of experts worked together on creating a central data platform for the Deutsche Bahn that distributes information consistently across all connected channels. Based on Big Data technologies on top of Amazon Web Services (AWS), the passenger information in DB's mobile app is now synchronized with the display board on the platform and any other information channels facing the customers.





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