Performance

Effective digital transformation

For more productive people and happy customers, start with the 4 fundamentals.

orange-business.com/en/ digital-transformation

orange™ **Business Services**

Introduction

This ebook covers the four fundamentals that you need to focus on to accelerate your digital transformation. But first, let's consider what business outcomes you expect to achieve – and what concerns you're likely to have upfront.

Performance

Digital transformation

What do you expect from your digital transformation?

Cloud-enabled working and collaboration
The workplace has become virtualized. Collaboration means sharing and commenting on the same blueprint, in the same virtual space, at exactly the same time – from physical places thousands of miles apart. Machines have taken over routine workflows – and are now trusted to learn by themselves too.
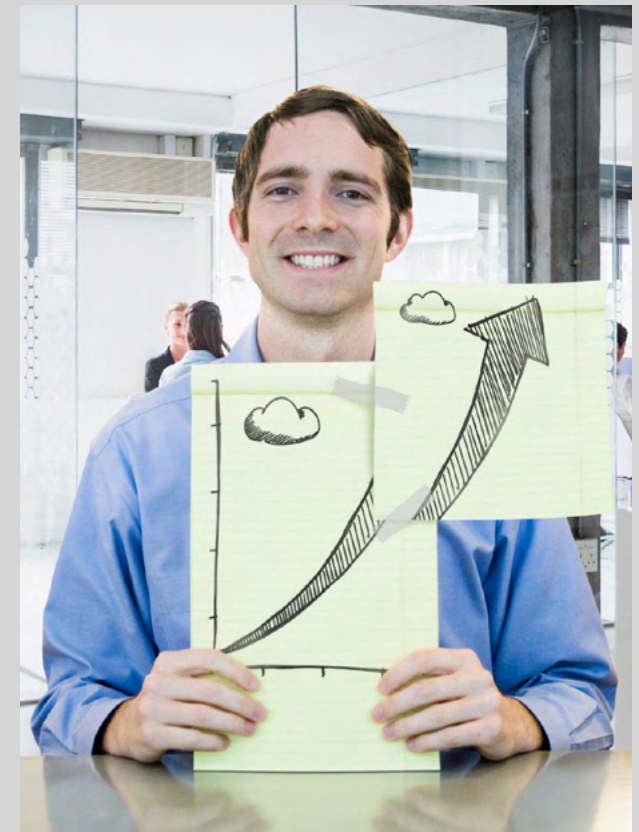
A digital customer experience
Sourcing the right data at the right time and place – and knowing what to do with it – lets you anticipate customer needs and innovate better customer experiences. Multichannel and real-time are becoming the dominant themes of customer contact. 'Digital assistants' are pushing their way into the home to do our shopping for us. Augmented reality, virtual reality and robots are accelerating both distribution and deliveries.

More and more product categories – and even the civic infrastructure – are being digitally transformed too: think self-steering cars, smart cities, augmented reality and everything connected.

Centrally managed, agile and scalable connectivity
In the digitally transformed workplace, new applications, upgrades and security standards are managed centrally and updated in minutes instead of weeks. And connectivity is constantly optimized to maintain maximum efficiency and the best possible user experience.

Typical questions about digital transformation

Will digital transformation compromise your corporate culture?
It shouldn't. The aim of digital technology is to remove drudgery, enable more meaningful contact between yourselves and your customers, and help people at every level to achieve their individual business ambition. Deployed properly, technology makes the enterprise more human than ever. But what's most important is taking your people's needs into account from the very beginning.

How do you keep your transformation focused?
There are probably plenty of people in your organization who're already clamouring for specific digital projects related to their own line of business. Your HR, training, document management, project management, CRM, marketing, sales and distribution teams want their working lives to be better and digitally streamlined. If you don't work on your roadmap together they'll simply find their own providers, spend their own budgets, and create a patchwork of siloed systems.
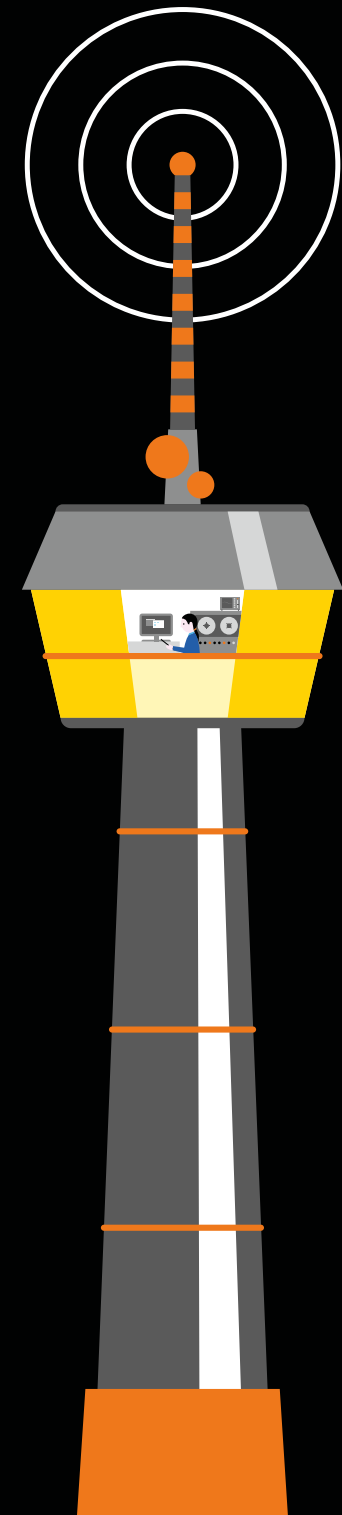
Should you talk to specialists, or look for a single provider?
There are two very important factors here: integration, and the human element. Firstly, you want your business functions to work together seamlessly to achieve your goals. Secondly, each new technology deployment will entail a certain amount of disruption for your people. An ad hoc approach to transformation will create a fractured digital architecture, alienate people – and be a barrier to further digital evolution.

This is why a single provider can help to maximize system interoperability and holistically re-skill your people – while ensuring your infrastructure choices today don't limit your future freedoms.
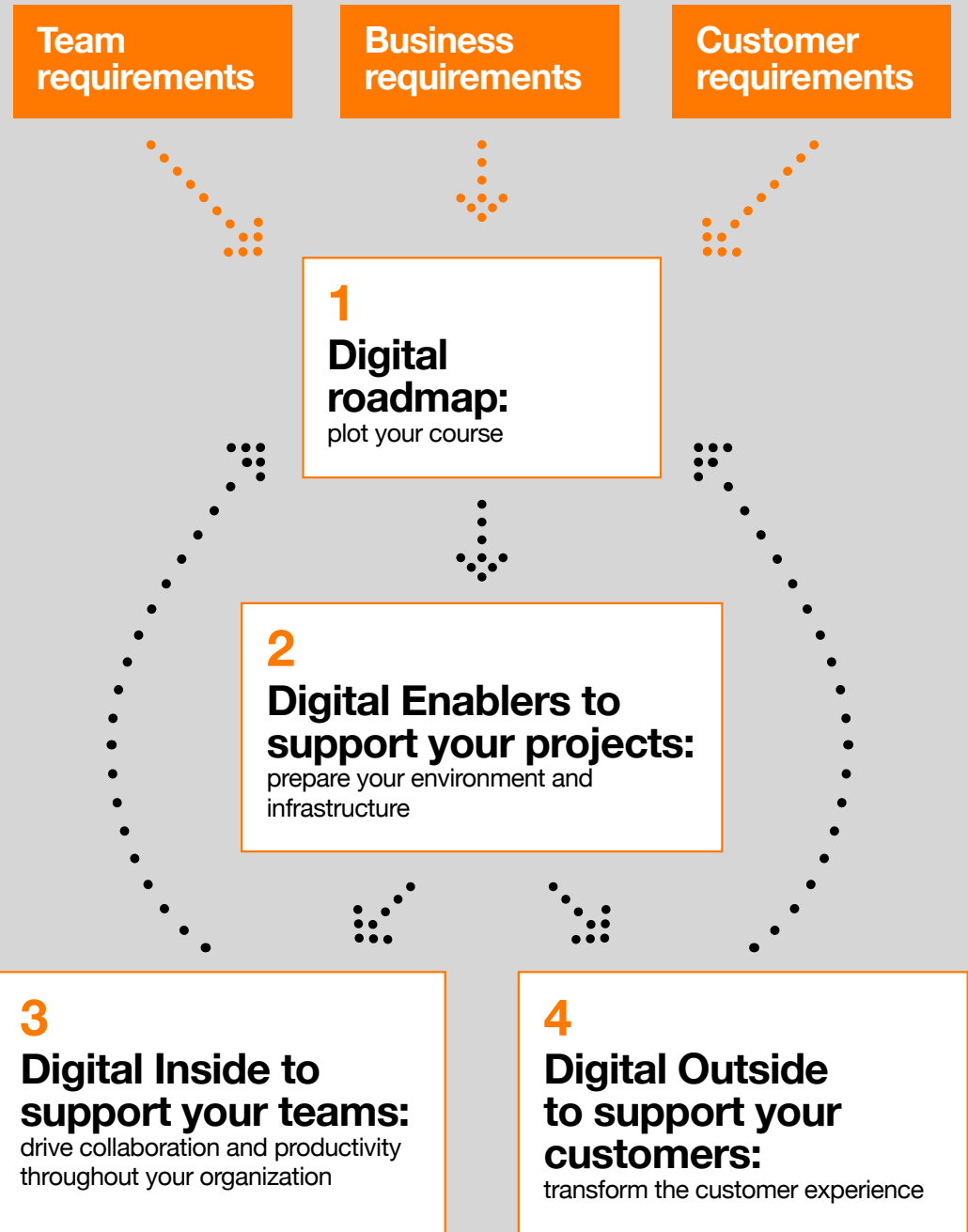
Can a single provider provide 'best of breed' solutions?
Obviously, no single tech brand can remotely claim to cover every aspect of digital transformation. To avoid dead-ends and closed systems, an 'orchestration' approach makes far more sense. So you're not necessarily looking just for the leading innovator, but for a business partner who works intimately with a variety of tech vendors – and has experience in deploying their innovations in a steadily evolving digital ecosystem.

Our 4-step approach to digital transformation

Working with global enterprises in many different fields, we've found that success depends on defining – and then following – a logically structured approach. First, interrogate your teams and customers to assess your needs and to create your digital roadmap.
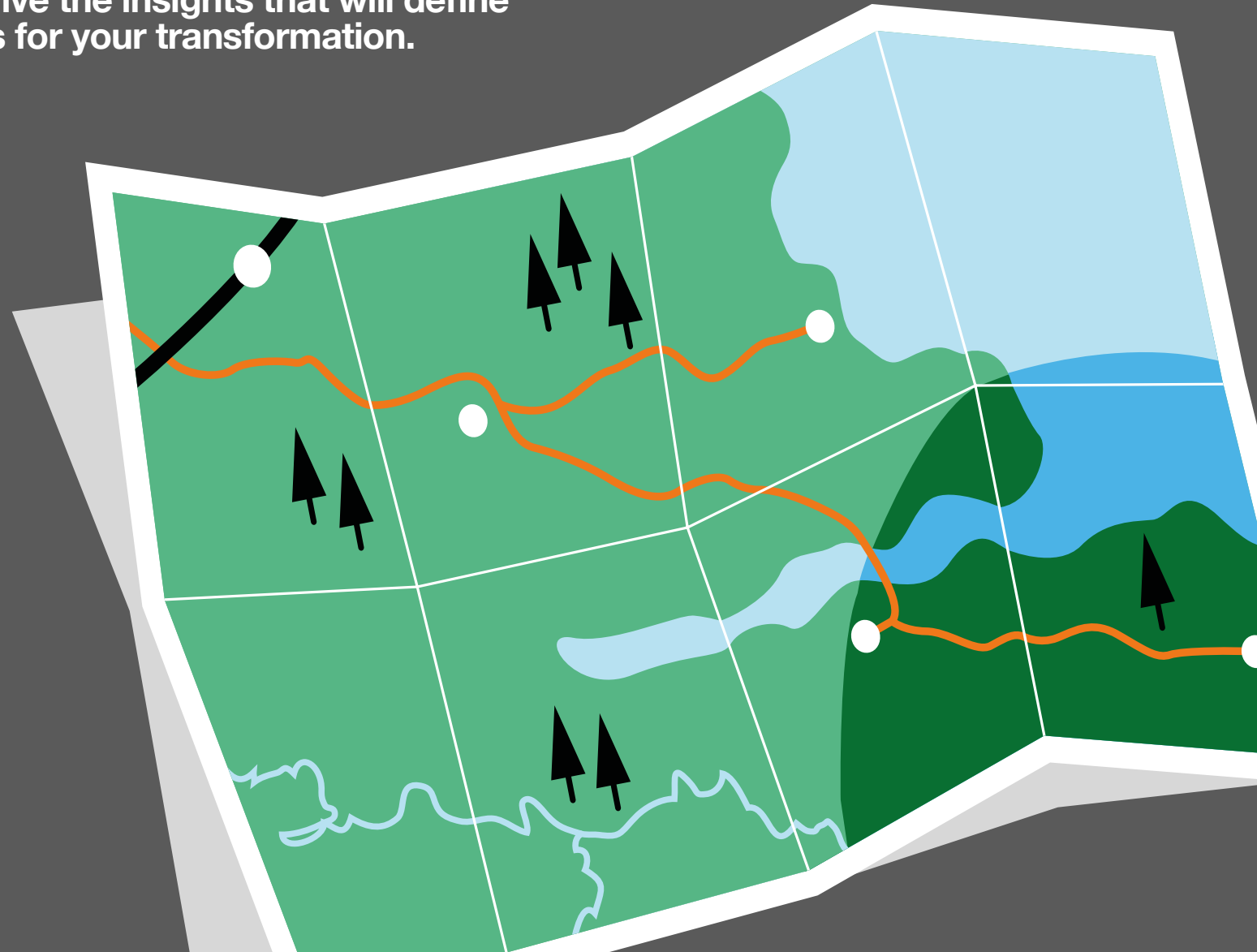
Team requirements

Business requirements

Customer requirements

1
Digital roadmap: plot your course

2
Digital Enablers to support your projects: prepare your environment and infrastructure

3
Digital Inside to support your teams: drive collaboration and productivity throughout your organization

4
Digital Outside to support your customers: transform the customer experience

Explore these components over the following pages.

1

Digital roadmap: plot your course

Everything starts with a consultative process to uncover the needs of your employees and customers – to drive the insights that will define the best solutions for your transformation.

1 Digital roadmap: plot your course

Business value is the top priority. Our digital business consultants will work alongside you to brainstorm and assess your needs – and how your digital transformation can be integrated with your existing business processes.

Specifically, we'll help you map out your approach to the three big goals of digital transformation:
- **Digital Enablers to support your projects**
- **Digital Inside to support your teams**
- **Digital Outside to support your customers**

We'll help you explore the potential value of each to your organization, help you decide which to begin with and when, and then help you structure and deploy your transformation in a systematic and effective way.

2 Digital Enablers to support your projects: prepare your environment and infrastructure

Great end-user experiences rely on connecting people, things and services, flexibly and securely, with the right connectivity for the right application. We can help you update your existing infrastructure to meet your evolving needs, but where do you start?

2 Digital Enablers to support your projects: prepare your environment and infrastructure

Our process begins with two kinds of assessment:
- The first is a 'Digital Enablement Assessment' that reviews your current infrastructure's ability to support planned digital projects
- The second is a 'Digital Maturity Matrix', which compares your existing environment against market standards

By combining these, we can then provide you with recommendations and priorities for your digital enablement.

What kinds of technologies would be required?
Digital transformation almost always requires combining multiple connectivity solutions – including mobile, fixed, satellite, and internet in a hybrid solution – optimized to deliver the best user experience around the world. And the advent of software-defined networking (SDN) is increasing flexibility and agility.

A cloud-based infrastructure not only gives you the flexibility to react to ever-changing customer needs, you can also deploy infrastructure-as-a-service (IaaS) to dynamically add capacity to your existing data centers – and scale up or down as needed.
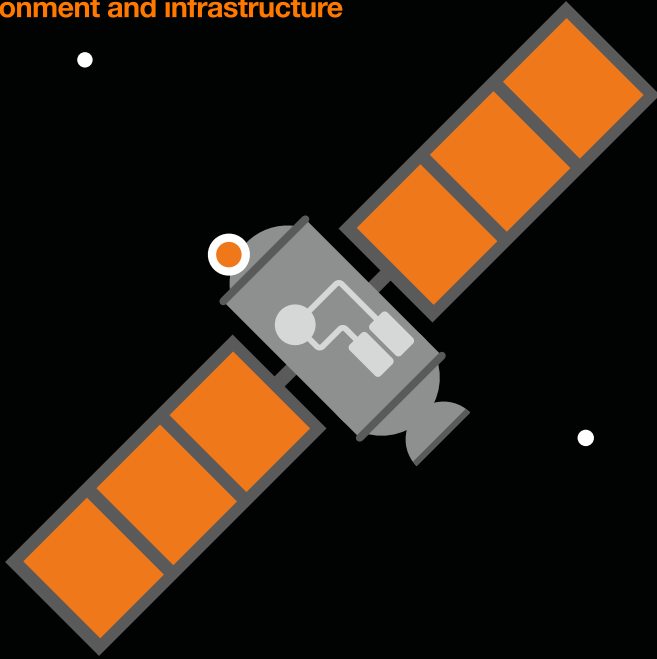
Solutions for digital enablement include:
- Hybrid networks: Internet, private WAN, SDN, satellite and mobile
- Direct connectivity to cloud-based applications
- Network and application visibility and management
- Connectivity for the Internet of Things (IoT)
- Cloud-based, flexible IT
- Security and cyberdefense

Astronomical scalability for the European Space Agency

With tight funding, the ESA were struggling to cope with accelerating quantities of data. Their reliance on using their own data centers also meant that provisioning new computer resources could take months. Moving to an affordable, pay-as-you-go, private cloud solution from Orange now lets them store, access and manipulate ever-growing amounts of data. And provisioning new resources and software now takes minutes rather than months.

Maintaining data security compliance

There's a growing industry dedicated to stealing your employee, customer and commercial data – and your regulatory and compliance obligations are increasingly business critical. With 1,500 security experts, Orange delivers the multi-layered security that's essential for business transformation. From the infrastructure right through to the end-user, we allow you to apply consistent security policies across your fixed networks, mobile networks and the internet.

1,500
security experts

3 Digital Inside to support your teams: drive collaboration and productivity throughout your organization

Give your people the tools they need to work together more innovatively and productively. With ubiquitous connectivity and on-demand and mobile digital tools, your teams can work when, how and where they want.

3 Digital Inside to support your teams: drive collaboration and productivity throughout your organization

With the latest collaboration tools, your teams can work together seamlessly, no matter where they are. And with social networking innovations, you can improve access to customer insights and business knowledge held by individuals across your business.

The benefits needn't stop at your company's boundaries: with the right tools and processes you can work seamlessly with suppliers, partners and customers too.

Creating digital workspaces in the field

With industry-specific applications, our customers are equipping engineers, field sales staff and other functions to do their jobs more effectively.
For example, Fondasol, a firm of consulting geotechnical engineers, developed a customized tablet using Orange solutions.

Field technicians don't just receive their instructions on the tablet, they can input information into a digital form, add photos, geolocation data, or even short videos, and send it directly to the office

Technicians save an average of four to five work hours per week, while office staff save four to five working days per month.

Digital solutions for your teams

- Unified Communications and Collaboration (UCC)
- Social collaboration
- Video, audio and web conferencing
- Mobile device management and user support
- Mobile applications
- Personal security, Identity and access management

4 Digital Outside to support your customers: transforming the customer experience

New digital innovations can help you create value and differentiation – and transform your relationship with customers. You can design new digital services, build new customer experiences, open up new markets or exploit the Internet of Things to develop new business models.
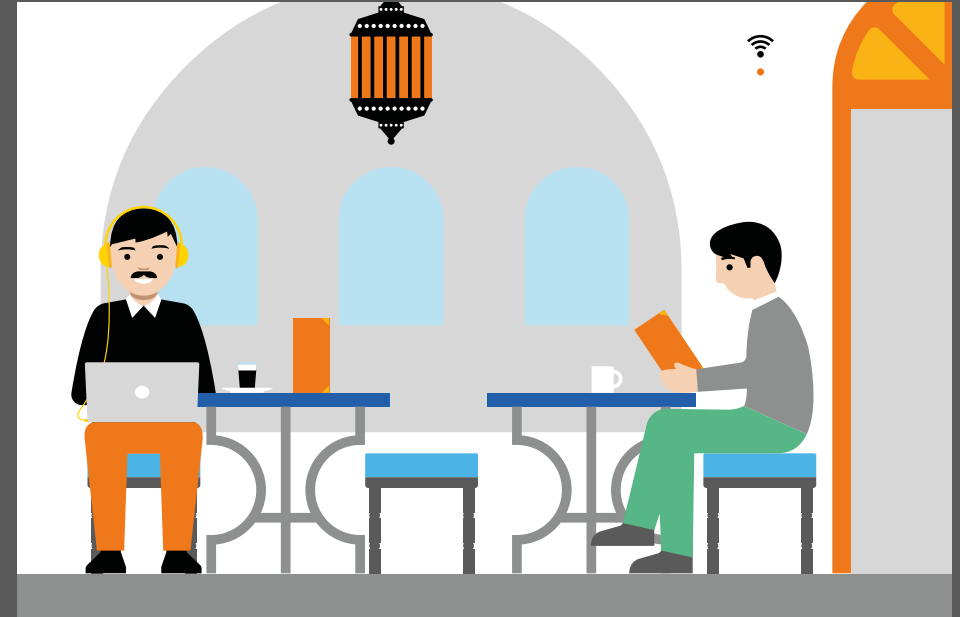
Digital Outside to support your customers: transforming the customer experience

With customers expecting to use new digital technologies such as social media to interact with you, seamless omni-channel customer solutions can offer customers more timely and relevant access to information, products and services.
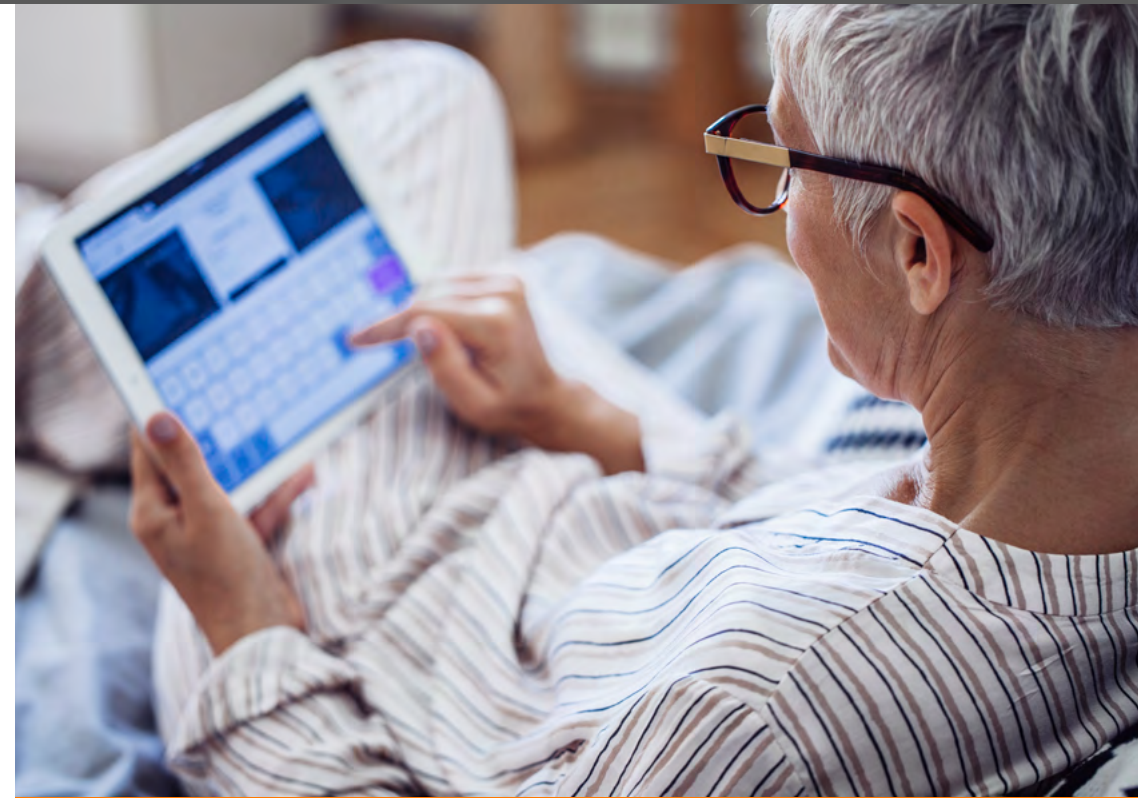
As a result, your digital transformation can deepen and strengthen customer connections, grow sales and improve customer loyalty and satisfaction.

Our in-depth competencies across a wide range of industries allow us to address and support the challenges of your business. Working with end-user teams, alongside your own IT experts, we can design, build and run new digital solutions and processes.

Improve quality of life with the Internet of Things (IoT)

Patients are usually happier at home than in a hospital. Health insurer Harmonie Mutuelle developed an IoT-based solution with Orange to make it safer for sick or elderly people to stay in the comfort of their homes. It uses connected objects to identify emergencies, such as house smoke or a patient fall, and automatically sends out a warning signal. The solution allows people to safely stay in their own homes, improving quality of life and overall patient care.

Harness the power of "big data"

Orange can help you use big data and the IoT to accumulate customer intelligence, identify new needs and to build innovative services to meet them. To gather the key insights that can improve your business, you need digital channels and systems in place to connect your solutions, services, and tools. And to help you store, access and interrogate the terabytes of data that result.

Digital solutions for your customers and your business processes

- Innovation consulting
- IoT – design, applications and connectivity
- Data analytics
- Omni-channel contact centers
- Smart cities, buildings and offices
- Industry-specific IoT solutions for finance, healthcare, transportation, logistics and automotive.

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Working with Orange

From inspiration to transformation. Together.

We can help you bring your business ambition to life. With our human-centric approach, multi-vendor partnerships and global deployment resources.

The end-to-end offering of a 'communication service provider'

Orange is a communication service provider – a network operator, systems integrator, over-the-top service provider, technology and services developer, and consultant. With over 500 consultants on five continents to draw on, you can entrust your entire digital transformation to us, from design to implementation to operation.

Digital transformation isn't only about replacing old technology with new. We start by showing you how far you can innovate on top of what you already have. With our industry-specific knowledge, multi-vendor perspective and commitment to pushing boundaries, we'll show you the latest best practice thinking, but then work with you to evolve an approach that also makes the most of your existing investments.

We can design, deliver and optimize solutions for your individual needs, embracing cloud, cybersecurity, IoT, UCC, network, infrastructure and customer experience platforms. We overcome technology hurdles to bring your digital vision to life in the real world, in a way that's robust, reliable and secure.

And once operational, we can manage your solutions with end-to-end, SLA-backed commitments.

Drawing on an extensive innovation ecosystem

We're able to integrate, implement and run, on a day-to-day basis, a large set of technologies from both world leading technology providers and innovative start-ups.

Innovation is built into our ecosystem. We co-innovate, co-engineer and co-design with our customers and partners in our fifteen labs worldwide. Our capabilities help you to quickly move from proof of concept to implementation, giving you the agility to take advantage of opportunities as they arise.

Orange always seeks to align innovation to your goals and budget. Our experts help you to validate ideas quickly and with limited budget, to build the business case for further, structured transformation.

The Orange difference

Experts by your side, worldwide
Our people have the skills, commitment and experience to help you achieve your digital ambition, all around the world. No matter which markets you're in, we understand your local environment, cultural needs, regulatory challenges and business goals. No-one can apply new learnings faster or more effectively.

As a result, we are uniquely able to meet the huge challenge of delivering more IT resource capacity – within budget, with the highest levels of reliability and performance, and to the largest number of locations.

The best digital tools for your needs
Irrespective of vendor, we seek out the best technology innovations available, so that we can offer you the most appropriate fit for your existing infrastructure. We complete all the interoperability tests needed to ensure everything works seamlessly together in your enterprise, in real-world conditions.

A human understanding of your employees and customers
As a consumer and business mobile operator, we know what real people expect from their digital experiences. We understand what expectations people bring from their personal lives into the world of work. It's what gives us the edge in delivering great end-user experiences.

You can rely on us to boost collaboration, improve communication and streamline workflows to help individuals and teams be more innovative, productive and responsive to customers.

The result? Higher levels of employee and customer satisfaction, increased loyalty and revenue growth.

Want to know more?

To find out more about how we can help you with your digital transformation strategy, please contact our digital consulting team at consulting@list2.orange.com or get in touch with your Orange account manager.

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