Driving forward: cloud is crucial to accelerating innovation
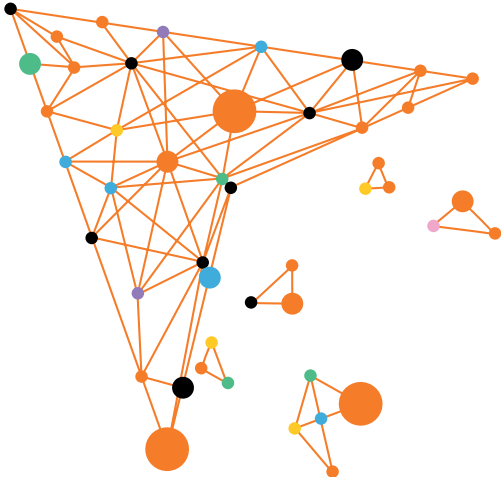
Innovation is a top priority for many enterprises as they seek to give themselves a competitive advantage and develop new products and services. The right cloud strategy can help you accelerate innovation and drive your business forward.

Moving to the cloud gives enterprises greater flexibility and the potential to change existing ways of working. Crucially, cloud also helps accelerate innovation and allows you to test out new technologies or resources. Cloud enables greater business agility and faster speed to market, thanks to its elastic scalability, high availability, and self-healing qualities.

Transforming your business in today's uncertain world requires the cloud. Migrating to cloud and building cloud-native applications can deliver benefits to customers by creating and delivering value in new ways.

Transform your business and drive innovation with cloud

Cloud is where the bulk of innovation happens and where the building blocks for future applications and concepts are released. In times of business disruption, pivoting to a strategy of accelerated innovation can help you survive and thrive. A cloud-centric strategy reduces risk, increases the portability of competencies, and takes you to a place where innovation happens by default rather than as a result of upgrades. It allows innovative enterprises to deploy workloads in particular public clouds based on specific requirements.

orange™ **Business Services**

Enabling academic innovation via GÉANT

Orange has a partnership with GÉANT, an academic network comprising organizations in over 40 different European countries. The project facilitates easy access to public cloud services for over 50 million users at 10,000 research institutions across the continent.
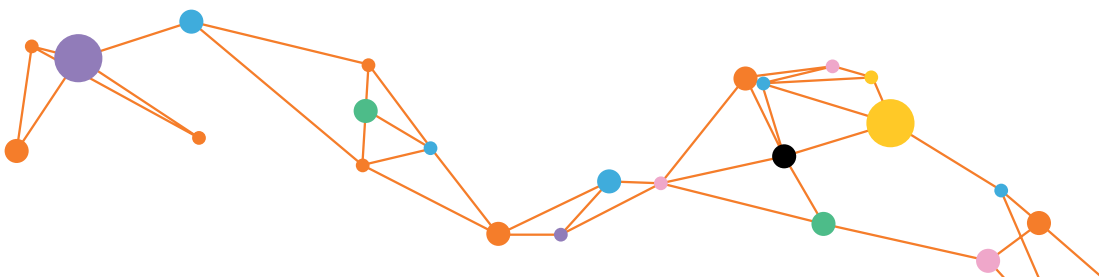
Orange supplied its Flexible Engine public cloud to help GÉANT foster innovation. It delivers elastic services to ensure applications will support aggressive workloads. Flexible Engine also supports technologies like data management, artificial intelligence (AI), machine learning (ML), and augmented reality (AR). It gives data scientists and researchers across all disciplines the ability to handle giant data sets at unprecedented speed to harvest valuable insights. Ultimately, it will allow European academia to stay at the forefront of innovation.

Making cities smarter with cloud

Another Orange customer, based in the Middle East, is engaged in a smart city project build centered around five main pillars: safety, connectivity, integration, digitalization and replicability. The organization needed to move to cloud to enable new smart city services, including a data center and associated cloud platforms to host its smart city solutions. It also needed its data center to be built to the latest international standards and specifications.

Orange designed a data center solution that provides a cloud tailored to enabling smart city services. Because Orange is vendor-agnostic, we can ensure delivery of cutting-edge technologies in the new data center without vendor lock-in, allowing the customer to develop and deploy innovative new services. It has become a leading service provider to the regional private sector. This has allowed it to serve citizens, telco operators, and enterprises better and deliver on its smart strategy.
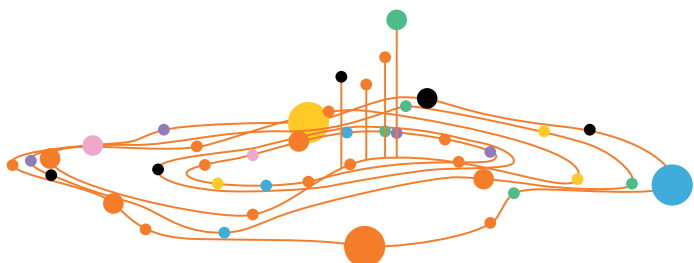
Cloud enables digitalization of IT

Cloud is the future-proof platform that enables flexible, on-demand access to application programming interfaces (API) that support new digital business offerings. Cloud also enables innovation by giving developers what they need to create new ideas, products and services.

Case Study
Ecommerce platform deploys big data

A leading ecommerce platform in Asia Pacific wanted to further digitalize its IT and build a big data platform that would help it serve customers better.

Orange delivered a big data platform built on Orange Flexible Engine public cloud solution. With it the customer was able to make inroads into a new market with new services, and bring up its operating model in Asia Pacific in just four weeks rather than the previous four months. Furthermore, the big data platform provides enhanced insights into customers. This enables it to give customers an improved experience – all powered by cloud.

Case Study
Involve strengthens DevOps with Orange

Orange worked with Involve, an advertising agency, to help it digitalize its IT. The company wanted to take its developer environment (Dev), security, and operations (Ops) to the next level, and onto more mission-critical cloud solutions. It also wanted to improve scalability, quality control, security, monitoring and enable standby personnel 24/7. The company already operated on Amazon Web Services (AWS) but needed a partner who could support its cloud journey.

Involve opted to work with Basefarm, an Orange Business Services company, because its solutions had evolved to be more business-critical. Therefore, it saw the need to engage with a cloud managed service provider. Orange built a solution on AWS that guarantees uptime with full redundancy, GDPR compliance, and performance improvements. Orange also delivered a DevOps environment with a stream-lined value chain across tasks and countries.

The business outcomes included greater flexibility and increased productivity, particularly on business development and innovation. The solution allows Involve to deploy new services faster and with reduced risk. Cloud also empowered Involve to operate 24/7, with improved operational efficiency. It was also able to deploy more automation, including a DevOps way of collaborative working, which has helped increase business growth.

Why Orange

Innovation helps you power continuous improvement in your products, services, and business processes, and is your route to giving your organization a competitive edge. Orange understands the importance of innovation to business success: in a world where 90% of innovation projects fail to reach end-users and add value to the business,[1] Orange specializes in helping you drive sustainable innovation.

Cloud is one of the mechanisms we use to help you achieve that. We make it our mission to make you among the 10% of companies whose innovation initiatives and transformation are sustainable, using our end-to-end approach. We consider your digital strategy and enable you to execute on every step of the journey continuously.
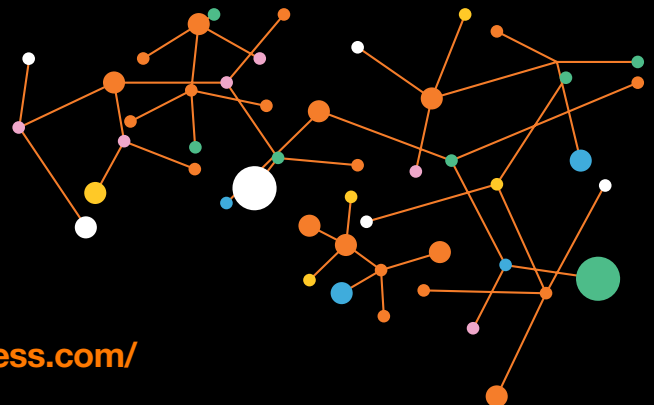
According to research by Forrester,[2] "In uncertain times with rising demands and workloads, IT organizations require flexible, open IT, while maintaining secure delivery and high performance. A multicloud strategy can offer firms better control of their sensitive data and where it resides during uncertain times." Multicloud gives you the speed, scale, and simplicity you need to innovate new products and services without the limitation of being locked into one provider.

Working with partners

Leveraging a blend of leading cloud providers and hyperscalers under a multicloud model helps enterprises be future-ready. Orange takes a vendor-agnostic approach to cloud technologies. We work with market-leading partners to ensure you have the best possible cloud solution tailored to your requirements. We have relationships with all the leading hyperscalers, including Amazon Web Services (AWS), Microsoft Azure and Google Cloud, to help your company accelerate innovation and transform your business.

Orange has 8,900 global experts available to help you deliver an agile cloud strategy with established governance, empowering you to accelerate innovation to increase productivity and performance.

For more details visit: **https://www.orange-business.com/**

1. https://www.umi.us/blog/reasons-innovations-fail/
2. Forrester Study: The Key to Enterprise Hybrid Multicloud Strategy