Creating new business value in the cloud

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Cloud adoption continues to accelerate as enterprises look to catalyze both internal operations and customer go-to-market products and services, touching more and more aspects of the economy.

Most enterprises are adopting public cloud services to improve flexibility, agility, and scalability. However, according to Gartner, rarely are these public clouds optimized to deliver business outcomes.[1]

With its distributed "as-a-service" nature, the cloud is central to business agility and innovation. In fact, a cloud-first strategy should be a prerequisite of any enterprise's overarching business plan. However, cloud optimization is imperative for enterprises looking to enhance their digital capabilities and use data smartly.

Building digitally-enabled enterprises

Multinationals today face a whole new set of challenges and opportunities. Entirely new industries and segments are being created, disrupting the status quo. International trade and associated legal considerations are becoming more problematic, and macro-economic pressures demand urgent changes to day-to-day business.

On top of this, there is a global skills shortage. Filling critical skills gaps is now a top priority for CIOs and the human resources department, as they look to promote homegrown skills and cross-functional talent mobility.

To compete, companies must be faster to market with new and improved products and services, backed up by global agility to create economic and operational efficiencies. At the same time, they need to protect against legal risks in an international context. This is where cloud comes into its own.

Put succinctly, cloud enables businesses to connect with customers and dramatically change internal operations in ways that were previously not possible or, in some cases, viable.
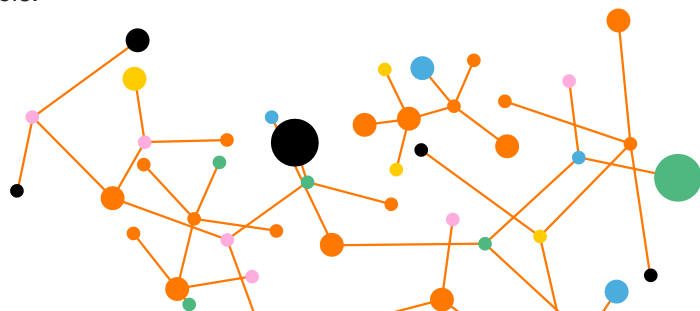
Migrating to the cloud with the right strategy

Unfortunately, cloud migration isn't as simple as it sounds. For example, to go cloud native, you need a scalable architecture designed for high availability, security and resilience. And moving to the cloud isn't just about technologies. It also requires cultural and process changes aligned with your growth strategy.

Without a clear cloud strategy, many struggle with interoperability or performance issues, and are disappointed with their return on investment in the cloud. Cloud business consultancy can help overcome these hurdles.

Orange Cloud and Data Business Consulting can help you build a cloud strategy to maximize cloud computing efforts for your specific business needs. We advise customers on how to address their business challenges and make the most of digital opportunities using cloud as a catalyst for change.

Our approach is practical, pragmatic, vendor agnostic, and designed to deliver results. This includes decreasing time to market, protecting against legal risk, navigating a path through technical uncertainty, and increasing economic and operational efficiency.

We have virtual chief information officers (CIO), chief technology officers (CTO), and strategists with decades of real-world experience. They can provide stable guidance and act as a sounding board in uncertain times.

Can the cloud be a catalyst for change in your enterprise?

Cloud computing is the cornerstone for any enterprise looking to prioritize speed, resilience, and a way to futureproof business. Here are four ways the cloud can help reimagine your business – along with examples of how we have helped businesses already.

1 Decrease time to market

It is increasingly common for companies in many sectors, including automotive, manufacturing, and consumer goods, to rapidly alter product lines or change products entirely. As a result, product cycles have dropped from years to months or even weeks.

We have helped several enterprises to transform into agile, digitally driven organizations based on accelerated innovation and results. This has included drawing up a future technology strategy that enables infrastructures and processes to advance at speed.

Driving revenue in the cloud

A major tobacco company wanted to transform itself into an international healthcare and wellness company within 10 years. Creating digital products organized by agile teams would be instrumental in launching new product lines to make this dramatic shift. However, agile working and cloud technologies were new for the customer.

Orange provided advisory and consulting to enable faster time to market. This included creating an agile organization, implementing DevOps, developing a cloud strategy aligned with business needs, and multiple technical implementation streams. Today, two years into its cloud journey, this company generates over 50% of its revenue from its new health and wellness products. This has all been enabled by cloud technologies delivered in partnership with Orange.

2 Minimize legal and regulatory risk

Legal and regulatory risks associated with international trade are increasing, and cloud introduces yet more you may not have considered. Orange has extensive expertise in these challenges and considerations you need to make, from personal data to forcible information disclosure and data sovereignty issues. Our team of experts can provide practical advice to understand, quantify and minimize legal risk. They can also advise on various technical solutions, utilizing public, private, hybrid, and sovereign clouds to ensure you are fully compliant and able to balance risk with reward.

Protecting critical data in the cloud

This global non-governmental organization handles extremely sensitive data due to its work on both sides of conflicts across the world. The data would be of significant military and political value for state actors. Accordingly, the organization has privately hosted all its data to avoid exposure to legislation such as the US Patriot Act and the EU E-Evidence Regulation. However, recently it has seen considerable advantages in communication, collaboration, and efficiencies in the cloud and wanted to take advantage of these for office and field staff.

To mitigate the legal risk, the organization asked Orange to do a comprehensive legal review of the data and create a migration plan to the cloud. Data was classified according to risk factors to allow as much of the data as possible to be migrated. Orange provided advisory on legal risk, quantification, technical mitigation of legal risks, public, private, and hybrid cloud solutions recommendations, and data classification. Today, this organization is taking advantage of cloud collaboration, communication, and data applications and seeing noticeable results on the ground in war-torn areas.

3

Chart a path through technical uncertainty

Every enterprise understands that it will need to make technical changes within the next three years. You may not be sure about the rate and timings of these transformations, but you want to ensure your technology investment is as futureproofed as possible. At Orange, our experts have a practical approach to charting this uncertainty and ensuring you have the best-in-breed technology for your requirements, even if some of it may just be emerging.

Futureproofing through cloud technology

A major international automotive parts manufacturer wanted to refocus its business to be a supplier of complete drivetrain solutions for autonomous vehicles. This includes integrated parts, data, and aftermarket support. To this end, it rapidly made acquisitions and entered joint partnerships where it previously had little experience, particularly in data science.

The manufacturer needed a network to handle this new approach and overcome large-scale data collection, transport, storage, and analysis bottlenecks. It required a futureproofed technology strategy that prioritized agility while integrating the network, cloud, security, and data technologies. Working together, Orange and the company drew up a single plan which included short-term capability creation, including utilizing emerging technologies.

4

Increase economic and operational efficiencies

Everyone sees doors of opportunity that may open for businesses using cloud technology. But the variable spending models and the risk they pose to budgets worry some enterprises. Therefore, economic efficiency and operational savings are critical to any business case. Orange takes a business-first approach to ensure the introduction of cloud technologies is done in the most cost-effective way possible. This includes examining work practices and determining if they are necessary or require a rethink. We also look at cloud alternatives that could provide greater cost certainty than previously considered.

Cloud automation: reducing errors and increasing productivity

This multinational professional services firm provides administrative services in over 85 jurisdictions. It wanted to centralize and automate operations while allowing certain functions to be distributed. The company was also concerned about cost control but did not think that automation with a traditional private cloud solution would give them the required efficiencies, especially as it had aggressive internal targets for efficiencies.

Orange proposed a strategy to migrate most data and workloads to Azure Stack HCI, a hyper-converged infrastructure. This gave the firm most of the required automation and improved risk profile for cost control. This also would make public cloud migration easier in the future. Orange now provides ongoing innovation consultancy, strategy, architecture, implementation, migration, and managed services on Azure Stack HCI with related connectivity and security services.

Get on track with the four-step Cloud Innovation Acceleration Program

To help the customers in these business cases achieve the business results they wanted, we put each through the four-step Cloud Innovation Acceleration Program. It has been designed to speed up the transformation you have started, regardless of where you are on that journey.

The program brings together our teams and your own to co-create a transformational approach that will provide a catalyst for change, and deliver the full business potential cloud offers. You will come out with a ranked list of business cases and action plans, rated according to value and feasibility. This will help you decide where best to invest in the cloud.

It is important to note that business and cloud innovation isn't a one-time tick box exercise. It requires continuous monitoring and updating to optimize performance and efficiencies. We will work with you to implement these changes, reduce risk and expand on existing and new opportunities. This will all happen at the pace of change that suits you.

1 We work as part of your team to help you imagine the future, defining business scenarios you want to achieve in one, three, or more years

2 We co-define the high-level technology landscape of the future, including people, governance, architecture, and financials, so that you can visualize your future journey

3 We co-create the pathway to making these plans a reality, including interim "lighthouse" operating models, so that you can see the provisional results quickly

4 We make the actions in this strategy practical, using our extensive implementation and integration experience to make it concrete and workable, delivering the results you expect
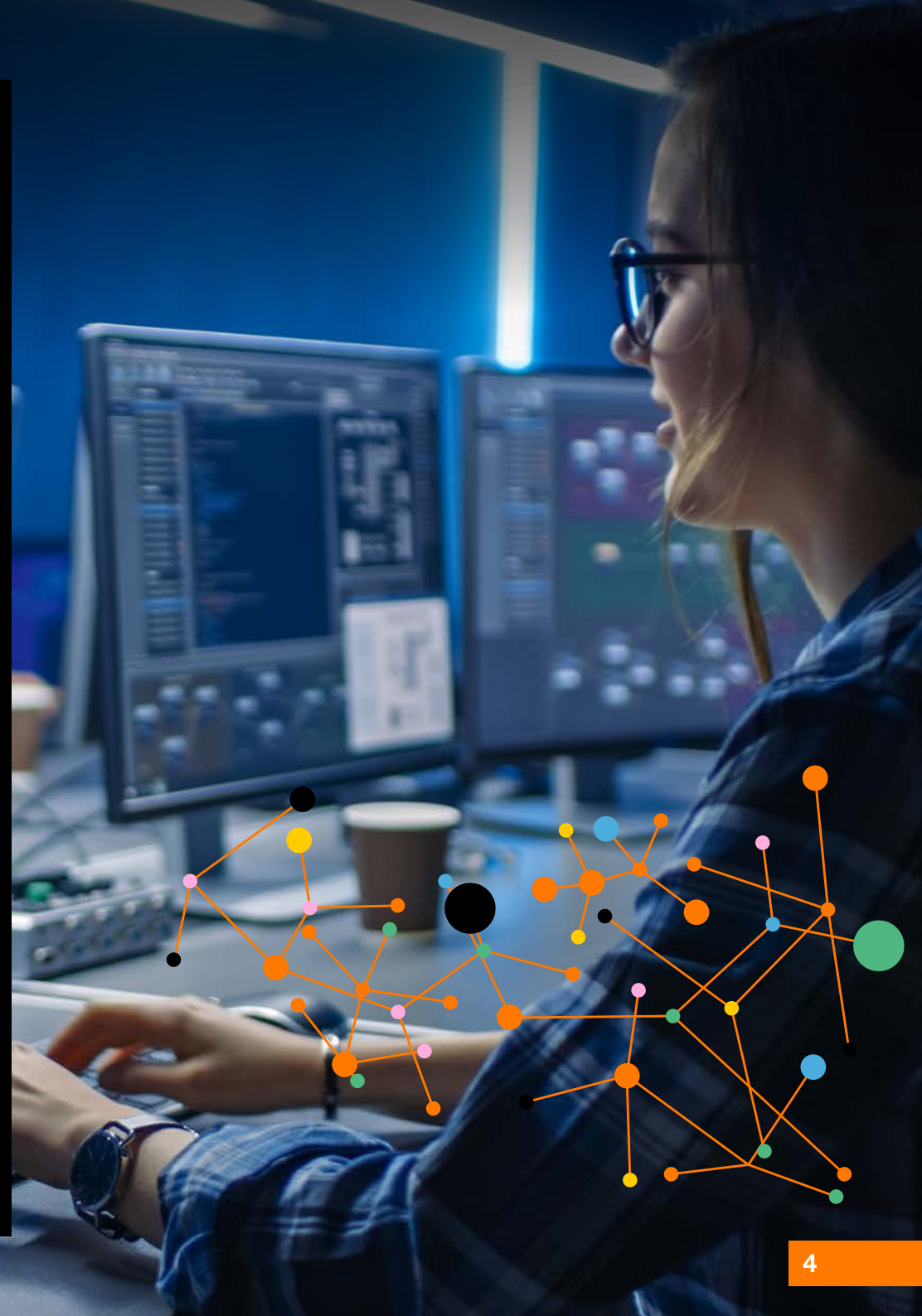
Why Orange

- ✔ **15 years of experience operating private, public, and panEuropean sovereign clouds**

- 🎓 **8,500 experts worldwide to manage your digital transformation**

- ☁ **Specific tools and technicians skilled in connectivity, multicloud networking, and security**

- 🌐 **160 countries with local sales and support**

- 🎧 **24 x 7 cloud support via five major service centers across the globe**

- 🔍 **Business practices with in depth knowledge of big data and analytics, AI, ML, IoT**

- ⚙ **Extensive experience in designing, building, and running digital infrastructure and cloud solutions**

- 📋 **Orange participates in the development of European standards, including GAIA - X and the European Commission's High - Level Expert Group (HLEG) on AI**

Contact us [here](#) to explore how you can accelerate your business and cloud innovation

1. Gartner six steps for planning a cloud strategy 2022 https://www.gartner.com/smarterwithgartner/6-steps-for-planning-a-cloud-strategy

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