

MARKET NOTE

Orange Multisourcing Service Integration Aims to Simplify Management in a Complex Multicloud and SD-WAN World

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Orange Multisourcing Service Integration Aims to Simplify Management

This IDC Market Note discusses the Orange Business Services Multisourcing Service Integration (MSI) and SD-WAN service offers for enterprise customers that are looking to simplify operations and management of their WAN environments.

Key Takeaways

- MSI provides a framework that enables customers the ability to have improved visibility, cost control, management, governance, and performance across their internet service provider landscape.
- MSI helps customers rationalize multiple service providers holistically through a single interface coupled with consulting services to manage complex internet service provider relationships, KPIs, and contracts.
- Orange MSI has developed tools, processes leveraging automation, and analytics to help customers extract value from their internet service provider relationships.

Source: IDC, 2018

IN THIS MARKET NOTE

This IDC Market Note discusses the Orange Business Services Multisourcing Service Integration (MSI) and SD-WAN service offers for enterprise customers that are looking to simplify operations and management of their WAN environments.

As enterprises expand their IT resources beyond their traditional IT footprint into the promise of public cloud including multiple public and private clouds, management and rationalization of these resources become increasingly more challenging. Orange Business Services has developed a framework that provides customers the ability to have improved visibility, cost control, management, and performance by leveraging Orange's Multisourcing Service Integration. Through MSI, Orange acts as a service integrator (versus a services provider) by managing the relationships and outcomes that each service provider delivers to its end customers by working closely with its customers to define KPIs, outcomes, and governance surrounding each provider and application that those internet service providers support. The Orange MSI offer is supported by seven key pillars that encompass operational and contractual capabilities:

- **Service desk.** Support and delivery management (incident management, change management, problem management, etc.) and consolidated reporting
- **End-to-end performance monitoring.** Monitoring and analytics across LAN, WAN, and datacenter; QoE from end user through all service providers
- **Life-cycle contract management.** Contract management and advisory services for all services providers (internal and external)
- **Unified service catalogue and pricing.** Creation of a single service catalogue for fast service ordering and reduction of duplication
- **Transition and transformation services.** Defined methodology for transitioning to/from and between clouds; includes network modernization strategy and deployment
- **Governance.** Creation of standardized and centralized governance across all service providers with alignment to business requirements and continuous improvement through service plans and shared innovation
- **Consulting.** Definition of the MSI strategy with alignment to the business (Consulting runs across all pillars.)

Orange MSI capabilities support applications such as connectivity (LAN and WAN), mobility, IT (cloud and IT infrastructures), IoT, security, and voice and UCC. In the coming quarters, Orange Business Services will expand its services portfolio, but currently, the service has a deep focus on mobility and cloud, connectivity and UCC being the most advanced in terms of service catalogue developments.

MSI will look to expand into other business applications. It is important to note what differentiates MSI from traditional outsourcing arrangements is that Orange will not take over the contract and it will remain with the customer. MSI services will fully manage the contract, help define a strategy for reaching specific goals and metrics with each provider, help renegotiate new terms of the contract and ensure proper enforcement of all SLAs, and collect fees if necessary. These services alone help alleviate a huge burden for most enterprises. More importantly, MSI helps customers create a road map and strategy for their multicloud investments by utilizing a standardized framework.

IDC'S POINT OF VIEW

Orange is expanding its services portfolio and evolving from a connectivity services provider to the broader role of IT solutions integrator to encompass services integration as well. As the market moves aggressively toward digitization, where cloud will be a cornerstone, investing in solutions and offers for integrating cloud preferences, including public, private, traditional, and all the varied permutations, will be an essential capability for any third-party services firm. Although this conversation will not be limited to only cloud, it must expand further to include a conversation about managing the WAN including cloud connectivity via SD-WAN. Developing requisite consulting capabilities throughout the life cycle of this service will be a critical component, and MSI appears to hit all the right notes from assessment to monitoring to service desk to service contract negotiations, relieving key pain points for customers.

Migrating from legacy WAN solutions to SD-WAN creates a new source of complexity in enterprises' technological decisions and in supplier management. IDC believes as SD-WAN gains traction, MSI will become mandatory in the vast majority of complex WAN deals. Customers will need MSI capabilities to define integration with MPLS networks, select and manage local internet service providers, define security policies and multicloud connectivity, and propose rollout road maps. Furthermore, MSI helps in end-to-end visibility and management. IDC believes that MSI will need to expand to SDN and NFV capabilities to tackle new challenges in LAN and IoT integration.

LEARN MORE

Related Research

- *Orange Business Services Analyst Days 2018: Powered by Data, Driven by People* (IDC #EMEA44216518, August 2018)
- *Worldwide and U.S. Enterprise Network Consulting and Integration Services Forecast, 2018-2022* (IDC #US43813018, May 2018)
- *Orange and "Generation 5G": Enthusiasm Tempered with Pragmatism* (IDC #lcEMEA43563518, February 2018)

Synopsis

This IDC Market Note discusses the Orange Business Services Multisourcing Service Integration (MSI) and SD-WAN service offers for enterprise customers that are looking to simplify operations and management of their WAN environments.

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