



Human at The Heart of Digital Experience



Business
Services



**“Be the change you want
to see in the world.”**

Gandhi

Technology has become intrinsic to our lives. It continues to revolutionize our businesses and customer relationships. Yet, technology alone won't generate more value for your business. **People are key**, because ultimately, the end users of technology are people. When businesses put people at the heart of technology, they have an incredible opportunity to empower their teams **to accomplish more** with it.

At Orange, we focus on **humanizing technology** and believe that technology only becomes innovation when useful to the greatest number of people. At Orange Business Services, our focus is on technology that helps you **to create better employee and customer experiences**.

Our teams adapt technology to you, since only solutions that meet your specific needs will help you satisfy your end-users. Your employees benefit from enhanced collaboration, you **gain deeper understanding of your customer needs**, and your business generates a stronger bottom line.

We begin a shared **digital journey** by listening, getting to know you, and responding to take you where you want to go.

We provide you with **peace of mind**. No matter what sector you work in, we bring the best ecosystem of partners together and create **a reliable end-to-end solution** that you can depend on. Our end-to-end, multi-layered security solutions and experts keep your essential data secure. To protect your reputation.

No matter where you are in the world, our experienced and committed teams are at your side providing consultancy insights and operational support all day, every day. Our permanent local presence and deep cultural knowledge enable us to keep your business operating continuously and reliably.

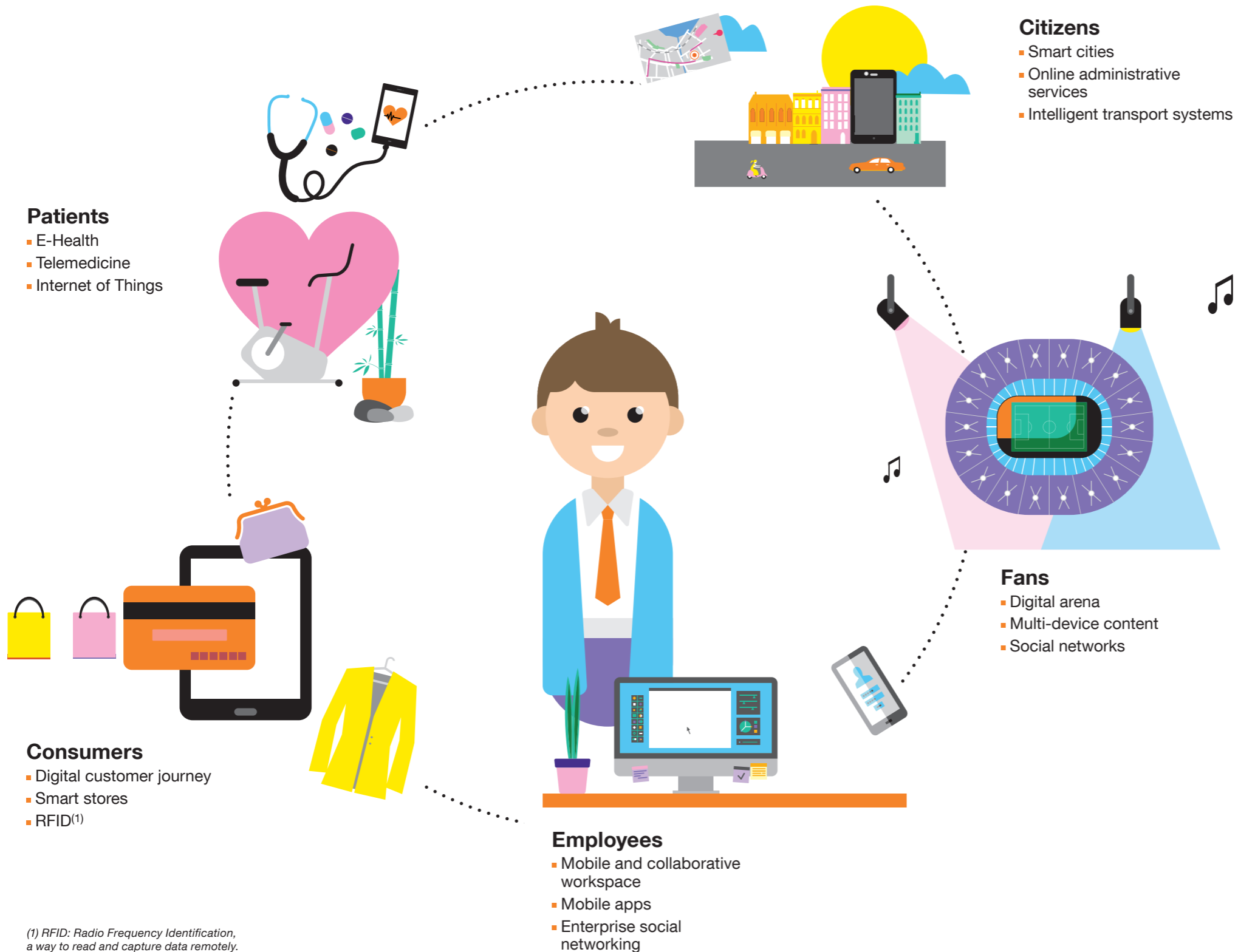
At Orange Business Services, we know that only people can connect you to what's essential for your business transformation.



Thierry Bonhomme
Senior Executive Vice President
Orange Business services

Human at The Heart of Digital Experience

Digital transformation for ways to work and live



⁽¹⁾ RFID: Radio Frequency Identification, a way to read and capture data remotely.

How to get started at digital transformation?

By **George Westerman**,
Principal Research Scientist
with the MIT Sloan Initiative on
the Digital Economy
[@gwesterman](#)

“The amazing evolution of consumer technologies has amplified the expectations of consumers and employees. People wonder why finding the right information or experts in the company can’t be as easy as with Google or Facebook. Customers see the Apple Store or Amazon.com and wonder why every retailer can’t treat them that way. Those companies, and others, are entering every industry – from music to banking to B2B manufacturing, pushing executives to think differently about how they do business. Digital transformation needs to be led very strongly from the top. You need to create a compelling vision, engage your employees in that vision, and then govern strongly to move the company in the right direction. In successful digital transformations, leaders put the vision and digital capabilities in place, get the evolutions started, and then continually find ways – often suggested by employees or customers – to extend the transformation even further.”



Connected consumers

As people are more connected, customers want a smoother and more personalized experience at every stage of their buying journey, regardless of place and time. Companies are reinventing themselves to meet these expectations.

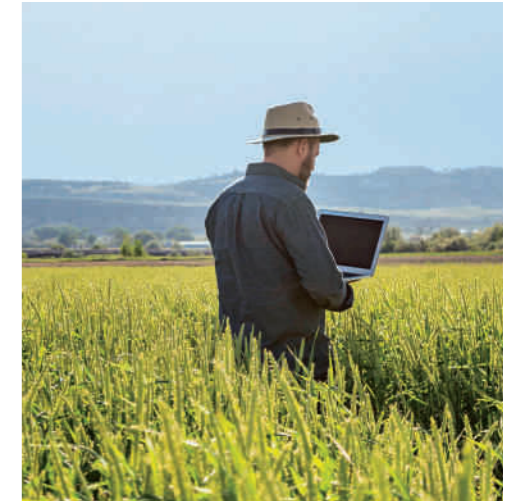


Flaik Skiers perform better thanks to their footwear

John manages a ski school in Colorado. Both his professional and beginner students want to monitor their performance in order to quickly improve their skiing skills, regardless of their location. Because he realized this was important for his customers and therefore for his business, John called in Flaik. This US company, which is based in the region, designs innovative outdoor tracking services.

Which solution did John choose? A data reporting and tracking system enabled by a wireless M2M connection powered by Orange and SIM cards placed right above the ski boots. Students and instructors can now relive their descents, easily analyze their paths, speeds... and share their performances with their friends and family. After an initial success, John contacted Flaik again in order to get additional ski schools wirelessly outfitted with the service. Colorado was just the beginning!

[@flaik](#)



Dacom Digital agriculture

Franck works in the south of France. In addition to his daily agricultural and administrative tasks, he also has to worry about weather conditions and soil quality. In order to benefit from reliable data in this area, and use it to optimize his performance output, Franck chose Dacom.

This Dutch company offers an innovative solution based on connected sensors powered by Orange. Temperature, wind speed, rainfall and soil texture no longer pose any mystery for Franck! Dacom collects data from all the farms where it's equipped, across 30 countries, to provide reliable and personalized responses to any questions from farmers like Franck. Now that's something to be happy about!

[@Dacom_bv](#)

Weinmann An e-solution for getting a good night sleep

Michel has been suffering with sleep apnea for around ten years now. Five years ago, his doctor prescribed breathing regulation equipment. However, at times he forgot to plug it in. To his consternation, recent French legislation would require the device to be returned for failing to use it continuously. He contacted his doctor, who found the required solution to this problem: an innovative device offered by Weinmann, a German company that

specializes in home care medical equipment. The Weinmann system, which is simple and easy to use, is based on a modem installed in Michel's home and on data accessible in Orange's Cloud computing service. It works even when it is switched off, and thus validates patients' eligibility for government aid. For Weinmann, this means guaranteed customer satisfaction at a lower cost. For Michel, it means a guaranteed good night sleep!

You Tube <https://www.youtube.com/user/WeinmannMedTec>



In order to cope with consumer changes and expectations, whilst offering innovative solutions to companies, the Orange teams work one step ahead.

“Human and technological potential for supporting companies”

“We aim to develop solutions that companies can use to stay ahead of the curve. To achieve this, we rely on our research and innovation teams. There are nearly 8,000 researchers, engineers, designers, developers, data scientists, sociologists, graphic artists, marketing specialists and experts in cyber security working to discover the solutions of the future, in all areas of digital transformation. Innovating also means working within an open ecosystem. Through collaboration with all the players in the digital universe, academics, equipment manufacturers, major industrial entities,

manufacturers of connected objects and start-ups, Orange accelerates the marketing of new innovations that its customers are associated with. We want to implement all of this human and technological potential for companies, to assist them in using innovation as a lever to respond to new customer expectations.”

Mari-Noëlle Jégo-Laveissière,
Senior Executive Vice President, Innovation, Marketing and Technologies



“Consulting services focused on customer experience”

“My consulting team supports companies in rethinking their digital transformation using their core business as a starting point instead of IT. We ensure together with our clients that beside technological aspects also the other core elements of an enterprise such as human, organization, customer experience are included in the digital transformation programs. Our approach is to reverse the perspective. We analyze the challenges of their business, the changes and trends. We assist them to prioritize the most business relevant projects and which partners to involve. Our methodology? We perform workshops to collect expectations, ambitions... We invite customers to our Labs

to discuss market trends and perform creativity sessions. We conclude by showing them innovative and disruptive ideas that change their business. We create a roadmap jointly with our customers. This helps them to visualize the steps necessary to successfully complete their digital transformation. This process, via a proof of concept, is essential as it highlights in a fast way the business relevance but also Orange's capability to execute – and it's a clear differentiator in the global consulting market.”

Philipp Ringgenberg,
Director of Digital Business Consulting Europe



High-performance employees

In order to improve performance and reactivity, employees must be able to access all the professional data and applications they need. Whether they are at the office or out and about as a team. The digital workspace is really redesigning their day-to-day work.



Saretec Real time appraisers

Claire is a construction appraiser at Saretec, the leading French agency in technical appraisals for insurance groups. Before, her job involved a continuous cycle of on-site meetings and going back to the office to draft her reports. This took up a lot of time and energy. To streamline the workload for Claire and her colleagues, Saretec implemented, with Orange, a digital transformation project using an inventory of 1,000 tablets and smartphones, dedicated business applications and adapted processes. Exactly what was needed to

promote mobility and reactivity. Now when Claire makes an appointment with her insurance client, together with the insured party she can send photos of damages to the insurer, process her cases by communicating directly with headquarters, and submit her reports without having to return to the office. This represents valuable time-saving for Claire, and gives her the satisfaction of being able to respond to her contacts in real time. For Saretec, the benefit is a guarantee of privileged customer relationships as well as increased flexibility and motivation of their employees.

[@GroupeSaretec](#)



Amcor Collaboration without borders or distance

Renato manages a production site in Brazil. Zoé is a marketing manager in Switzerland. Tom is an industrial designer in Canada. What they all have in common is that they work together on a daily basis on a revolutionary packaging project with thousands of kilometers separating them from each other. Each one has their own cultural context and work-related issues. All three of them work for Amcor, the world leader in flexible and rigid plastic packaging, a company that operates in 43 countries with over

180 sites. The key value of the group is operational performance to benefit customers. To achieve this objective and facilitate the work of its employees, Amcor implemented collaborative communications solutions powered by Orange with IP telephony, which Renato, Zoé and Tom are now benefiting from. Their regular conversations encourage creativity and accelerate the innovation process. They'll be ready in time to present their project at headquarters, and Amcor will be able to continue on its path of excellence with its customers and employees while optimizing telecommunications costs.

[@amcorpackaging](#)



Fondasol Shared efficiency!

Rodrigue is a team leader with Fondasol, a benchmark design office for geotechnical projects of all types, including buildings, art work, linear infrastructure, etc. Rodrigue is constantly travelling between work sites. His daily schedule involves carrying out drilling operations and soil tests necessary for engineers to prepare geotechnical reports. In order to improve the efficiency of the company and its collaborators, Fondasol decided to equip its teams of field engineers with 120 ready-to-use tablets adapted to their job, powered by Orange. The icing on the cake is that the company has planned to support and promote the use of these new solutions through customized internal training programs. Now Rodrigue can process and send technical data reports and photos easily in real time, which saves him four to five hours per week! Plus the agency staff who handle the collection of data can save up to at least five days per month. This is a real bonus for them as they can now devote time to other projects, especially sales work. This is a way for Fondasol to improve the performance and motivation of its staff, as well as their customer service reactivity.

 @Fondasol

In order to improve staff performance and help them to manage new services that are available, Orange provides end-to-end digital solutions support.



“A la carte customer service”

“The five Global Competency Center of Orange Business Services support companies in their digital transformation efforts on a daily basis, providing assistance with everything from simple user-related queries to more complex technical issues. In Cairo, there are a total of 1,600 people working in the Global Competency Center in Egypt and there are some 400 people available to respond to customer queries 24 hours a day, 7 days a week. These people are experts, consultants, sales staff, etc. Global Competency Center is more than a call center, it is a skills center. The person who responds to the customer

– in their own language – has the necessary skills to resolve their issue. We now have a level of experience that is diverse enough to offer advice on issues such as cybersecurity, mobility, and many more. When we treat customer queries, we always keep the economic imperatives of our customers in mind. Thanks to our flexible processes, we connect them to what is essential for them. We are genuine partners working to keep customers operational on a permanent basis.”

Khaled El-Alaily,
Services Operations Manager,
Global Competency Center,
Egypt

“Alongside mobile fleet managers device assets”

“As a Digital Coach, my job is to facilitate the implementation of mobile assets within companies and to support our customers in managing their assets on a daily basis. Fleet managers are facing more issues in their work. First of all, they have to integrate the latest mobile terminals, smartphones, tablets and multi-OS in existing IT systems. But before that, they need to determine the appropriate technical architecture for the project, include security policies, e-mail settings, configuration procedures for terminals, etc., in addition to the configuration of the management platform for mobile devices.

By outsourcing this complex process, customers can concentrate on their core business and on strategic decisions. Orange’s Digital Coach for mobile solutions offers a pool of experts providing full service experience to companies in managing security issues, devices and Help Desks. Which means: daily support for both mobile fleet managers and end users.”

Clément Meiller,
Referent Technician, Digital
Coach Service at Orange
Business Services



Flexible IT systems

IT remains key in companies' digital transformation. It guarantees that the solutions implemented meet the new expectations of customers, employees and the business. IT success is based on three pillars: networks, security and cloud.

AngloGold Ashanti A reliable and scalable network

AngloGold Ashanti is based in Johannesburg, South Africa, and is one of the world leaders in gold mining operations. The Group operates 17 mines on three continents. Its objective is to continue to carry out exploitation and exploration programs in new and existing gold mining regions. In order to support this international development strategy, AngloGold Ashanti wants to be able to securely manage its growing Internet and Cloud services usage, and to facilitate collaboration within the company. For this reason, the Group has decided to adopt an Orange hybrid network solution that features both land-based and satellite connectivity. By using this service, it can also implement security policies on a global scale. Overall, this service provides all necessary flexibility for using enterprise applications (SAP) hosted on Orange Business Services Cloud infrastructure. AngloGold Ashanti can thus manage the increase in its data traffic, and provide a better user experience to its employees and partners all over the world.

anglogoldashanti.com





MAE An à la carte IT system

Specializing in child protection and family insurance, MAE is the number one French operator for school insurance. Faced with a highly competitive market, the company decided to digitize most of its subscriptions... but not just any old way! The company has to take into account a strong seasonality effect, since more than 50% of its income is made in the autumn when school resumes. The solution was to use an Orange Cloud infrastructure to host its messaging service and Web sites. This option gives MAE the adaptability of IT servers that adjust to changes in business activity, as well as optimizing costs through usage-related invoicing. The best part is there is no compromise in safety or service quality!

[@maesolidarite](#)



European Space Agency head in the cloud and security as well!

The European Space Agency (ESA) is an intergovernmental organization dedicated to the exploration of space. The Agency operates from eight sites across Europe with 2,200 staff including scientific, engineering, administrative. In order to serve these various user communities in many space sectors, ESA IT requires a massive supply

of computing resources. The Agency has chosen to deploy a private cloud powered by Orange, with a common, secure and rapidly provisioned computing infrastructure. Resources needed by ESA teams are easily provisioned in a matter of minutes rather than a matter of months. Esacloud will allow scientists to do rocket science rather than IT... and business to jump ahead in time more than five years.

[@esa](#)

In order to accompany enterprises in developing a flexible tailored IT system adapted to their business activities, Orange Business Services provides new secure network infrastructures and services.



“Security 24 hours a day, 7 days a week”

“With public and private organizations implementing their digital transformation, security is becoming key. In our six Orange Cyberdefense centers throughout the world, over 1,000 experts help our customers in all the aspects of security. This means managed, hybrid and integrated services adapted to the various organization models, as well as tailor-made solutions to overcome the challenges of all sectors and all regulation changes. Once security strategies are determined, we work closely

with teams taking into account their business requirements, until the implementation of systems and operational management. Our experts supervise infrastructure on a 24/7 basis to detect attacks, prevent or contain them.”

Frédéric Zink,
Director of Trusted Infrastructure at Orange Cyberdefense

“A continuous team effort”

“Within the customer services and operations department, we process over 500 sites per day for several multinationals throughout the world. Diversified teams manage the network, connectivity, security and IP telephony, with the constant aim of optimizing the fastest applications and maintaining service continuity. A Project Manager is assigned to each new job, both within the client company and at Orange Business Services. We send technical staff onsite together with a solution consultant who understands the gamut of Orange capabilities and who

will be able to identify the requirements of the site according to the economic and business-related factors. We then steer the implementation of the fixed or mobile terminals. Finally, through a continuous team effort, we ensure that a secure service structure is constantly available, so that our clients are able to focus on their business.”

Matt Franey,
Customer Service Director for GSK at Orange Business Services



Orange Business Services.



21,000

employees dedicated to companies' businesses



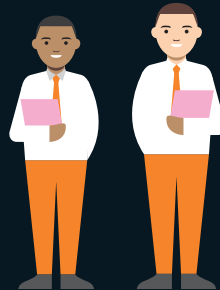
220 countries and regions

covered by our end-to-end connectivity services



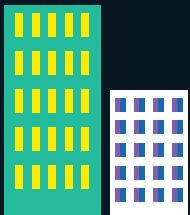
5,000

employees dedicated to innovation in 12 countries



7,200

employees in charge of Customer Service & Operations



3,000

multinational customers

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