

**Business
Services**



ORANGE BUSINESS SERVICES

ANALYST QUOTE

"Orange Business Services built strong partnerships with major vendors such as Cisco and Microsoft, giving a strong product suite to address the growing demand for cloud unified communications solutions. Orange is flexible to collaborate with partners in challenging and highly regulated locations.

With a keen focus on cloud UC solutions, Orange achieved remarkable performance for its product innovation. Business-Together-as-a-Service is a cost-effective solution by monthly-per-user pricing with no CAPEX. It highly leverages customers' business strategy and deployment demand. The creation of ecosystems around the cloud UC solutions is one of Orange's key differentiators among all the cloud UC service providers."

Zi Ning Chong
Research Analyst
Digital Transformation Practice
Frost & Sullivan

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2016 PRACTICES
AWARD

2016 Frost & Sullivan Asia Pacific Cloud UC Growth Excellence Leadership Award

In today's business environment which needs high interaction and collaboration, communications technology is emerged to be a key factor for business success. The weak macro-economic condition has accelerated the advantages of cloud unified communications solutions due to the significant cost savings and operational efficiencies provided.

Numerous market participants are vying for customers' attention. This nascent cloud unified communications market in Asia-Pacific has inundated with various providers and multiple solutions offering with similar capabilities at comparable prices.

Despite the stiff competition, Orange Business Services (Orange) is one of the self-sustaining service providers that achieved growth excellence leadership which is far ahead of its rivals in 2015. This can be attributed to its strong market penetration across banking & financial services, mining & resources, transport & logistics, manufacturing, engineering, retail and professional services in Asia-Pacific.

Orange UCaaS services - Business Together as a service, is a cloud-based unified communications solution. It based on both Cisco Hosted Collaboration Solution (HCS) and Microsoft Skype for Business platform, offers a rich range of easy-to-use features.

With a partner base from Cisco, Microsoft, Avaya and Huawei, Orange is consolidating its cloud UC market roots. To facilitate the penetration in Asia-Pacific market, Orange strengthened its customer solutions and expanded successfully with strong channel partners.

Orange is flexible to collaborate with partners in challenging and highly regulated locations. The partnership enables Orange to offer wider and more competitive end-to-end services, gives the company a greater visibility and awareness to address different horizontals and verticals of the market in the region.

Orange continues exploring opportunities to upsell and cross sell its cloud UC solutions among existing customers, while offer attractive rate to new customers that can potentially migrate to Orange with bundled solutions including networking, voice and UCaaS. Upon all the sustainable efforts, Orange has established a remarkable value proposition and growth leadership in Asia-Pacific cloud unified communications market.