

From inspiration to transformation.
Together.

Business Services orange™

Orange Business Services: a worldwide digital transformation partner

We are more than a global leader in corporate telecommunication services:

- Professional services provider
- Solutions integrator
- OTT player

€6.4 billion
of revenue in 2015

3 000+
multinational customers

Strong presence in Russia
800 employees & own network

21,000
collaborators dedicated to corporate activities

400 application developers and 700 IoT and big data experts

170 engineers and project managers in workplace infrastructure and transformation to cloud migration

1,200 cloud experts

1,000 cyberdefense experts

Our belief:
digital transformation is a corporate project that must focus on all stakeholders, including employees and customers

Creating the best experience for employees and customers



Our capabilities for your digital transformation

Digital inside



for your teams

Collaborative workspace

Digital outside



for your customers

Enriched customer relationships

Business innovation

Digital enablers



for your projects

Enriched connectivity

Flexible IT

Cyber defense

Services

The right support along your digital journey

Digital inside



Foster team collaboration



75 min

are wasted everyday without unified communication

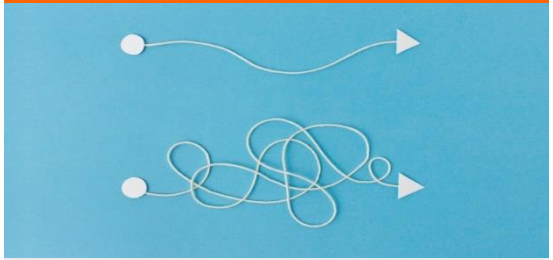
5.7

is the average number of communication tools provided to end users in multinational companies

Your business challenges:

- **Select and integrate communication tools from numerous suppliers**
- **Increase flexibility and agility for diverse work contexts**
- **Guarantee the adoption of communication tools by end users**

Simplify your business operations



- Select the business model that suits your needs
- Simplify the transformation of your legacy tools
- Control and assess your business performance in relation to your unified communication solutions

54% of companies adopting UC see OPEX savings

Empower your business owners



- Realize the promise of collaboration-enabled process
- Provide a single collaboration environment for all of your uses
- Create an attractive working environment for your teams

68% of companies adopting UC experience efficiency improvements

Empower your end users



- Simplify your end user daily tasks by adopting easy to use tools
- Increase the awareness and adoption of unified communication
- Give full visibility and monitoring options to your end users

60% of firms using UC report savings of 3 hours per week per mobile worker

Deployed unified communication and collaboration tools for a better end-user experience

- HQ in Geneva, about 25,000 employees, operations in over 120 countries and 2012 revenue $11.8bn
- Leading international tobacco manufacturer
- Eight Global Flagship Brands – Winston, Mevius / Mild Seven, Camel, Benson and Hedges, Silk Cut, Sobranie, Glamour, LD



Challenges

- Legacy technology silos and fragmented approach to collaboration tools
- Difficult and expensive to manage – need to move to single unified strategy and solution
- Streamline operations, reduce costs, enhance service to end-users

Our solution

- Managed Unified Communications Service across 40 countries,
- 20,000 users: IM, Presence, Web conference
- 12,000 users: Lync Enterprise Voice, Desktop Video Services and video conferencing
- 3,000 users: Lync enabled Mobile devices, tablets, and smartphones
- Audio Conferencing service in 51 countries

Benefits

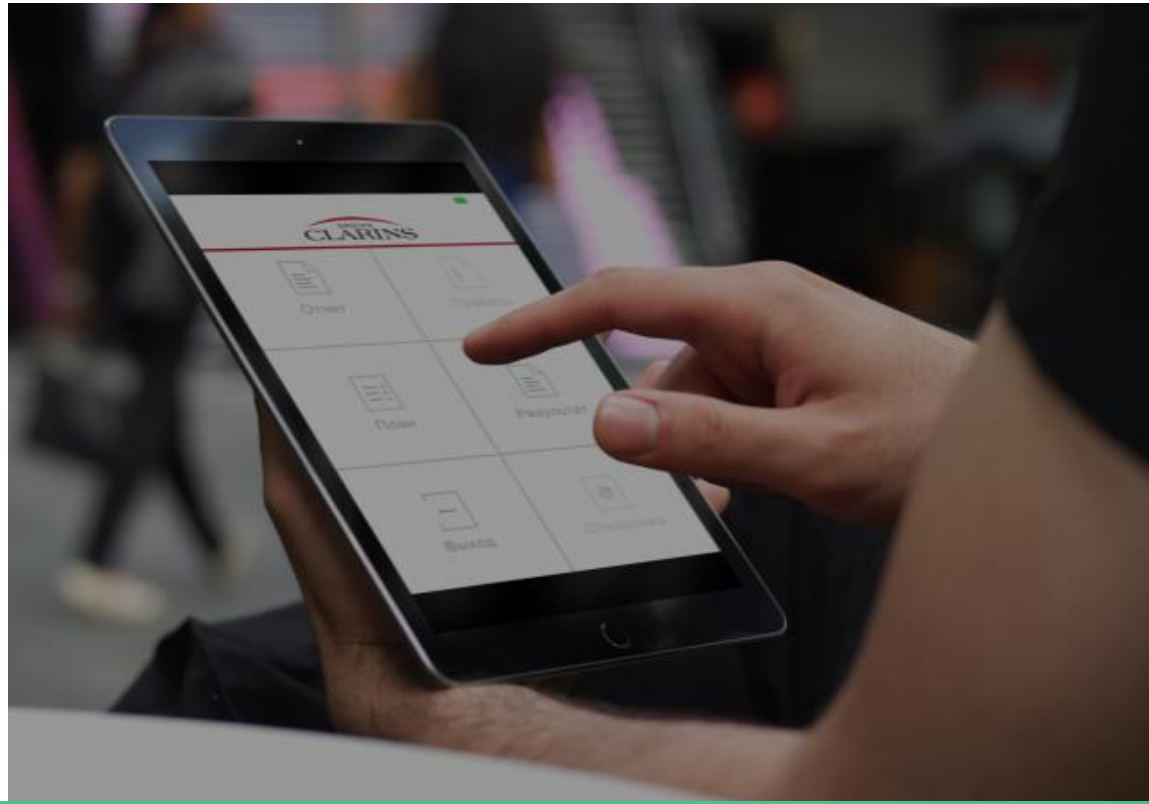
- Mobile workers enjoy the same high quality UC experience on any device and in any location
- unified workspace enabling easy collaboration between employees, partners, and customers
- enhanced decision-making
- reduced cost, enhanced security
- simplified management

Mobile application enables Clarins sales efficiency increase up to 23%

GROUPE CLARINS

Mobile application for online sales reporting used by consultants in remote points of sales located in 240 cities of Russia

Fully secured solution thanks to Orange EMM solution



Digital outside

Engage your customers

Enriched customer relationships



Engage
your customers



33%

of customers will not do business with companies that do not provide customer service on major social networks

89%

of customers consider that speed of response and resolution are the most important elements of the customer experience

Your business challenges:

- **Create personalized services and proactive interactions with customers**
- **Increase responsiveness so you can be reached anytime and from anywhere**
- **Interact with customers seamlessly across multiple channels and maintain a secure record of their history**

Define the next customer experience



- Create an efficient digital customer journey
- Deploy omnichannel contact centers and connected ecosystems to ensure a seamless customer experience

50% reduction in customer abandonment

Empower your agents



- Turn your agents into real assets of your company by ensuring a full visibility of the customer's history
- Simplify your agents' tools and increase their responsiveness

12.5% improvement in agent time handling

Create intimacy with your customers



- Increase your understanding of your customers in order to:
  - Anticipate their needs
  - Offer personalized services

30% improvement in e-commerce conversions

Increased call agent productivity with a Cloud-based contact center

Grant Thornton
An instinct for growth™

- One of the world's leading organizations of independent assurance, tax and advisory firms
- Global: 40,000 employees in 134 countries; 2013 turnover $4.5bn
- France: 1,500 employees in 22 offices, 2013 turnover €142M



Challenges

- Develop innovative approach to outsourcing services and delivery of market leading quality of customer service
- Enhance call management – queues, issue resolution, optimize agent numbers by client call patterns and agreed service levels, monitoring and reporting

Our solution

- Flexible Contact Center
- Unified business line interface to process calls from customers, suppliers and employees
- Active management of queues, messages, and active listening
- Real time reporting of all calls – received, answered, "quality of service" statistics
- Program Management

Benefits

- 10% increase in call agent productivity, via easy to learn system with flexibility in operational stations at any time
- Accurate invoicing easily managed
- Robust, flexible, secure and scalable platform with fast provisioning
- Lower and predictable operational cost with no CAPEX

Digital outside



Differentiate through new services



70 %

of the value of the Internet of Things is likely to be generated in the B2B market compared to the B2C market

$3 trillion

IoT B2B market size by 2020 with 21 billion of connected objects

Your business challenges:

- **Increase your agility in a dynamic and complex business ecosystem**
- **Invent or unlock new business opportunities**
- **Create value from huge volumes of data**

Create a new business model with service innovation



- Efficiently orchestrate your devices and analyze your data
- Increase the accuracy of your predictions
- Develop adequate services based on your predictions

75% of companies can create new business opportunities with IoT and analytics

Improve your service quality to boost customer satisfaction



- Use connected objects to create new customer interaction
- Develop personalized marketing based on a greater knowledge of your customers

52% of companies use data analytics to personalize offers during customer interactions

Enhance your operational efficiency to improve productivity



- Increase your business flexibility and team productivity:
  - by monitoring and optimizing your internal process
  - by anticipating and proactively correcting technical failures

74% of companies agree that IoT improves business efficiency

Speeding up the deployment of the 24/7 hourly rental service in Belgium, France, Germany, Italy, Netherlands, Spain and the UK.

- Founded in 1918. HQ in Estero, Florida, USA; operates in 145 countries worldwide.
- The largest US car rental company.
- Fleet consists of a wide majority of vehicle manufacturers



The issues

- Complexity of deployment of the service with different SIM card providers in different countries
- Difficult management of the solution across the scope
- Direct communication with the call-centres along with data from the fleet

The solution

- Orange M2M solution across Belgium, France, Germany, Italy, Netherlands, Spain and the UK thousands SIM M2M connections
- Flexible, scalable M2M infrastructure & SIM card management portal
- Voice connection from the car to customer's Call-Centre
- Datavenue solution to manage communication between cars in real-time

The benefits

- Accelerated rollout and improved management of Hertz 24/7 hourly rental service
- reliable, seamless data transfer
- easy global SIM card ordering, activation and tracking
- simple communication with cars by data and voice relay

Offered a tailor-made telemedicine solution with full security compliance

- Global manufacturer of therapeutic system solutions in sleep medicine and ventilation



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Digital enablers



Connect anything anywhere



60%

of digital transformation initiatives are likely to be unscalable due to a lack of strategic architecture by 2017

up to 80%

of the network traffic to an enterprise branch and remote office came from the internet in 2015

Your business challenges:

- **Support new digital workflows demanding agility and performance**
- **Monitor your application performance and network policies in real-time**
- **Protect the access of all your users, all over the world**

Infrastructure that adapts to your needs



65%

of all IT assets used by companies will be housed offsite in co-location, hosting, and cloud datacenters by 2018

68%

of companies say they must invest in cloud/ SaaS to achieve business priorities

Your business challenges:

- **Ensure business continuity, service reversibility and portability in a distributed workforce and IT landscape**
- **Interoperate and integrate a wide portfolio of services**
- **Increase security and compliance across your network**

Protect your company from cyber threats



Cyber attacks cost businesses

$400bn

a year, including the damage itself and subsequent business disruption

In 2016, cybercrime was the

2nd

biggest economic crime behind the asset misappropriation

Your business challenges:

- **Deal with an increased attack surface and more volatile threats**
- **Optimize your security investment based on risk**
- **Remain compliant with national laws and regulations specific to verticals**

Orange: your trusted partner supporting your digital transformation



Consulting and design

Our experts assess your digital maturity level and work with you to design the solutions that best suit your needs.

Deployment

Our project managers handle the deployment of your new solutions and ensure their seamless integration with your IT legacy.

Management and transition

We enable you to monitor the performance of your solutions and get the most out of them. We provide a 24/7 support to guarantee their proper operation whatever happens.

Why choose us?



Our experts are always by your side, worldwide



We have an in-depth understanding of the environment of your employees and customers



We develop the best digital tools for your needs


Thank you