

# Orange Business Together as a Service (BTaaS)

## Cloud-Based Unified Communications Services



### EXECUTIVE SUMMARY

#### COMPANY OVERVIEW

- **Customer Name:** Orange
- **Industry:** Telecommunications
- **Location:** France
- **Number of Employees:** 170,000 employees
- **Number of Customers:** 231 million

#### BUSINESS CHALLENGE

- Migrate larger clients from legacy platforms to hosted unified communications and value-added network services
- Gain entry into largely underserved multinational corporations market
- Establish global market presence ahead of competitor providers

#### NETWORK SOLUTION

- Comprehensive suite of hosted unified communications services and value-added network services
- Common network management platform used for BTaaS and other managed services
- Single web-based customer portal for BTaaS and other managed services

#### BUSINESS RESULTS

- BTaaS adopted by 40 multinational corporations in two years, each with thousands of endpoints
- Recently announced major BTaaS rollouts include 3M, Danone, and Brunel
- Available in 44 countries and still expanding, more than any other competitor

### Overview

Orange Business Services provides business-to-business communications services to companies of all sizes in France and multinational corporations worldwide. Orange's Business Together as a Service (BTaaS) offers current and new customers cloud-based unified communications and network services that create additional value beyond traditional VPN and managed network services.

### Service Innovation

Orange BTaaS is a cloud service modeled on the pay-as-you-go principle, with applications hosted and managed in Orange data centers. BTaaS can be based on either Cisco Hosted Collaboration Server (HCS) or Microsoft Lync. When based on Cisco HCS, BTaaS delivers a full set of unified communications services, including telephony, desktop video, and secure instant messaging. Orange can also include contact center services based on Cisco's hosted contact center platform.

A key differentiator between Orange and its competitors is its single web-based customer portal, My Service Space, for BTaaS based on HCS and other managed services. My Service Space is used to place and track orders, place and track trouble tickets, monitor compliance with service-level agreements, change end users' access levels, and otherwise manage the customer's services. The portal is localized in 29 languages.

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Another differentiator is Orange's network management platform, called Orchestra. Orange uses Orchestra to monitor and manage a wide range of services, whether premises based or hosted, and regardless of the underlying unified communications technology. This common management platform has been instrumental in expanding BTaaS globally, instead of relying on different management systems in various regions.

In addition, Orange's operator-neutral approach to Session Initiation Protocol (SIP) trunking services enables multinational corporations subscribing to BTaaS to use either Orange's network or the network of any other operator. In comparison, competitor operators tend to require hosted unified communications customers to subscribe to their own managed WAN and managed LAN services. Orange customers do not have to abandon their existing network services and subscribe to new ones.

## Opportunities

Orange is seeking to provide large enterprises with a comprehensive set of hosted unified communications services, migrating them from legacy platforms and systems while increasing customer loyalty and value-added services for VPN and associated managed network services.

In addition, Orange is focused on establishing a global BTaaS market presence in multinational corporations before competitor operators gain a foothold. These sales opportunities are long and complex, and competition against other operators is fierce, but winning the deal results in a significant payoff and a years-long relationship with the customer.

Orange is also targeting a much broader set of organizations domestically, both large enterprises and small and midsize businesses. Using its direct salesforce and reseller channels, Orange is positioning BTaaS as a flexible solution that can be customized to the profile of the target customer.

## Challenges

Like other service providers, Orange faces the challenge of maintaining prices and reducing churn for its global WAN services during a time when access and network services are becoming increasingly commoditized. In addition, multinational customers have complex, aging telephony systems but lack the money and incentive to invest in upgrades requiring a large layout of capital.

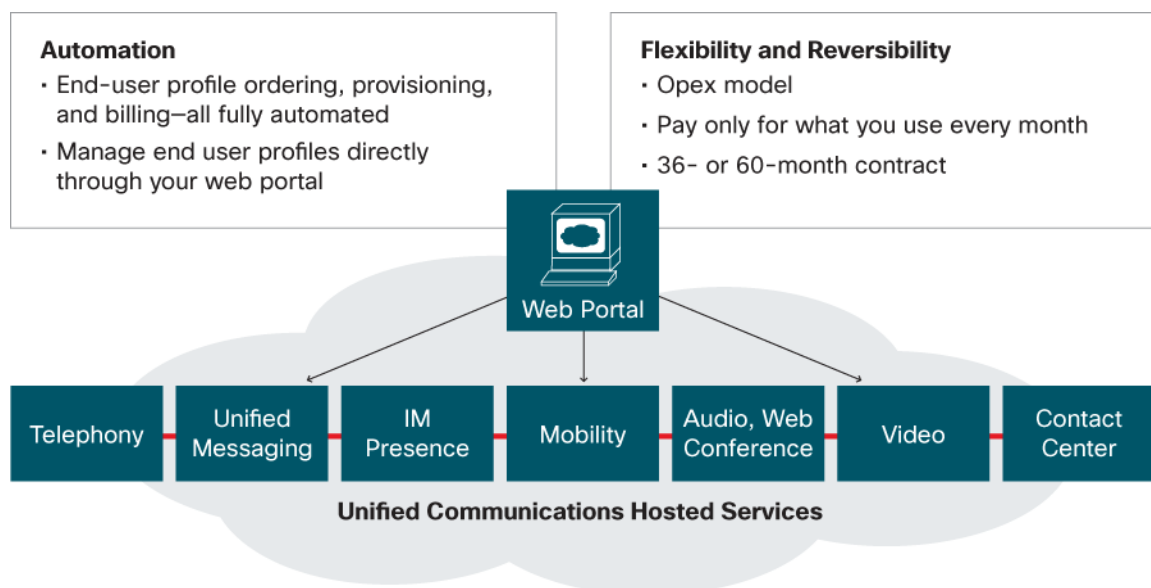
Growing its cloud revenues is a major goal of the Orange Business Services strategy. However, this requires a significant commitment by Orange in technical, marketing, and commercial resources.

Hosted unified communications is often considered a value-added service to current managed WAN service customers. However, BTaaS can also act as a catalyst for the uptake of WAN services, since quality-of-service guarantees are stronger when based on a combination of WAN and BTaaS. In this manner, BTaaS can be seen as the core service, with VPN as the value that is added—an interesting new approach to the typical communications services stack.

## Strategic Partnerships

To deliver its broader set of hosted unified communications services, Orange has partnered with key industry players and market specialists. Orange partners with Cisco on the HCS platform and the infrastructure that underlies its hosted contact center and video conferencing services. This enables Orange to offer a full range of communications services based on Cisco technology, on both a managed and hosted basis.

**Figure 1.** BTaaS Overview



Source: Orange Business Services

Orange Business also partners with Microsoft through its offering for hosted Lync services. And Orange's partnership with SITA, an air transportation communications and IT services provider, strengthens the provider's position in the air transport industry and allows it to use SITA's data center assets to quickly globalize services. Two years ago this partnership resulted in a jointly developed and managed cloud computing infrastructure that enables Orange Business to deliver its hosted unified communications services to multinational corporations.

## Monetization

Orange currently generates about \$150 million in cloud services revenue annually, a figure that the operator is seeking to grow to \$650 million by 2015. BTaaS is expected to drive a sizable portion of this revenue growth, considering Orange's focus on deals with multinationals that have large contract values.

BTaaS offers different service configuration options based on the breadth and granularity of its user profiles. From the customer's perspective, this has been a main attraction to the service. Orange deploys a globally consistent approach to tiered pricing based on these profiles. The average price per seat of HCS-based BTaaS is 20 euros. Basic options start at less than 10 euros, with business and collaborative options priced higher. Orange can also bundle BTaaS with its hosted Cisco contact center solution.

**Table 1.** BTaaS Service Profiles

| Features                        | Profiles  |                    |                      |                      |                      |                      |                         |
|---------------------------------|-----------|--------------------|----------------------|----------------------|----------------------|----------------------|-------------------------|
|                                 | Basic Fax | Basic              | Standard             | Business             | Collaborative        | Business Attendant   | Business Contact Center |
| Telephony Service               | •         | •                  | •                    | •                    | •                    | •                    | •                       |
| Voicemail                       |           | •                  | •                    | •                    | •                    | •                    | •                       |
| Integrated Voicemail            |           |                    | •                    | •                    | •                    | •                    | •                       |
| End User Web Portal             |           | •                  | •                    | •                    | •                    | •                    | •                       |
| Click to Call                   |           |                    | •                    | •                    | •                    | •                    | •                       |
| Extension Mobility Service      |           |                    | •                    | •                    | •                    |                      | •                       |
| Single Number Reach             |           |                    | •                    | •                    | •                    | •                    | •                       |
| IM and Presence                 |           |                    |                      | •                    | •                    | •                    | •                       |
| Point to Point Video            |           |                    |                      | •                    | •                    | •                    | •                       |
| Web Conference                  |           |                    |                      |                      | •                    |                      |                         |
| Attendant Console               |           |                    |                      |                      |                      | •                    |                         |
| Contact Center (ACD, IVR)       |           |                    |                      |                      |                      |                      | •                       |
| <b>End Points</b>               |           |                    |                      |                      |                      |                      |                         |
| Number of End Points            | 1         | 1                  | 2                    | 2                    | 2                    | 2                    | 2                       |
| Type of End Point               | Fax       | Analog or IP Phone | IP Phone + Softphone | IP Phone + Softphone | IP Phone + Softphone | IP Phone + Softphone | IP Phone + Softphone    |
| <b>Option Everywhere</b>        |           |                    |                      |                      |                      |                      |                         |
| Additional Number of End Points |           |                    |                      | 1                    | 1                    |                      |                         |
| Type of Additional End Point    |           |                    |                      | Mobile Client        | Mobile Client        |                      |                         |

Source: Orange Business Services

## Success Metrics

To date, Orange has 40 multinational customers for BTaaS based on Cisco HCS, each of which has thousands to tens of thousands of endpoints. Recently announced major BTaaS rollouts include 3M, Danone, and Brunel.

BTaaS is part of a highly strategic initiative within Orange to derive a greater portion of its revenues from cloud services. Orange is investing over the long term in hosted unified communications and related value-added network services to achieve its revenue goals and successfully migrate customers from legacy PBX platforms to cloud-based unified communications software and collaboration tools.

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## For More Information

To find out more about Orange's Business Together as a Service, visit [www.orange-business.com/en/products/business-together-as-a-service](http://www.orange-business.com/en/products/business-together-as-a-service).



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