

highlights

issue 09 June 2011



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Business
Services





highlights

looking to the future of business communications

Welcome to highlights, a publication that will bring you closer to developments and innovations at Orange Business Services. In each issue you'll find highlights of new solutions and service improvements from across our portfolio. We hope you enjoy reading it.

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Get to market quickly with the right M2M solution by using our comprehensive consultancy services.

business challenge

Business machine-to-machine (M2M) offers original equipment manufacturers (OEMs) and other organizations the opportunity to explore new revenue streams. Yet the market is moving rapidly, and the ecosystem remains complex. Few companies have the experience of building a robust M2M business plan and bringing an M2M service to market.

our solution

We have developed three consulting offers, which are designed to help you make the right decisions in M2M and get to market more quickly. They include:

- device and modules consulting: testing and selection of M2M devices and modules
- solution architecture: design of the network solution underlying the M2M application
- application consulting: design and integration with back office

our approach

Our consultants can guide you through the complex M2M ecosystem. We can help you select the right communications device to operate in all your target environments. This includes device validation services to test your device in the end-to-end system and a report on performance and supportability. We also have methodologies to help you understand the financial costs of deploying a traditional fixed line and/or mobile M2M infrastructure.

And finally, we have a team of 160 consultants dedicated to developing applications for the manufacturing, transport, logistics, automotive, utilities and healthcare sectors. A recent project involved a fully-compliant electronic patient health information system that enables doctors and patients to securely store and retrieve sensitive data.

the result

- performance and supportability report: feeds into ITIL® change management, incident management and problem management processes
- financial analysis: total cost analysis for building the infrastructure, the management platforms and the support teams
- business case: business case for business process outsourcing (BPOS), infrastructure insourcing or outsourcing, CAPEX investment or OPEX costs
- application development: end-to-end applications for a wide range of sectors

business benefits

Through M2M Consulting, you can enjoy a number of benefits including access to external expertise, faster time to market and lower total cost of ownership (TCO).

related services

These consultancy services are provided in conjunction with our companion M2M services:

- M2M International Mobile Connectivity Services
- M2M Device and Module Provisioning and Management
- M2M Applications Development and Deployment
- M2M Applications and Infrastructure Management
- M2M Service Management



Cloud Readiness Assessment

overview

Maximize your return on investment in cloud computing.

business challenge

To benefit most from the wave of cloud computing sweeping over IT departments, you need to ask a number of important questions, such as: which parts of my IT are cloud ready, and how do I begin? What impact will cloud computing have on my IT platforms and data centers? And how can I manage hybrid IT environments, including legacy and cloud services?

our solution

Cloud Readiness Assessment will help you find the answers. The service provides an initial analysis of the real potential of cloud computing for your organization and outlines the best migration scenarios accounting for usage, technical considerations, application lifecycle, performance, security and legal constraints. We also supply a transition roadmap, identifying the applications that it makes sense to migrate to the cloud, such as those that realize benefits most quickly. Cloud Readiness Assessment is being launched first in Europe and then in the rest of the world.

our approach

Cloud Readiness Assessment is the entry-level service in our Professional cloud services portfolio, which has been designed to support you through your entire cloud journey, including:

- initial strategic planning
- change management
- cloud services adoption
- transformation and transition

Through workshops and interviews, diagnoses and recommendations, Cloud Readiness Assessment provides visibility on expected benefits, such as reduced TCO/ROI and regulatory compliance, risks to be addressed and next steps.

the result

Cloud Readiness Assessment provides a clear view of the business benefits and steps needed to move to the cloud. The tangible outputs of the assessment include recommendations on the target architecture, a global cloud roadmap, a short-term business case and a transition scenario.

business benefits

The business benefits of the Cloud Readiness Assessment include:

- controlling budget scope, such as transition costs and operational expenditure
- planning who needs to be involved during the transition and run
- improving service adoption through change management
- anticipating the overall impact on your organization and preparing remedies, such as training
- managing the risk to your business



Business Together

overview

Provide your employees with unified communications and collaboration services based on Microsoft Lync and Polycom technology, and enable them to collaborate effectively.

business challenge

You need to connect a geographically dispersed workforce, but your employees have too many separate communications tools that are not integrated. So, it's hard to reach the right person the first time. Inefficient communications slow down business processes while your employees wait for people to respond or act. This leads to project delays, inefficiency and lost productivity. Plus, the situation becomes even more challenging when you need to collaborate outside the corporation with customers, partners or suppliers.

our solution

As part of our Business Together family, we have launched a new user-ready, packaged unified communications solution. It is based on Microsoft Lync 2010 Server and incorporates Polycom voice and video products that are optimized for Microsoft Lync.

our approach

We provide consulting and integration services to assess, design, deploy and integrate Microsoft Lync Server 2010 with Polycom's extensive portfolio of products. These include its desktop and conference IP phones, high-definition personal, room and immersive telepresence suite, and the CX5000 Unified Conference Station.

the result

Business Together helps you achieve productivity gains by changing the way you communicate and collaborate. Your employees will be able to benefit from a single end-user client – Microsoft Lync 2010 – that unifies IM and presence with high-definition voice and video. It seamlessly connects people, teams and knowledge to create a fluid work environment that encourages meaningful, efficient communication, in or out of the office.

business benefits

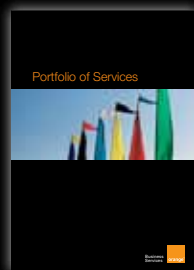
- increase user productivity
- lower communications costs with VoIP
- reduce travel expenses by up to 15%
- reduce audio conferencing charges by 20%
- lower overhead costs by supporting teleworking
- save as much as 30% by eliminating legacy voice mail systems
- lower messaging costs by 50%



the Orange A to Z

Our products and services can help your business operate more efficiently and effectively. Choose which are right for you with our concise, easy-to-use Portfolio of Services guide.

download it at www.orange-business.com/atoz



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For more information about any of the solutions featured in this edition,
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