

**International**



**Digital  
empowerment**

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**Wholesale**

# Digitalization as empowerment

“Click”, the new Orange Wholesale platform, now accessible to customers worldwide, brings together unique features for wholesale and service providers. This is just one of achievements of our digitalization program, aimed at empowering our partners, our networks, our people through several meaningful initiatives.

Orange Wholesale’s dedication to introduce innovation to the global connectivity market means that our customers and partners trust us to do more than connecting the world: they expect us to build ways to the future.

This is why we’ve embarked on an ambitious journey to digitalize our services, ushering in new possibilities, better customer experience and more sustainable operations. So where do we stand on this journey?

## Powering “Click”, our new Wholesale-as-a-Platform customer interface

First, we’ve been revamping our user interface to deliver a true Wholesale-as-a-Platform user experience. Our new platform now includes such advanced features as secure direct connection management, performance monitoring, bandwidth allocation, billing dispute management and full invoicing history. More connectivity services are made available directly online, through digital ordering.

## Empowering our customers and partners

But the greatest thing about our new portal is that in a growing number of cases, our customers don’t need to connect to it anymore at all. This is the whole idea behind our APIzation drive, which allows users to plug into our network offering right from their own operation tools.

We also help power our customers’ digitalization efforts, with **such innovative connectivity solutions as Cloud Connect**, a new option of **our EVPL (Ethernet Virtual Private Line)** offering. By establishing a dedicated and private Layer 2 connection between data centers or customer premises and leading public cloud service providers, Cloud Connect bypasses the public internet to ensure higher performance and reliability for critical cloud service operations.

Finally, we demonstrate with our eSim solutions that our historical commitment to voice remains completely coherent with this focus on digitalization. As a pioneer in the development of this enabler, we leverage our unparalleled footprint of roaming arrangements to offer the most cost-effective, **high-quality eSIM connectivity package for light MVNOs and travelers.**

## Empowering our networks

One key reason why we’re confident that this digitalization program will work for us and our partners is our network. Thanks to constant investments in its reach and performance, we keep enhancing this software-based network so that it can support these developments and stand the test of future innovations. We are in a position to do so because we engineer, deploy and maintain this infrastructure ourselves, notably because we are **a full-service subsea operator.**

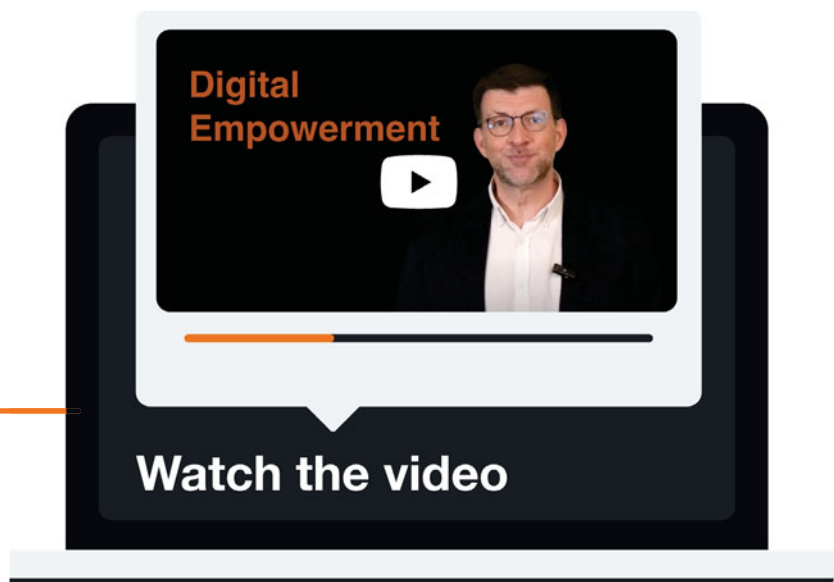
## Empowering our people

The other reason why we’re moving forward with confidence is that we trust in the expertise and dedication of our people. Our Europe team for example keep demonstrating on a daily basis why our customers rely on us as they bring them dependability, responsiveness and flexibility to build the solutions that take them a step ahead. We’re committed to **powering global connectivity by empowering our global staff**, no matter their gender, through such HR programs as Tandem.

This stands for just one concrete example of our many initiatives to develop the inclusiveness and responsibility in our operations. At Orange Wholesale, we decided to list and articulate them all in our Letter of Commitment on corporate social and environmental responsibility. Among other targets, this framework tells our stakeholders and partners exactly when, how, and by how much we will help Orange reach net zero carbon by 2040 – ten years before the industry.

More than ever, we remain true to Orange’s purpose: ensuring that digital services are well thought-out, made available and used in a more caring, inclusive, and sustainable way. As a trusted partner, we give everyone the keys to a responsible digital world.

**Emmanuel Rochas**  
**CEO**  
Orange Wholesale International



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# Beyond care: augmenting customer experience through digitalization

“Click”, Orange Wholesale’s customer digital interface, sets a new standard in our journey to Wholesale as a Platform. Reflecting the digitalization of our networks into a new customer interface with a host of new features, it goes beyond care functions to empower the least tech savvy users to achieve more.



**Jean-Marc Barraqué**  
VP and Head of Digital Transformation Program  
Orange Wholesale International

Our customer portal was built for and with our customers, keeping one promise in mind: allow any user an unprecedented level of control on their wholesale solutions through the simplest, most transparent possible experience.

## Reflecting the digitalization of our networks in our customer portal

As Jean-Marc Barraqué, VP and Head of Digital Transformation Program at Orange Wholesale International says: “Our operations are evolving thanks to digitalization. And we want to empower our customers with the flexibility we gain thanks to this digitalization”. For instance, Orange Wholesale’s digital network offering can rely on an unparalleled 50 SDN (Software Defined Networking) PoPs

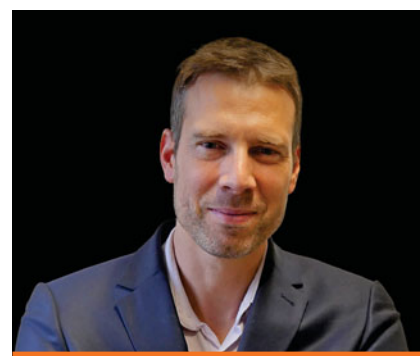
## Click Design your connectivity



worldwide, enabling **Wholesale-as-a-Platform ready solutions** such as IPT or EVPL online – and more to come! These PoPs make it possible to allocate new resources without any additional hardware and act as a true Telco Cloud.

The missing part on our journey to scalable, smooth digitalization was the user interface, which gives actual control on this power to all our users. “We want our customers to view our portal as more than a ‘first aid’ spot, available when they need help. We want to empower them to achieve more with effective digital tools, accessible from one single, user-friendly interface”, Guillaume Petillat, Digital Customer Experience Director elaborates. Secure direct connection management, performance monitoring, bandwidth allocation can now be implemented from the user portal.

This means that digital orderings of our CDN solution Media Delivery Boost, Cloud Connect or 5G signaling will be available right from the portal in the near future, enabling fully digital experience.



**Guillaume Petillat**  
Digital Customer Experience Director  
Orange Wholesale International

## Advanced offer management features

- ✔ Trouble ticketing right from the portal using a unique ticket number and follow-up resolution
- ✔ Network performance monitoring with immediate visibility on capacity and bandwidth
- ✔ QoS supervision with minute-by-minute insights and monthly reports for performance analysis
- ✔ Purchasing of select on-demand services directly online, 24/7
- ✔ Centralized invoicing access for streamlined financial management

This results in an impressive number of smart features related to offer management. And we made sure to improve administrative account management with a host of options.

But the most impressive benefit in terms of customer experience is that many of these features can now be accessed even without using our portal.

Thanks to **APIzation, EVPL online** and ticketing features, as well as **Content Delivery Boost's metrics visualization and purge** can be triggered right from the user's preferred interface. Major partners have already integrated Orange Wholesale's resources right inside their CPQ tools (Configure, Price, Quote).

### Improving experience based on customer feedbacks – for any user

These improvements and new features focusing on user experience were introduced after listening to our users themselves. And these users are more and more active as half of our customers now connect to the portal every month. Through different feedback collecting tools triggered continuously over the last years, both online and in person, we realized that two requests stood out.

Our users want more tools and more autonomy to manage their operations. That's why we strived to develop more online services, and to make them so simple to use that anyone without specific knowledge can operate them on a daily basis, intuitively and seamlessly.

“The introduction of Click illustrates what all surveys and customer

feedback show: building ways to the future. And this is what our digital transformation is all about. Our customers want more autonomy in their business and back-office activities, and innovation at their fingertips”, Jean-Marc Barraqué stresses. “We want to allow all of our customers' staff to seamlessly experience our portal, not only NOC (Network operations center) experts. We want sourcing people to be able to request connectivity quotations themselves, service managers to check if a specific route is available or not with the desired QoS, finance people to appreciate the competitiveness of our rates”, he adds.

Considering the concrete implications of such a popularization of our tools, we therefore introduced advanced account privilege management features. So that every customer can pilot his or her own, bespoke customer experience.

## User experience benefits



**Instant quotations**



**Complete autonomy with real-time feasibility checks**



**Commitment periods from just 1 day**



**Ultra-fast delivery in under 1 minute**



**Single entry point for change requests**



**Consolidated follow-up and history for efficient offer management**

# Orange Wholesale expands cloud connectivity with new Cloud Connect option

With Cloud Connect, Orange Wholesale proposes a new cloud connectivity solution as part of its EVPL (Ethernet Virtual Private Line) offering. This new option allows to establish a dedicated and private Layer 2 connection between data centers or customer premises and leading public cloud service providers. By bypassing the public internet, Orange Wholesale ensures higher performance and reliability for its customers.



**Juliette Morel**  
**Head of Ethernet Solutions**  
Orange Wholesale International

The adoption of public cloud services has been on the rise with more and more companies choosing to host their applications and data in the cloud. However, to fully leverage the benefits of these services, reliable and high-performance connectivity is essential. Companies need a robust network infrastructure to securely access their cloud resources, share data with employees and partners, and deliver an optimal user experience. Recognizing this need, Orange Wholesale has made cloud connectivity a top priority.

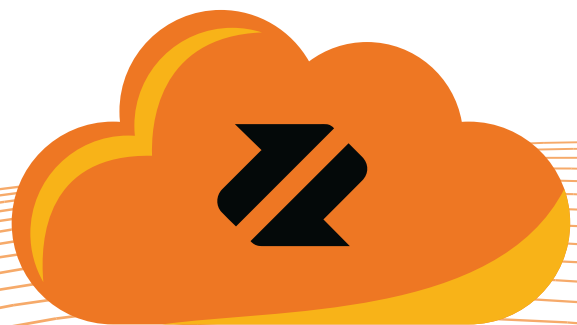
## Expanding the reach and capabilities of Orange Wholesale EVPL solution

Orange Wholesale recently enhanced its **cloud solutions portfolio** with the introduction of a new Cloud Connect option. This new feature leverages **Orange Wholesale's Ethernet Virtual Private Line offer** to connect customer premises or data centers directly to leading cloud service providers. With **Cloud Connect, Orange Wholesale's EVPL** delivers dedicated and private Layer 2 connections, ensuring end-to-end connectivity with 99.99% monthly availability and guaranteed bandwidth, all while bypassing the public internet. Juliette Morel, Head of Ethernet Solutions at **Orange Wholesale International**, emphasizes that Cloud Connect not only provides high-performance connectivity to the cloud but also simplifies the entire delivery process. "We take care of all the complexities, including seamless integration with the customer's selected cloud service."

## End-to-end connectivity and cost efficiency

One of the key advantages of Orange Wholesale's solution is its end-to-end connectivity, providing a seamless connection from enterprise sites to the cloud provider edge through the WAN (Wide Area Network) service of an international carrier. Additionally, by establishing direct interconnections between Orange Wholesale and cloud service providers, the solution optimizes customer's connecting port costs, resulting in cost efficiency.

Cloud Connect on EVPL empowers Orange Wholesale's customers with secure, reliable, and high-performance cloud connectivity, ensuring they can fully leverage the benefits of the cloud while maintaining peace of mind.



# Exclusive eSIM package leverages unique roaming footprint

As the use of eSIM is becoming increasingly popular among global mobile users, Orange Wholesale is leveraging its unique global network footprint to launch exclusive wholesale eSIM offers aimed at distributors and MVNOs worldwide.



**Aymeric Castelain**  
Manager Mobile Service  
Products & Offers Marketing  
Orange Wholesale International

The popularization of eSIM is the latest and clearest sign of the digitalization of mobile telecommunication solutions. Eliminating the need for a physical card to add any mobile communications plan, eSIM is viewed by many travelers as a practical, cost-effective alternative to expensive roaming fees charged by their home network operator. This global phenomenon has led analysts to forecast that eSIM will represent 25% of the global roaming market by 2028.

## The negotiating might of a roaming wholesale leader

As a true industry-centric wholesaler, relying on Orange's unique global network of roaming agreements and pioneering expertise of eSIM technology, Orange Wholesale has

decided to tackle this market and launch exclusive eSIM offers. Orange Welcome Travelers is the wholesale package sold to eSIM plan distributors worldwide, connecting their users with the world. "We're selling eSIM distributors our capacity as wholesale market leaders to negotiate extremely competitive roaming rates, leveraging our network and our position in the countries most visited by tourists, such as France and Spain. We provide them with the network and technical framework which allow roaming to work on their plans", Aymeric Castelain, Manager Mobile Services Products & Offers Marketing at Orange Wholesale International explains.

## eSIM solutions for light and full MVNOs

Orange Welcome Travelers is a wholesale rendition of the widely successful **Orange Travel-branded business and consumer eSIM offer**, another **Orange Wholesale roaming solution**, which is itself based on Orange Wholesale's MVNO light offer. The eSIM is viewed as a different enabler to access **Orange Wholesale's enormous footprint** of high-quality routes, with users recognized by the network as Orange customers.

"Backed by over a decade of experience, we've developed a wide range of technical solutions around our MVNO light offer, like

tailored data plans, seamless integration with mobile apps etc. Our solution provides flexibility for operators without their own network core. Roaming Sponsor also supports eSIM technology, allowing players with a core network to jump in this exciting eSIM travel market", Pierre Cussac, Marketing Manager Strategy and Global Mobile Solutions Department, Orange Wholesale France commented.



**Pierre Cussac**  
Marketing Manager Strategy  
and Global Mobile Solutions  
Orange Wholesale France

# Empowering talents break the glass ceiling with the Tandem program

As part of its Corporate Social Responsibility commitments, Orange Wholesale actively supports the fulfilment of all potentials within the organization. Every year, the Tandem mentoring program helps dozens of talented staff break the glass ceiling with an advanced mixture of individual mentoring, peer trainings and group exercises. As the 2024 edition kicks-off, sponsored by **Orange Wholesale International's CEO Emmanuel Rochas**, results of the 2023 program show rising satisfaction from all involved parties.

The 2023 edition of the Tandem mentoring program empowered a **great diversity of women all across Orange Wholesale**, helping them expand their careers and embrace new levels of seniority or skillsets. More than a simple mentoring program, Tandem works as a real community as it involves careful matchmaking to create effective mentoring couples, group sessions to dig deep on common concerns and year-long follow-up by the organizing team, as well as sponsoring by prominent executives to help spread the word.

## Tandem program: more than a mentoring program

- One-on-one meetings for the mentee/mentor couples with complete confidentiality guaranteed, allowing mentees to receive guidance on how to overcome their most personal difficulties,
- Small group sessions for mentees to share experiences, challenges, tips and boost networking,
- Large group behavioral trainings with guest experts.

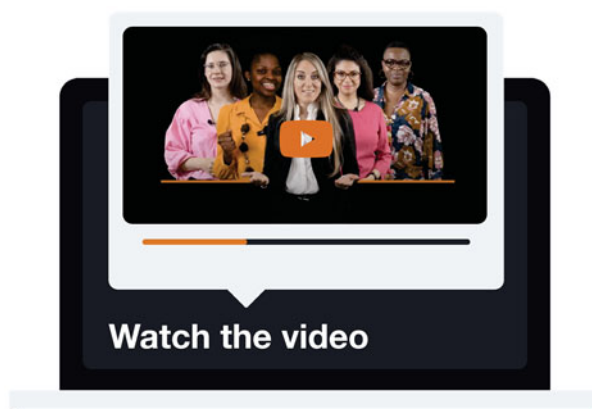
### More satisfaction, more participants

A poll conducted with all participants of the 2023 edition of the Tandem mentoring program showed clearly encouraging results:

- The mentoring and personal development aspect was rated 4.3 on a satisfaction scale of 5.
- Overall satisfaction about mentors was rated 8.5 on a scale of 10.
- 85% respondents met with the mentor at least 6 times.
- Only 3 mentor/mentee pairings out of 60 were reshuffled at the request of either of the two participants, validating our matchmaking skills.

Benefits were clearly praised by the mentees in open-ended verbatim, as 93% respondents declared a significant career development, 64% a boost in self-confidence, and 36% a valuable networking experience – with some declaring more than one of these benefits. Another unequivocal result is that 46% more applications were processed for the 2024 edition of Tandem, which will involve 60 mentor/mentee pairings.

Alongside with our other initiatives on inclusiveness, the Tandem program clearly helps Orange Wholesale reach its 2025 feminization rate targets in tech (25%) and management teams of (35%).





# Orange Wholesale's CEO signs Letter of Commitment on CSR

Orange Wholesale's CEO Michaël Trabbia has signed a Letter of Commitment on CSR. With concrete guidelines on all components of Corporate Social and Environmental Responsibility, this endeavor provides a clear roadmap about how, when and by how much all lines of business within Orange Wholesale team up to help Orange reach net-zero carbon by 2040.

As the world's **leading wholesale connectivity provider, Orange Wholesale** makes it clear through its letter of commitment on CSR how it will be leveraging the assets of all lines of business to foster positive change in our industry through innovation.

## Scaling on all four scopes for greenhouse gas reduction

Regarding greenhouse gas emissions, we're already playing our part to help Orange reach net zero ten years before the industry by acting on our solutions and network. Our carbon calculator is available since 2021 for all our fixed-line solutions customers. In 2024, we extended it to all our connectivity, housing and backbone portfolio and introduced our activity-induced carbon emission model. In 2025, we will be eco-designing all our products.

Regarding **our global network infrastructure**, the letter already

explains how our footprint makes existing initiatives scaling massively:

- **on scope 1**, when we make our PoPs, CDN and cables more energy-efficient by 12%, 25% and 4,000% respectively, we're talking about 800 PoPs, 200 CDN PoPs and 450,000 km of cables. With green electricity to power our berthed cable ships, we're considering 15% of the world's fleet.
- **on scope 2**, we rely on the Group's massive investments like Corporate Power Purchase Agreements to source 75% of our needs from renewables.
- **on scope 3**, we're collecting millions of internet set-top boxes for recycling and investing in 2024 15% of our IT & Networks capex in refurbished – figure is set to reach 25% in 2025.
- **on scope 4**, we rely on mutualization to achieve such targets as saving 21,000 tons of CO<sub>2</sub> emissions, increasing the tenancy ratio of **our mobile towers** to 1.5 by 2026.

## Tackling all Corporate Social Responsibility challenges

In addition to the **environmental sustainability of our operations**, the letter of commitment covers all aspects of CSR, with specific provisions and action plans related to:

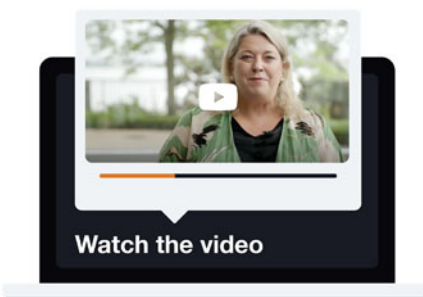
- ✔ Ensuring the resilience of our networks to face geo-political and economic risks, alongside climate change,
- ✔ Anticipating climate change to prepare the future of Orange Wholesale with regards to service continuity and supply chain management,
- ✔ Keeping our exemplarity regarding ethics and compliance as a trusted partner with a focus on due diligence, antitrust, data security and privacy,
- ✔ **Promoting diversity and equality in the workplace** as well as health, safety and security.



**Michaël Trabbia**, CEO, signs Orange Wholesale's Letter of Commitment on CSR, with **Séverine Legrix de La Salle** (VP CSR and Communication)

# “ It’s key to have our relationship with customers developed across the board ”

Historically based in Paris and London, the Europe Sales team is now represented by 30 people located in the UK, France, the Netherlands, Germany, Switzerland, Poland, Slovakia and Morocco, taking care of over 300 customers in the whole continent and beyond. This success was made possible by continuous improvements over the last 20 years to be ever closer to our customers and their needs – as evidenced by the frantic activity of the team in trade shows and on social media.



**Caroline Varley**  
Regional Sales VP Europe - London  
Orange Wholesale International

“ There’s always someone who has something actionable to share. This is why we’re the best sales team ”

## Why do our customers choose us?

We offer competitive prices, we can deliver quickly, we are very flexible to pertain to specific needs through bespoke solutions. And the quality is bar none. Orange operates for several MNOs across Europe, so when we're serving our customers, we know exactly what they need because we needed it ourselves, within the Orange group. We understand the full picture because we experience the same as our customers as a global company, so we're fully adaptive to the market.

## What are the key assets of the Europe sales team?

Our team is really a constructive one: we're a strong, closely integrated team. The thing I love is the diversity in the approaches to selling, making

the same achievements in the end but through different ways. Some people have strong technical skills, some people have phenomenal networks and close customer relations, but really the success of the team is pulling on all of those skills together and sharing experiences. It goes beyond the borders of the Europe team, as I often ask colleagues in Asia or America “Have you had this experience? Have you had this situation?”. And there’s always someone who has something actionable to share. This is why we're **the best sales team.**

## As the team leader, are you still in touch with customers directly?

I still interface with customers directly. Everyone does, from top to bottom. Your strongest asset is

your relationship to your customers, so it's key to have that relationship developed across the board. My role is about keeping all the plates spinning. It's to ease our customers along their journey, really.

## What has the introduction of Orange Wholesale changed for your day-to-day job?

It had a significant impact and sent a powerful message. It demonstrates Orange's strong belief in the wholesale sector and our commitment to innovation for the benefit of the market. This approach showcases our customer-centric focus as we are driven by the needs of our customers. Customers understand that message.



**Charles Davies**  
**Business Development**  
**Manager – London**  
Orange Wholesale International

“ I think people are surprised how much we do outside of Europe ”

I think people are surprised how much we do outside of Europe. Having a global Sales team is also beneficial. We have a **US Sales team** member based in the UK, so when clients are looking to move into America I can liaise with him so as to tell them what they can and can't do. It also works with Asia for example, **sharing what we can do with customers in Europe moving into Asia and vice-versa.**

“ Being good at this job for our customers today is not about being there digitally or physically. It's both. ”

Traveling and meeting customers in person sets Orange Wholesale apart as a stable and reliable partner, present and accessible. Being physically available to address questions, needs, and find solutions makes a significant difference. I also like to be active on social media. Being good at this job for our customers today is not about being there digitally or physically. It's both.



**Betina Pavlova**  
**European Sales Director**  
**Data – Bratislava**  
Orange Wholesale International

“ Our customers know that we know what we're doing ”

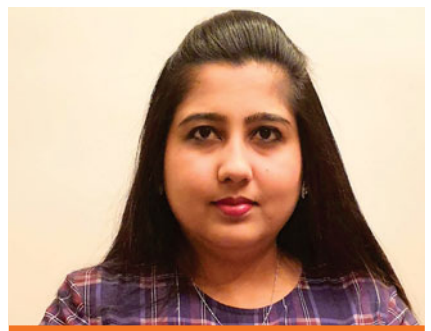
Our customers really do enjoy that we have dedicated wholesale experts. And they appreciate that this expertise extends to an extremely wide range of solutions. They know that we know what we're doing. When they need us to be creative and to innovate, we can be proactive, propose attractive pricing and deploy solutions quickly.



**Jérémie Ben Kemoun**  
**European Sales Director Data**  
**& Mobile services – Paris**  
Orange Wholesale International

“ A lot of teams would not be capable of such quick changes in response to evolving customer needs ”

Our CEO and top management are very open to participating in transforming when it is needed in terms of delivering customer needs, which are evolving all the time. If a customer needs not this but that for the next month, we will try our best to just evolve with that need and we will just carry on, whereas a lot of other teams would not probably be capable of such quick change.



**Nausheen Virani,**  
**International Carrier Sales**  
**Manager - London**  
Orange Wholesale International

# Orange Wholesale receives industry accolades

Orange Wholesale has once again been recognized for its outstanding contributions to the carrier industry thanks to its commitment to innovation, digital transformation and customer satisfaction.

## A year full of awards

At the CC-Global Awards 2024, **Orange Wholesale was honored with multiple accolades** including Best Global Operator of the Year, Best Global Network and the **Telecom Sustainability Award**, acknowledged by a panel of independent telecom analysts and experts from the wholesale community. These achievements underscore the company's dedication to excellence and innovation as well as its role in driving digital transformation within the telecommunications sector.



## A leader recognized for his achievements

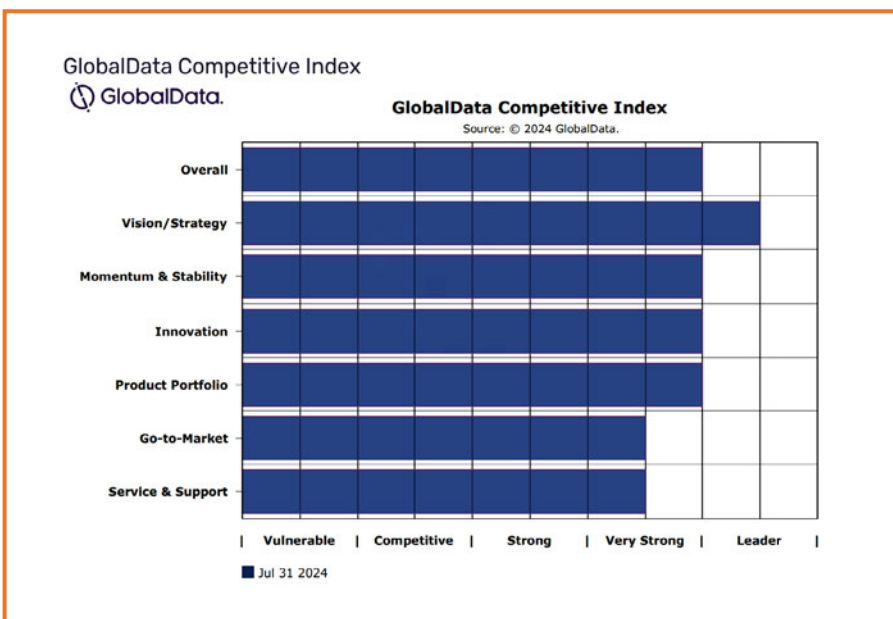
Michael Trabbia's leadership was also celebrated as he was named CEO of the Year and featured in the esteemed 2024 Power 100 Capacity list. His instrumental role in integrating all components of Orange Wholesale under the same umbrella has contributed to the company's remarkable milestones and its position as a key player in the carrier industry.



## Our work recognized by the analysts

However, there is no successful business without extraordinary sales teams. **Orange Wholesale's sales teams were recognized for their exceptional work by ATLANTIC-ACM**, receiving the Global Wholesale Service Provider Excellence Award.

Furthermore, GlobalData consistently assessed Orange Wholesale as a "Very Strong" player in all categories and as "Leader" in Vision and Strategy in its 2024 company assessment edition. These accolades serve as a testament to the company's unwavering dedication to providing cutting-edge solutions and services to its customers reinforcing our position as a trusted partner in the carrier industry.



Orange Wholesale as "a very strong player" in "vision and strategy"

# Orange Wholesale: a full-service, sustainable subsea operator

The rise of Orange Wholesale introduced an end-to-end service operator to the subsea operations scene, extending and safeguarding global connectivity under the seven seas significantly with sustainability in mind.

Orange Wholesale was formed to provide complete subsea services from system design to surveying, cable laying, repairing and collecting, with a true industry-centric approach. Enjoying one of the biggest global submarine footprints and diversified redundancy options as well as our own cable ship fleet and roots in century-old expertise, we are powering and repowering global subsea connectivity.

Involved with **over 450,000 km of subsea cables**, Orange Wholesale as a subsea operator combines the forces of several businesses enjoying universal reputation for their quality of service, so that no territory remains blacked out:

- **Orange Marine**, which lays, fixes and recovers submarine cables worldwide with its fleet of 6 cable ships based in 4 home ports,
- **Orange Wholesale International**, which provides the connectivity services that run through these cables,
- Orange International Networks, which engineers the telecommunication solutions of the future and deals with global traffic management, rerouting data streams to provide recovery solutions whenever an outage occurs.




## Laying, fixing, recovering cables for the whole industry


Since its formal constitution, Orange Wholesale already made a stand as a leading subsea operator as it:

- Transported **800 Gigabits of data traffic per wavelength across the Atlantic** in partnership with Nokia on Orange's Dunant cable, extending the capacity transmitted and optimizing spectral efficiency on existing infrastructure,
- Inaugurated the Sophie Germain, a **cable ship bringing more sustainable operations** to the global subsea scene, emitting 20% less CO2 and 80% less NO than comparable vessels,
- Deployed over 12,000 km of new cables as pure wholesalers with ANJANA for Meta, T3 for Mauritius Telecom and Piano Isole Minori for Infratel,
- Laid another 4,000 km on which we sell capacity with Deep Blue One and Arimao,
- Opened new routes with other major cables like AMITIE and 2Africa,
- Developed new projects like Celia, PISCES, Via Tunisia and SEA-ME-WE-6,
- Spent a record 900 days in maintenance operations, fixing systems off the coasts of Kenya and Congo in August 2023 and Côte d'Ivoire in March 2024.

All these operations were led with an acute concern for environmental sustainability.

Our missions are to channel ever more capacity into existing cable systems to further amortize their carbon footprint, fix cables whenever possible, recover phased-out systems both in international waters and on the shore-end, and replace these using the cleanest possible cable ships and drilling techniques to install new ones.

 **1,000**  
multi-service  
PoPs

 **5,000**  
satellite antennas using  
25 ground segment  
locations

**450,000**  
kilometers of  
submarine  
cables

**45,000**  
kilometers  
of terrestrial  
cables

**49,1**  
million connections  
(FFTH) deployed  
worldwide

**6**   
cable ships



**Orange Wholesale**