

**International  
Carriers**



**Here  
for you**

# **Focus**

**Magazine #3**

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# Here for you: the Orange customer spirit



**Emmanuel Rochas**  
CEO, International Carriers,  
Orange

We are increasing the level of automation in our processes, networks and IT to bring you “peace of mind” and to meet your needs in a fast evolving environment.

At Orange, everything we do starts and ends with you, our customer. We place you at the centre of actions and we bring you the key elements that are essential for you and for your own customers. We bring you a comprehensive and diversified set of solutions, high quality global reach, leading edge cybersecurity tools, R&D programmes to accelerate innovation, and visionary digital foresight. In turn, we leverage the power, culture and future vision of the Orange Group, to support your future growth.

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## Your challenges are our challenges

Our first priority is to implement “customer centricity” within every aspect of our business. This means that your challenges become our challenges, and that we mobilise all our assets to help you address each one successfully. We stay in tune with you at all times through our design thinking approach, so we can create the new components to closely mirror your needs. And we empower our teams so that they can better support you and your business.

# Challenge

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# Confidence



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## We bring you peace of mind

Our evolving [customer service pledge](#) and our newly launched [3-tier bespoke business model](#) are a result of this new way of working. This customer spirit is thriving in our local sales and [support teams](#) who are based in 17 countries around the world. They play a vital role with personalised support, right from the moment you contact us, through delivery of your order and all along the lifecycle of your [Orange solutions](#).

We focus on enabling fluid customer interactions through a new digital platform to provide detailed business information and [online purchase](#) options. For instance our new website allows you to order your [Ethernet links](#) online in real-time. The recent launch of a similar value proposition called "[IP Transit Online](#)" represents our latest step towards easier digital interactions with you.

And we are continually extending [our network](#) reach and the diversity of our solutions to support all aspects of your growth. Our extensive plan for expansion of our submarine cables, backbone as well as IP and Content PoPs in Europe, Asia, the Middle East and Africa is an illustration of our commitment to providing you with one of the highest quality reaches you will find on the market. This global connectivity is the foundation of our 360° solutions portfolio, which can empower your end-to-end needs in terms of [voice](#), [messaging](#), connectivity, [bandwidth](#), [content](#), [security and anti-fraud](#).

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## We accompany you to a smarter future

But, more significantly, we want to be your partner to future-proof your business. R&D and innovation have always been in the Orange DNA and we strive to promote this within our wholesale activities. We are working to enable new capabilities around [outsourcing of voice](#), SMS and roaming management, enhanced and on-demand connectivity, as well as mobile services supporting [5G](#) and Internet of Things.

We are mindful that the increasingly complex nature of our industry makes it crucial to create strong partnerships. These partnerships must not only be made with vendors and other innovative service providers, but also with you, to make "customer intimacy" our reality. All this is possible only thanks to our flexible, intelligent, and committed teams that are able to collaborate and support you seamlessly within the new virtual workplace. Our rapid reaction to the COVID-19 challenge is a tribute to the resiliency of our people, who are working to empower your success in this increasingly volatile world.

# The “New Normal” effect

There is no doubt about it, the last few months have forced our society into a complete reset. It has transformed the way we live, work and interact with the world in general. This will leave an indelible mark on each of our businesses. With telecom operators and carriers being the cornerstone of the digital lifestyle, it is vital that they adapt quickly as the new reality sets in. There is no way around it, as the “New normal” will be to continually getting used to “New Normals”!

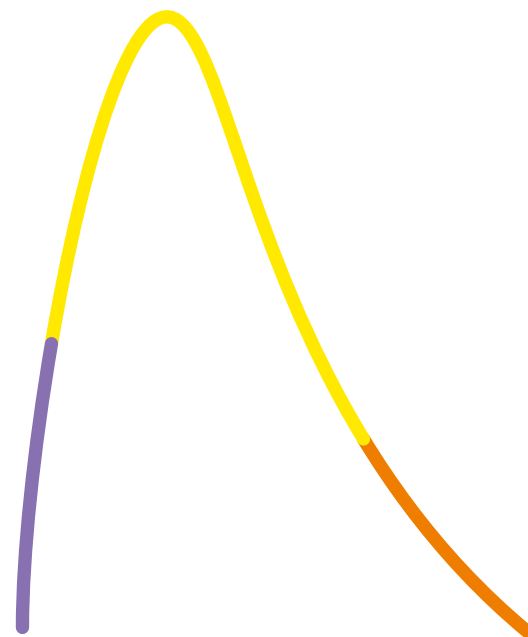
## Challenge #1: Volatility

What the last few months have shown us is that resilience, agility and flexibility are not only “nice to have” anymore, but rather they are “must have” capabilities. Customers expect their communication tools to enable them to continue to thrive in chaos. Change is upon us and we must be ready for it. The uses of digital technology are evolving in step with the daily lives of individuals in both B2C and in B2B. This means the telecom

solutions of today and tomorrow must embrace fluidity and be able to evolve on a daily or even hourly basis. It also means that customers are increasingly looking to control their own experience in real-time, so that their communication tools reflect their rapidly changing needs. It is clear that we now live in a world that is increasingly volatile, where customer control is key to their experience.

## Challenge #2: Money

With significant volatility comes added pressure on revenue and cost across the board. Telecoms, like many industries, have been impacted of course, and many operators are already streamlining their organisations and looking for ways to rapidly increase efficiency and restore profitability, this through automation, virtualisation and digitalisation. Organisations are also seeking to evolve their business models to enhance fluidity, simplicity and enable efficient end-to-end partnerships throughout the new telecom ecosystem.



# Challenges



## Challenge #3: Virtual workforce

We now live in a world that is increasingly virtual. Working from home is now the norm and this new reality is probably here to stay. Going forward, large corporations are planning to move much of their workforce to home-based type work, at least a few days a week. This is having a significant impact on enterprises' requirements in enabling their employees to communicate, not only amongst themselves, but more importantly with their suppliers, customers and partners. Digital technology complements human interaction to make this more fluid, so a growing amount of communication takes place online through app-based solutions. The challenge here is to achieve this while keeping the quality,

reliability and security that enterprises require at all times, giving employees a comparable work experience, both at home or at the office. Connectivity at all times and everywhere has become more important than ever. Also, digital solutions such as [blockchain](#) for example, will be critical to enable optimal efficiency. This ensures reliability of transactions, creates transparency between actors and speeds up the process, all of which are vital to ensuring smooth virtual cooperation between the different stakeholders.

## Challenge #4: Virtual Business development

The 360-degree virtualisation of our world not only impacts how we communicate and work, but also how we grow our businesses. Digital enables fast management and 24/7 availability, freeing us from time zone issues and, as it will be a while before we jump on a plane to visit new or existing customers at the drop of a hat, business development has to take advantage of it and will probably never be the same again. Companies in all sectors are looking for virtual solutions that will enable them to address new markets or segments from the comfort of their own office or homes. And this may be the greatest challenge of all.

# Digital



# Looking after your digital needs

## The digital watershed moment



**Jean-Marc Barraqué**  
"Connectivity.com" Project Director,  
International Carriers, Orange

Our current watershed moment has in some way propelled digital transformation to the forefront of everyone's strategic agenda, in what is fast becoming a digital world. Increasingly, digital solutions complement human interventions, by streamlining administration tasks, information checks, and enabling automated requests for products for example. Consequently, the winners of 2020 and beyond will be the ones who embrace the paradigm change to move towards digital communication platforms and help customers address the big transformation. Success in becoming a digital communication platform champion will involve a 360-degree commitment to the customer's digital lifecycle.

### **f** The Orange approach

For several years already, International Carriers has provided its customers with an **exclusive digital space** to keep in touch directly and instantly. One of the main existing features is of course invoicing, and customers can already consult documents, collect bills and track them historically in their reserved digital space. Monitoring and reporting facilities are also available on many of our services, and these allow customers to make fact-based decisions using accurate, up-to-date information.

Customers can also enjoy online trouble ticketing, now completely redesigned to make it easier to open a ticket and declare an incident. We are also adding new modules to customers' digital space to order services with an intuitive customer journey. This increases the speed and efficiency of service delivery, such as on **Ethernet Virtual Private Line** and **IP Transit**. And, to help customers organise their daily activity we notify them as soon as new information is published in their digital space.

To continue enhancing our services, we will be pleased to gather all feedback in order to better serve you!"

# Securing your connectivity for peace mind

For peace of mind when using a network, trust is essential, but a great many of the actions needed to ensure that trust is established, happen transparently. Whether it's for your own business, or for your customers' business, security is a vital component. So let's have a look behind the scenes to see what makes Orange your trusted partner.

Our approach is to systematically integrate [security](#) into Orange networks and services: from the design phase right throughout the life cycle duration. To achieve this, our teams work diligently, using tools that are carefully chosen and methodically tested.

Risk analysis is the first step, followed by identification of the security measures needed to counteract these risks. After that, specialist teams of experts are assigned to the creation of the necessary architecture and services to protect against potential risks. And finally, we include a checking phase to determine whether these solutions will be effective when operational.

During the operational phase, we rely on four Service Operation Centres (SOCs) around the globe dedicated to achieving and maintaining an essential level of maximum control.

These SOC's continuously monitor the security of networks and services. They constitute genuine control towers for transmission, voice, mobile roaming and messaging services that are operational 24/7. Their mission is to provide you with an unrivalled customer experience and, thanks to the monitoring of more than 8,000 links, they are capable of remote and on-site intervention at any time. In addition, Orange runs a Computer Emergency Response Team (CERT) that specialises in the investigation and management of security incidents.

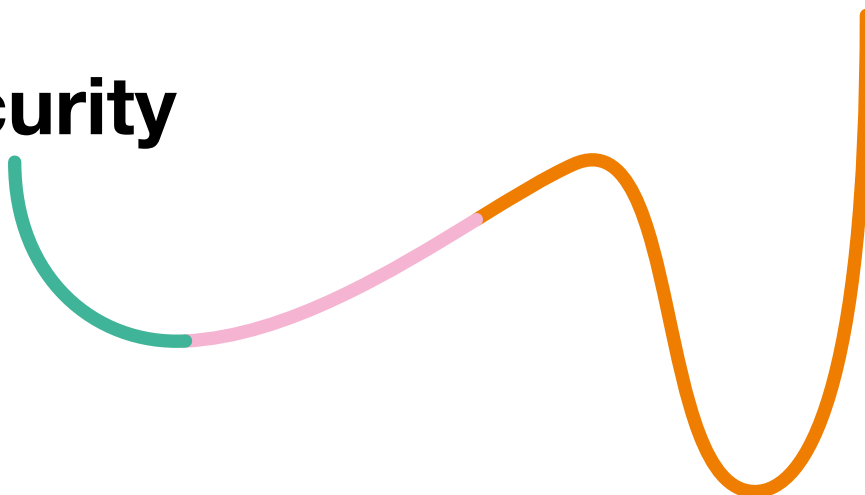
And finally, Orange ensures regular audits on its own infrastructure. Continuous, automated scanning is reinforced by periodic in-depth security tests on critical components and services. These audits are carried out by independent providers in order to guarantee a complete separation of roles and responsibilities.

We believe it's vital that we do everything in our power to earn your trust, and this approach ensures the robustness of Orange [networks](#) and services. Your confidence in us is paramount, so it's important that we achieve the level of performance you expect.



## Reliability

## Security

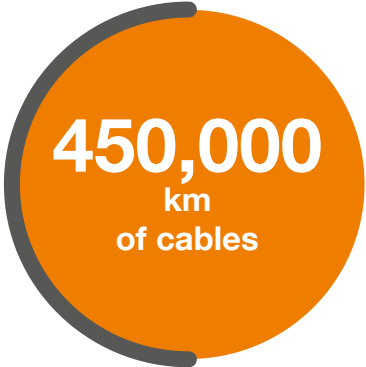


# Optimising our network for effective worldwide service

## Increasing transatlantic submarine capacity with the Dunant cable

Demand for high speed connectivity and low latency is catapulting, so we are accelerating the rhythm of submarine cable deployment across all geographies in order to meet your challenges. Orange has one of the most extensive subsea cable infrastructures in the world.

We are now operating a major additional connection between North America and Europe. The 6,600km [Dunant submarine cable](#) is a record breaker due to its 250Tbps transatlantic speeds, to facilitate traffic flow on this major route. You can now benefit from very high capacity end-to-end services and network redundancy.



450,000  
km  
of cables

## Strengthening our presence with 450+ PoPs\* worldwide

We are also accelerating our PoP deployment across the world to get closer to you, to improve services and to boost the end-user experience. So far, in 2020, we have seen busy launch calendar for many new ones in Europe, Africa, Middle East and Asia.

\*This includes IP Transit/EVPL, CDN, IPX, Voice and IPL




New PoPs in:  
Austria, Bulgaria,  
Czech Republic, Hong  
Kong, Hungary, Italy,  
Russia, Singapore,  
Spain, United Arab  
Emirates

## Connecting 8 countries in West Africa with Djoliba

[Djoliba](#) provides secured, point-to-point links and connects to the Orange worldwide network. It is the only regional network able to provide seamless connectivity, unequalled lead time for deployment and superior Quality of Service. Djoliba enables local content delivery, through interconnections to the [Orange CDN](#), and offers operators an affordable way to reach West African countries from a single point.

Through retail, B2B, wholesale operations and regional affiliates in West Africa, Orange owns 20,000km of terrestrial fibre, of which 10,000km is used for Djoliba.



Connecting  
Abidjan,  
Dakar, Bamako,  
Ouagadougou, Lagos,  
Accra, Conakry and  
Monrovia

Award winner



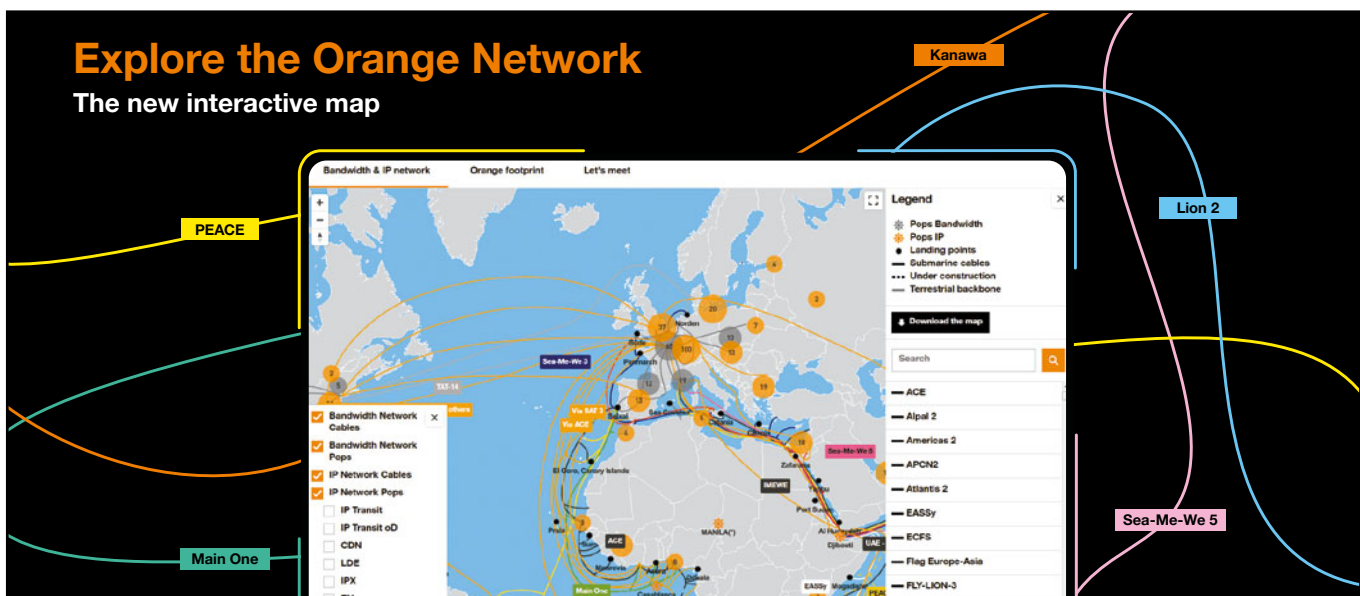
# Making the right digital connections at a glance

We invite you to explore our newly updated [online network map](#). Modified and refreshed for your convenience, it is a user-friendly tool providing an overview of our expanding global connectivity including the roll-out of additional PoPs and extensions to land-based connections and new undersea cable routes.

This new service has been conceived to bring you instant visibility of your network options in order to support your connectivity choices. It is part of Orange plans to put customers at the heart of an enhanced digital experience and propose automation wherever possible for a simplified customer journey

Simply select your criteria and a route map will be generated automatically using the filters you have chosen. Additionally, you may wish to download and print it or consult a worldwide list of Orange PoPs that is also available.

Discover our network



# Changing the game with real-time purchase and delivery of point-to-point connectivity

Digital transformation is offering huge potential for redefining and improving your experience for the best traditional and digital services, and [Orange IP Transit Online](#) epitomises this at every step of your journey.

It is an industry innovation that simplifies the end-to-end ordering process into just a few clicks online. New IP transit connections or upgrades of existing ones can be ordered and delivered using an intuitive digital platform available 24/7 with automated processes that reduce delivery times. You can also create tickets on your own space, which will be directly identified and addressed swiftly by our Customer Support centre.

Orange IP Transit Online offers you full autonomy to generate quotations, create orders and sign contracts. Our new web-based tool brings you greater control of your service, including technical feasibility checks, and real-time monitoring of service quality.

Award winner

# An evolving Service Pledge to better support you

Today, choosing Orange is not only about our products but, as a customer, it's also about the quality of your experience with us. Launched in 2019, the Orange Service Pledge is already in place as our guarantee that Orange is delivering your key expectations: service delivery, customer care, service management and billing.

**In 2020, our customers' expectations have not changed but with the recent crisis, they have intensified**



**Etienne Bauche**  
VP, Customer Services & Sales Operations,  
International Carriers, Orange

You expect us to be more reactive when you contact us, whether it's for a commercial request or to open an incident or maybe even to file a fraud-related claim. You also expect more visibility on your requests: how long before Orange starts working on my case? When will my services be repaired or when will they be operational? At Orange, we always look to enhance our service and continue to improve your experience.

- In our teams outside France, during 2020 we doubled our workforce for implementing our solutions and delivering our Service Management functions.
- We introduced new tools and a new process to be quicker in the analysis of incidents. Today, for 50% of all incidents, we deliver the first real feedback in less than 2 hours and this rate is set to improve by the end of the year.
- We have reached a significant milestone, with 90% of major incidents resolved within 12 hours, compared with 24 hours in 2019 .
- We significantly improved service provisioning, with an average reduction of 11 days for each order delivered compared to 2019

But that's not all! A great experience doesn't just start with a contract signature or an order form. For those of you who are not yet Orange customers, you can be sure that we also commit to replying within 3 days for all business-related enquiries submitted through our website.

Check in again next year for more news on the



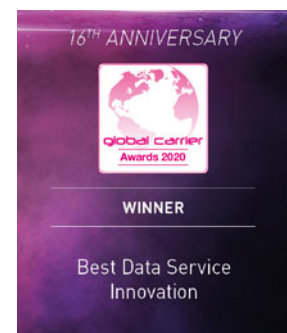
# Awards success

## Staying in front, thanks to major industry awards

2020 has been a very successful year overall, with **major industry awards** wins this year. In honouring Orange, judges have praised us for continuing excellence in today's challenging marketplace.

This recognises our pioneering position in the global wholesale ecosystem and our innovative approach to carrier industry activities. It also acknowledges our improved customer service, enhanced connectivity and optimised security solutions.

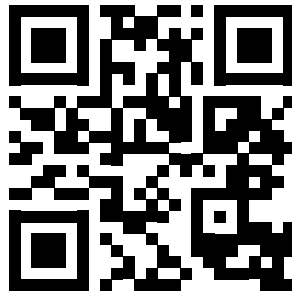
It is further proof that Orange is a trustworthy, dynamic and flexible wholesale player, entirely dedicated to you, to your customers, and to the future of the industry.



Trust

Recognition

## International Carriers



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<https://twitter.com/OrangeC>



[https://www.linkedin.com/  
company/orange/life/internationalcarriers/](https://www.linkedin.com/company/orange/life/internationalcarriers/)

**Wholesale &  
International  
Networks**