


A photograph of two people shaking hands in a business setting. The person on the left is wearing a dark suit jacket, and the person on the right is wearing a dark blazer over a light-colored shirt. The background is blurred, showing warm bokeh lights.

**Business
Match**

Focus

Two thick, rounded lines. The top one is light blue and the bottom one is orange. Both lines start with a hook on the left and end with a hook on the right, positioned above the magazine title.

May, 2022

Magazine #8

Orange International your perfect match



Emmanuel Rochas
CEO
Orange International Carriers

The importance of tailoring solutions to match our customers' evolving business expectations is something we take very seriously at Orange International Carriers, as we are convinced that it is central to your long-term success. So much so that we have made “business match” one of our key strategic drivers, building our solutions to enable this new way of creating value.

A perfect business match is a complete and multifaceted endeavor. It must fulfill your overall requirements relating to trust and **security**, reach, **portfolio**, **digitalization**, **support** and intelligent tools now and into the future. No operator is the same, as each one of them tackles different markets, challenges and realities, which results in varied sets of expectations and requirements.

Creating a 360° business match

You are looking for a full-service partner you can trust and that can offer you **secure solutions** in order to expand your business and that of your customers even further. Orange is one of the leaders in this field with a **25-year track record in information security**, offering a mix of experts, technologies and processes to design the cybersecurity services that support you throughout the entire threat lifecycle.

Then, of course, we understand that you want a partner that provides you with a depth of reach and a service portfolio, which are adapted to your size, the market and locations where you operate, and the types of customers you serve. Our 3-level value proposition (Essential,

Dynamic and Intense), our evolving multi-service packages and **our intelligent network bringing you connectivity** anytime, anywhere, on any device, achieve just that.

Going one step further, we have rolled out digital tools such as our **eCare platform** and **online ordering portal**, which help match your needs, your time for a digital interaction, so that self-serve is at your fingertips. We continue to nurture personalized human interactions and support, through our **20 local offices on 4 continents**, which makes us global with a local touch. Last but not least, we can **meet in person at most international and regional wholesale events**.

Carriers:

Connecting with a solid and long-lasting partner

Furthermore, we can help you match your own customers' expectations. Through our daily interaction with our [26 Orange retail affiliates and 266 million end-users](#), we have a deep understanding of the challenges you face in your respective retail markets, and the complex reality of addressing today's end customers. We can therefore capitalize on that to help you create value for your own customers, as a true partner would. We are one of a handful of carriers able to truly innovate to match future expectations, as we benefit from [Orange's 5,000 research power resources and yearly R&D spending of €643 million](#). We can also tap into our innovations around banking, AI and the upcoming meta-world to help us deploy the technology, solutions, and tools of the future.

Ultimately, Orange is a committed business partner actively promoting a [corporate social responsibility](#) policy to answer your customers' growing expectations for a smart, secure and sustainable world.

At the end of the day, we must be doing something right, as [90% of our customers say that they would recommend us](#). So, the perfect association may not exist, but the perfect business match definitely does - between you and Orange International Carriers.



Partner

Expectations

Matching your business expectations with the Orange Value Offer

Interview



Jean-Bernard Willem
Senior Vice President,
Marketing and Business
Development,
Orange International Carriers

Tell me more about the Orange Value Offer. How does it enhance your customers' experience?

Throughout 2020 and 2021, we completely restructured and simplified our **portfolio of solutions** so that it reflects the specific requirements of each customer segment we address. Our objective was also to transform our offers so that they could be easily promoted using our digital platform, while providing stable pricing and a single interface. This evolution embraces our overall portfolio of services such as **voice, roaming and messaging (A2P)**, as well as **IP Transit, IPL, EVPL and CDN**.

Our offers are now arranged into 3 distinct levels: Essential, which is the best of Orange at the best price. Dynamic, which offers our customers high quality services and support. Finally, the third level called Intense, which is dedicated to customers who require 'la crème de la crème' in a single package, reinforced by our highest level of security. Whether to address **Phishing, SIMbox** and fraud, or to benefit from our advanced firewall and **DDoS management solutions**.

This customer-centric portfolio evolution was really well received by our customers and prospects, and is a game changer in today's wholesale business.

What else are you planning in order to better match your customers' expectations?

Alongside this, we developed a better understanding of our customers' lifetime value. This brought to light the huge growth potential of better addressing their multiple requirements. We are therefore in the midst of creating a customer data factory so that we are in a position to anticipate and proactively address their needs.

Through this, we found that there is a growing demand for the creation of tailored multi-service packages. For example, content providers require both connectivity and SMS services, while some mobile operators are looking to outsource their voice, roaming and SMS business.



Listening

Responding

Consequently, last year we launched two special offers. The first one is a **voice and roaming package dedicated to smaller African mobile operators**. The objective here is to help them address the specific prerequisites of the Smart Africa regulation.

The second package is a **360° Check-Up for security**. This enables operators to audit their Voice, SMS and security risks at a very competitive price. The result aims at providing a consolidated report, highlighting the identified weaknesses and giving a full set of associated recommendations to better address these risks and optimize revenue.

How is Orange connecting with future requirements?

Going forward, we aim to continually readjust our Orange Value Offer to ensure a smooth customer management lifecycle. We constantly tweak and enrich our business proposal by adding new features or removing the ones that are no longer valuable. For example, in order to reflect our customers' changing reality, we recently included new security solutions, as well as different pricing structures.

We will also work on building solutions for **specific customer segments** relying on our current portfolio, which makes it much easier, faster and cost efficient. We can then create tailor-made offerings using different blocks of features or solutions. Last but not least, we will continue to develop our multi-service packages to address specific use cases.

Finally, we know that a growing number of operators are looking to outsource their **international voice, roaming** and messaging activities, so they can focus on their core business. In this matter, Orange is one of the few trusted global players who can deliver the best user experience by guaranteeing network security and resilience.

Roaming Big Data services: the power of business innovation



Vicent Biosca Campos
Roaming Big Data
Product Manager,
Orange International Carriers

Roaming business is experiencing a transformation due to regulations around the world, a drop in traffic and revenue. This is the reason why operators need to reinvent their business in order to make it profitable. Thanks to our **Roaming Big Data services**, we support you to re-imagine your business model and optimize your roaming revenue. You can benefit from a 360° overview of outbound and inbound roaming to implement an innovative and successful global roaming business strategy. KPIs covering permanent roaming, silent roamers, big consumers, M2M traffic are delivered. All this in a flexible and user-friendly way.

Our portfolio of 200 customers proves the success of our Roaming Big Data Services

The services we provide you with rely on our broad expertise in terms of innovation, Business Intelligence, Big Data technology and analysis. We also take advantage of our unique footprint made up of 26 retail operations to test and build, using a design thinking methodology. This is the perfect match to understand and meet your expectations.



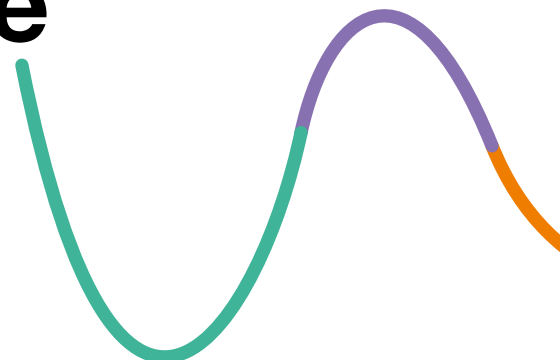
Winner in the Global connectivity category

Our Roaming Big Data services have been awarded during the 17th Annual MEFFYS ceremony, on February 28, in Barcelona. Winner in the “Global connectivity” category, Orange International Carriers has been recognized as the Best innovative solution allowing mobile operators to reinvent their business model and optimize their roaming revenue. The MEFFYS celebrate innovation, creativity and ingenuity in the Mobile Ecosystem, applauding the companies that have made a difference in 2021 across MEFs core ecosystems.

Hear from our expert

With Roaming Big Data services, Orange International Carriers goes beyond connectivity by offering you a real marketing tool for your business. By better understanding roamers' behavior, we allow you to better negotiate your wholesale agreements. You can adapt your existing retail plans in order to increase your customers' roaming data usages. These services also identify specific roamers' behaviors or devices for profiling purposes, and detect network malfunctions to reduce revenue loss”.

Expertise



International toll-free voice services: click and buy!

High quality **international voice services** are essential in a continuously evolving and customer-driven business market. On top of that, delivering speed is becoming key. With our **Call Collect Numbers, you can order directly from our website** and get instant delivery for French numbers.

All services are digital and available online on our website

International and Universal Toll Free Services (ITFS/UIFS) are both completely free of charge for callers and Direct Inward Dialing (DID) is a Cloud service, with costs shared between the caller and the company.

Enhanced delivery time

It is now even easier to get our ITFS/UIFS French numbers as they can be delivered automatically in a matter of minutes! The other services are delivered in 3 business days on average. As for DID numbers, we also provide a digital journey in order to facilitate your order.

A growing portfolio of 90 countries on every continent

You can rely on our long-standing expertise, the level of the Orange guarantee in terms of QoS and the security we provide. With 26 retail operations and additional bilateral agreements, we grant you extended network reach, whether landline or mobile.

[Order Online](#)

Matching Orange A2P SMS with your business needs

Helping our Partners reach our 900+ destinations!

We support our Partners - multinationals, aggregators and hub carriers - around the world, helping them with fast and easy deployment. We allow them to **send SMS** to the **entire Orange footprint** taking advantage of 100+ direct routes and 40 secured destinations. We also have a strong presence in Europe, Africa and the Middle East with a specific focus on France. And of course, prices are updated on a weekly basis to avoid issues and to fit as close as possible with market trends. More than 120 partners already trust us!

Securing MNOs' business by monetizing SMS A2P traffic

If you are an MNO, we propose an innovative anti-fraud filter directly implemented in our **A2P platform** in order to clean all our traffic sent to you. In addition, we can help you secure your business with our **SMS Protect Firewall by preventing fraud, including bypass fraud**, on your network. Orange International Carriers can manage the whole service if needed.

Trust is key when it comes to successful business

By interacting with you on a day-to-day basis, we perfectly understand your needs and we adapt our offers to fit your specific requirements. Mutual trust is key when it comes to successful business.

[Learn more](#)

Business

Reaching 350+ data centers with an end-to-end service

With our [EVPL \(Ethernet Virtual Private Line\)](#) service, we can provide you with an e-line service over the Orange MPLS network. This point-to-point circuit is a scalable and flexible solution available from 2 Mbps up to 10 Gbps, for your customers or your own needs. It is also possible to increase capacity without service interruption, so we can meet all your requirements.

A wider reach and a unique geographic position

Thanks to [our presence in 350+ locations](#), we can offer you extended coverage with outstanding geographic reach in Africa, Europe, the Middle East, Asia and the Americas. Intra-Africa connectivity is now available with data centers reachable directly from any point on the continent thanks to our growing coverage. You can then rely on Orange International Carriers' expertise with native protection of your Ethernet connectivity based on our MPLS backbone redundancy.

Connecting you to Cloud services

Because your customers need reliable connectivity and high quality of service when using critical applications hosted in the Cloud,

we have linked our EVPL network to leading Cloud service providers. EVPL sets up a dedicated private connection between your customers' sites worldwide and Cloud service providers, with a high-performance and low RTD connectivity solution.

Easy to order with 24/7 Orange supervision

Prices are simple and standardized, [immediately available online on our eCare portal](#). Firstly we verify the feasibility of your order. Then, we offer you a unique point of contact within Orange to process and set up your EVPL access. Three distinct levels of service are available - Essential, Dynamic, Intense - each one providing a different type of SLA. Last but not least, [Orange local experts supervise the service on a 24/7 basis](#).

[Learn more](#)

Connectivity

Reach

The Orange online network map at your fingertips

Connectivity is definitely the cornerstone of our society. That's why we are excited to present our newly updated online network map with a completely different design. Most of the functionalities available up until now have been improved and the graphic design is even more user friendly.

Instant network discovery

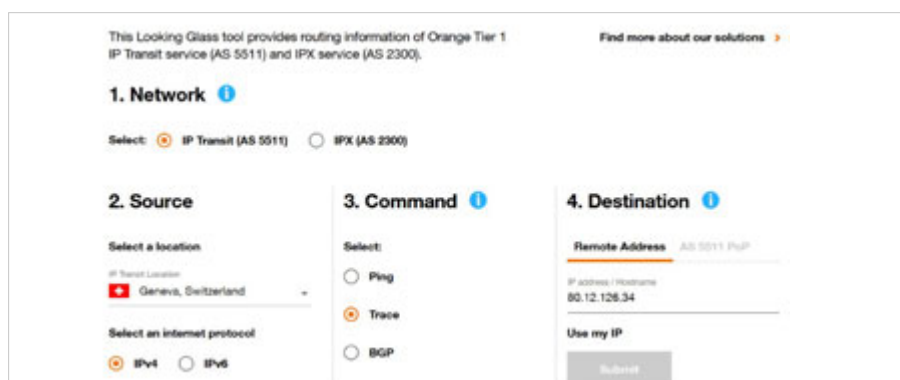
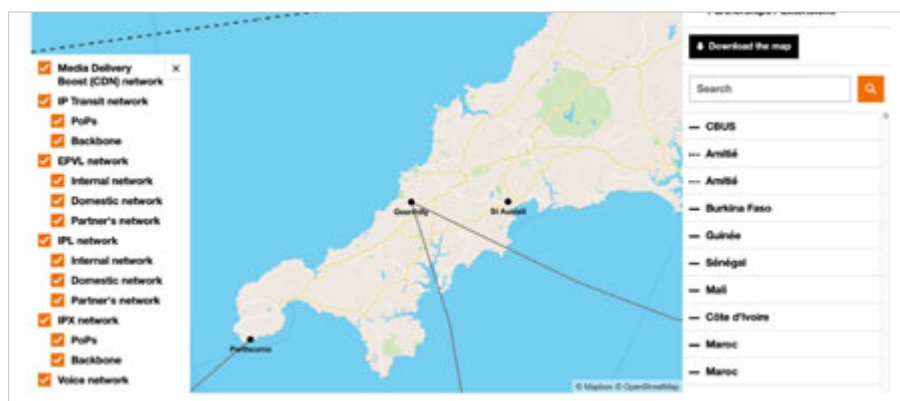
You get instant visibility of the worldwide network options we provide: submarine cables, terrestrial fiber optic connectivity and different types of PoPs. Simply select your criteria and a map displaying PoPs and routes will be automatically generated using the filters you have chosen. A legend at the bottom left of the window allows you to change your criteria and indicates precisely what is displayed. Should you need them, printing options will be available soon.

Network performance is now measurable

You can measure our network performance for **IP Transit** (AS5511) or **IPX Service** (AS 2300) using our dedicated Looking Glass tool. If you decide to use it on our **eCare portal**, you can also assess the level of use of your links via the monitoring functions we provide.

An easy way to see where we are

You can use our online map to easily find out where our regional offices are located and where we can meet in person, at most international and regional wholesale events.



Discover our network

“Orange International Carriers, a very strong wholesale player” - GlobalData

Orange International Carriers has been rated “Very Strong” by GlobalData in their latest company assessment. The report confirms that we offer our customers strong and expanding network capabilities. It also praises our global footprint with specific regional strengths in parts of Africa, the Middle East and Europe. Besides, it highlights our close affiliation with the Orange Group, which has led to compelling and innovative products, putting us in a position to deliver competitive prices and technically strong solutions.

This semester more particularly, we are very proud to have climbed an additional step, recognizing the improvement of our market Vision and Strategy, alongside our positioning on Momentum / Stability, Innovation and Product portfolio.

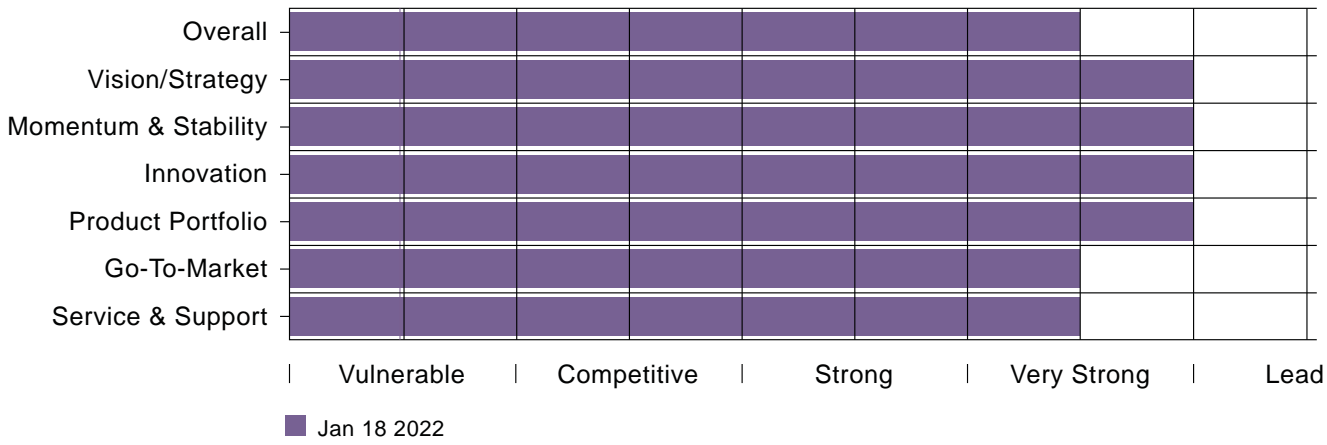
[Discover the report](#)

“Orange International Carriers continues to focus on its network, differentiating through 5G, security and the customer experience to stand out in wholesale”.
GlobalData

GlobalData provides data, an expert vision and innovative solutions to the world's largest industries. The Company Assessment report is a detailed analysis of individual companies in the wholesale space. It includes an analysis of the company, breaking down and scoring its offering based on six main areas. As part of this report, GlobalData includes some analysis of any challenges or threats the company may be facing, as well as recommendations.




Source: © 2022 GlobalData.



Achievements

Orange International Carriers Profiles: Anne Morel

Breaking down barriers across the business

As SVP Global Carrier Sales, Anne oversees the global sales strategy and business development of wholesale services. Anne is leading her team to continue developing Orange International Carriers' business beyond market growth, adding a hundred new accounts in **Data**, **Mobile** and **Security solutions**, and further strengthening **Orange's positioning on CDN**. The team also signed very bold deals on outsourcing and new **submarine cables**. This past year, Anne grew the team further, adding new talents and opening new offices in Latin America, Asia and Africa.

Since joining Orange International Carriers, Anne has actively contributed to its growth and transformation into one of the industry's world leaders. Bringing and keeping the right set of skills in her team to deliver on promises to customers around the world is also one of Anne's key goals and achievements.

What inspires her every morning?
"The innovation of our industry, the strength and quality of our partnerships with customers worldwide and being part of an incredibly creative and culturally diverse team".

Orange Diversity and Inclusion ambassador

Anne is concurrently a **Diversity and Inclusion Ambassador** for Orange International Carriers, encouraging diversity in all its forms. "Diversity – whether it is gender balance or another type of diversity in the workplace – is critical to the success and the profitability of companies. This leads to different ways of thinking, better problem solving and also better talent recruitment and retention", she commented.



Anne Morel
Senior Vice President
Global Carriers Sales
Orange International Carriers

Success



Orange International Carriers, your perfect business match

- ✓ Evolving value proposition
- ✓ Simplified product portfolio
- ✓ Online availability of selected products
- ✓ Modern resources to curb decreasing revenue trends
- ✓ Expanding network with secure, global connectivity
- ✓ “Very strong” performance indicators
- ✓ Commitment to strong CSR values like diversity in the workplace

International Carriers



<https://internationalcarriers.orange.com/>



<https://twitter.com/OrangeIC>



<https://www.linkedin.com/showcase/orange-international-carriers/>

**Wholesale &
International
Networks**