

International

Shaping value



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Wholesale



Emmanuel Rochas
CEO, Orange Wholesale
International

Watch the video 

Shaping value that's here to stay

As part of the new Orange Wholesale initiative, we're standing stronger at the side of our customers and partners to deliver the value they expect, through our upgraded service range, expanded infrastructure and enlarged team of experts.

Delivering wholesale connectivity to the world for the last 30 years and more, since Orange entered the nascent business, has been quite a ride.

Many in our staff, who have been part of the journey from the beginning, have witnessed the rise of new technologies, new services, new usages, new expectations. They can tell the tale of how they, as professionals, and Orange as an organization, adapted to all these disruptions, and even anticipated quite a few of them. We are now standing at a crossroads.

New expectations, new solutions

Voice, data, mobile, satellite... a host of connectivity options led us to where we are. And there's just one way forward: value. Our customers and partners don't simply need carrier services from point A to point B anymore. They expect us to deliver value, factoring in all the diversity of their technological platforms, business models and financial objectives, no matter the connectivity type used. They want secure performance that lasts. They require custom solutions, ordered at the swipe of a phone screen and delivered in days. They need transparent, efficient,

reactive customer service and support from expert professionals through the whole customer lifecycle.

In order to be able to deliver even more of this end-to-end value they expect from us, we've decided to become stronger. Smoother. Simpler. We are now the international arm of **Orange Wholesale**. We provide leading global connectivity solutions. We build and we maintain advanced network infrastructure for voice, data and mobile, on the land, under the seas, in the air and in space. We now enjoy unparalleled investment muscle to develop cutting-edge infrastructure, innovative solutions and shape this value. This includes **Content Delivery Boost, our new trusted CDN** offer, a telco CDN fully integrated into **our Orange networks**, to help our customers bring their content as close as possible to the end users and deliver it with speed, quality and security! This also includes 400G, a far more cost per bit-efficient option, helping our customers save 75% on patching and cabling costs, with simpler provisioning and less waste, on fully tested routes. There's also our MEF-standardized APIs, as we now are one of the few players present on both the partner aggregation and asset exposure sides of the APIs coin, expanding the market, increasing

transaction volumes and effectively positioning our offering as a true one-stop-shop for connectivity. And there's a bunch of new tools to make life easier for our customers, like our widely expected **new interactive network map**, now showing every available connectivity option on any chosen route.

New recognition, new ambition

This relentless commitment to shape value for our customers and the market as a whole does not go unnoticed by the industry, with several new awards won this year and **recognition by prominent analysts further extended**. These distinctions encourage us to do even more. But what's really pushing us forward is the feedback from our customers. Once again, they are telling us that we're going the right direction. But after all these years, all these market disruptions, all these new connectivity offers – their expectations have changed. So we decided it was time to take all these evolutions into account and update our Customer Service Pledge accordingly. To do this right, we'll keep listening to you and anticipating the next disruptions. Orange Wholesale is here to last. Together, and with you.

Orange Wholesale: an end-to-end, global connectivity and infrastructure force



Michaël Trabbia
CEO, Orange Wholesale

Watch the video 

In a world where digital is as essential as the air we breathe, we believe in the power of wholesale. The power to bring connectivity everywhere and deliver it as a service, the power to ensure resilience and security, and the power to reduce both operational costs and carbon footprint by mutualizing infrastructure and networks.

In order to offer operators and content providers the support of an all-star team in global connectivity, **Orange Wholesale** brings under the same umbrella several acclaimed Orange businesses. They include **providers of complete wholesale telecommunication solutions for the French market**, an acclaimed player in global **voice, data and mobile connectivity services**, a specialist of innovative network infrastructure on the land, under the seas, in the air and in space, as well as **Orange Marine**, one of the world's largest fleets of cable ships and **Totem**, a leading European Towerco.

One-stop-shop global solutions, end-to-end security and as-a-service connectivity

We are bringing all these forces together to help our customers and partners better address today's challenges. We believe that wholesale telecommunication market players have a key role to play to to meet the needs for connectivity and new usages, guarantee security as digital tools are becoming

critical assets, while factoring in growing concerns for social and environmental responsibility.

The rise of Orange Wholesale will enable operators to focus on their users while minimizing their own investments and carbon footprint, relying on the support of our industry experts to tackle these challenges and anticipate the next disruption.

This mutualization is a strength. Leveraging the integration of our human and infrastructure assets us to invest more in innovation, in line with **Orange's strategy to "lead the future"**, yielding benefits to all.

Orange Wholesale's efforts are aimed in three directions:

- One-stop-shop connectivity solutions sourced across all Orange Wholesale lines of business,
- Resilience and end-to-end security, with new solutions taking advantage of the comprehensiveness of our proprietary infrastructure,
- As-a-service infrastructures and As-a-service connectivity thanks

to **a growing softwarization of our networks, automation and Artificial Intelligence**. Our push to introduce APlization in a growing part of our digital offering, or the introduction of our United Way interface to enhance the customer experience of our French Market customers are two concrete illustrations of this ambition.

Crucially, our strategy aimed at investing in our infrastructure and networks is based on an "industry-centric" approach, taking into account the needs of the market in its entirety.

Finally, it's our commitment to act as a trusted, open, neutral partner, giving all our customers the same level of excellence.

We are confident in our capacity to meet the challenges of today and tomorrow, for ourselves, our customers and partners – together.

A trusted CDN network

In anticipation of the exponential growth of digital content, Orange Wholesale has adopted an ambitious development strategy to strengthen its international presence. With over 200 CDN PoPs backed by **an unparalleled global network** we now offer OTTs, content platforms, streamers, and the public sector a superior journey.

A better customer experience and ultra-low latency

By deploying CDNs in strategic locations worldwide, Orange Wholesale aims to deliver content to end-users faster and more efficiently than any other operator, regardless of their geographical location. According to François Collobert, CDN Content Manager at Orange Wholesale, “owning our networks and backbone leads to a better customer experience with faster load times, smoother video streaming and reduced buffering.” He adds that “because it is embedded in our network backbone, our PoP footprint provides an unparalleled

service with very low latency.” This is clearly a unique advantage that no other world-class operator can offer.

A cutting-edge solution to meet customer needs

The newly rebranded **Content Delivery Boost** solution has a unique feature: it increases redundancy and reliability by using multiple server locations. If one server or location fails, the CDN can automatically reroute requests to another available location, ensuring uninterrupted access to content.

Orange Wholesale's new trusted CDN offer also ensures business continuity and minimizes the impact of any network disruptions or outages.

This ability to manage content end-to-end makes this solution secure and reliable “by design.”

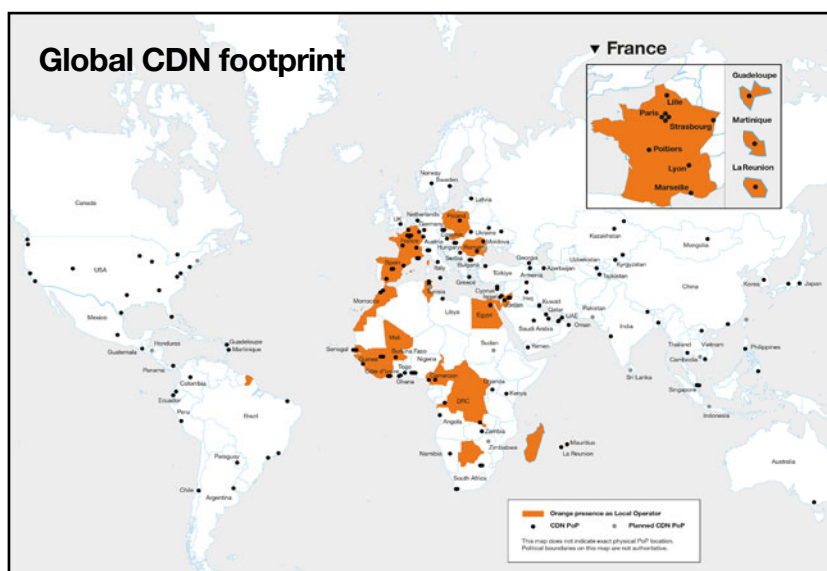
Always with an eye on cost optimization

The unique architecture of this CDN solution is based on the use of local servers that are closer to end-users, which saves on bandwidth costs associated with long-distance data transfers. This decisive advantage, combined with very low latencies, provides a first-class and affordable service.

Customer testimonial

“ The bandwidth and capacity required on the original video servers delivering the content have been divided by 4. This could mean significant savings for QUANTEEC's customers or any video content provider, allowing them to generate more traffic without investing in additional network and hardware capacity. Since using Orange's CDN solution, our customers have noticed that the start-up time is at least 2 times faster than before. ”

Daniel Négru, CEO of QUANTEEC



Emboldening our NaaS vision with our first Partner API

As part of an ambitious drive towards greater digitalization and softwarization of its services, Orange Wholesale has integrated its first MEF partners' API.

This API integration extends the reach of **Orange Wholesale's EVPL (Ethernet Virtual Private Line) Online service** to thousands of new customer premises in Europe by allowing our users to seamlessly access our partner's footprint. This represents an addition of about 80 PoPs and thousands of private sites to our EVPL online offer, making it available in 29 countries (11 with private sites).

Access to this complementary network allows us to keep and build on our digital, real-time, global EVPL Online service promise.

In addition to this expanded reach, customer benefits include easier procurement, with real-time feasibility, firm quotations, flexible commercial models and easy ordering. Online customer journey has been updated to integrate our partners' constraints, as technical settings are now managed in 2nd step and local contacts are requested in the journey. Service management is vastly simplified, as Orange Wholesale is the unique point of contact of the customer, responsible for the servicing of the end-to-end EVPL service setup.

After the publication of **our MEF 3.0 Sonata compliant APIs for EVPL online**, this foray into Partner APIs makes us one of the very few players present on both the partner aggregation and asset exposure sides of the APIs coin. It effectively positions our offering as a true one-stop-shop for on-demand connectivity.

Expanding our one-stop-shop for global connectivity

Juliette Morel, Marketing Offer Manager, explains the significance of this development:

“ This first partner's integration via APIs is a key step in our NaaS ambition to provide a large on-demand and automated network to our customers. Using and exposing APIs on our on-demand services enables us to gain efficiency in our operational processes and to propose a unique and valuable NaaS platform to our customers. ”

Orange Wholesale remains committed to onboarding key partners and providing end-to-end connectivity services via Web portal or APIs, so as to expand our one-stop-shop for global connectivity with an ever-greater number of “As-a-Service” offers.

This development confirms progress made in implementing Orange Wholesale's NaaS vision, combining the comprehensiveness of an established multi-connectivity wholesaler with the agility of a pure data player. We believe that in this world of shared performance through collaboration, APIzation based on common standards is the only way to go to deliver added value to all our customers and partners.

Juliette Morel
Marketing Offer Manager
Orange Wholesale International



Delivering more value per gigabyte with 400G

As the development of bandwidth-hungry applications such as cloud computing, Artificial Intelligence or multiplayer gaming keep increasing the stress on existing connectivity options, Orange Wholesale has unveiled its new, fully-tested and operational 400G offers.

400G is a future-proof, sustainable technology bringing more operational flexibility, elasticity and scalability for customers with significant expected traffic growth, allowing greater capacity on each compatible router.

Our IPT (IP transit) and **IPL (International Private Line) 400G connectivity** solutions provide added value per gigabyte for all our customers with important current traffic needs and a new experience with simpler, faster provisioning.

These solutions take advantage of our **16-fiber pair and 400 Tbps link Dunant**, but also of **the Amitie transatlantic cable**, and of our 400 dedicated IPT and IPL PoPs, powering 100 serviceable routes.

Benefits of our 400G solutions

- **Greater elasticity and scalability for customers with significant expected traffic growth,**
- **Cross-connects cost optimization against 100G by 1:4 ratio,**
- **Energy consumption savings of 25% on optic modules,**
- **75% lower patching & cabling costs,**
- **Faster installation testing and turn-up,**
- **Simplified troubleshooting.**

Concretely, our **400G IP Transit solution** will cost €1.5K/year for a cross-connect in Paris, compared with €5.9K/year for two pairs of 100G IP transit lines, bringing power consumption down from 16W to 12W.

A key point of our value proposition is that Orange Wholesale's 400G links are fully tested and equipped, with all necessary software releases to deploy exclusive services. 400G customers also enjoy all the benefits of our IPL offer, including advanced security and high-end SLA guarantee on availability rate, Guaranteed Time-to-Restore (GTR), Lead-Time-to-Deliver (LTD) and latency.

With this new connectivity option, **Orange Wholesale** demonstrates its commitment to bring more value to its customers and partners by bettering the latest technological innovations into actionable, secure and sustainable solutions.



AMITIE enriches even more the transatlantic axis

The newly commissioned AMITIE submarine cable offers a fully parallel and secure solution to complement the other mega-cable Dunant on the Europe – US route. It makes **Orange Wholesale's portfolio of solutions** even more competitive.

An outstanding new solution on the transatlantic route

With a total length of 6,800 km and 16 fiber pairs, **AMITIE** provides a maximum capacity of 400 Tbps. Orange benefits from two pairs of optical fibers on this new system, guaranteeing resilience and continuity of traffic on the transatlantic route, a vital and major route for global Internet connectivity. The ultra-low latency of the new cable linking Bordeaux to Boston will ensure an excellent quality of service and deliver a capacity of around 40 Tbps for Orange. **The Dunant and AMITIE cables take completely separate routes** and benefit from completely separate landing points avoiding any risk of interruption on this vital strategic axis.

Direct access to global connectivity hotspots

Thanks to the capillarity of its European network, Orange can offer its customers connectivity from US to European hotspots

that meet any need for diversity or latency. For example, the routes between Bordeaux and Marseille have been reinforced in order to offer the most **direct and efficient solution to connect Africa and the Middle East to the United States**.

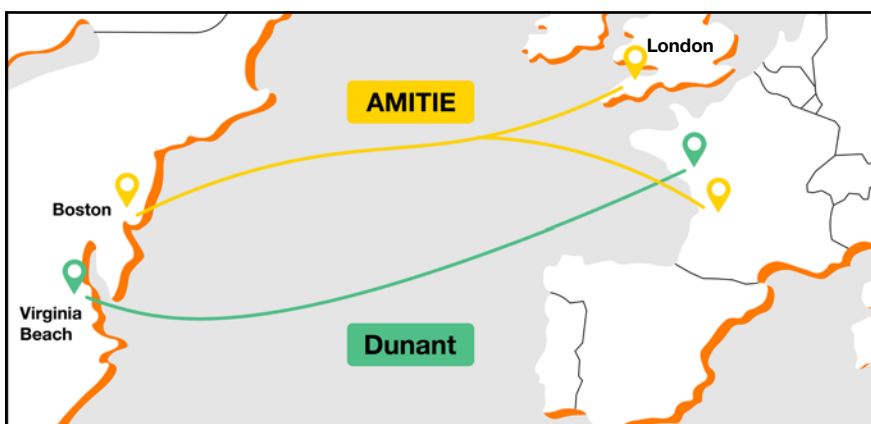
Thanks to this new highway, Orange enhances its value proposition on its tailor-made solutions. According to Nicolas Moraux, Product Manager at Orange Wholesale, "With this second high-capacity system on the transatlantic route, **Orange will be able to offer ultra-high-speed transmission services** with maximum diversity and unrivalled scalability. Thanks to **the IPL 100G or 400G service**, Orange can meet all capacity requirements on this key route."

Thanks to the combination of these two mega submarine cables, Orange puts France at the heart of intercontinental exchanges offering high-performance, **fully secure international connectivity** to its wholesale and enterprise customers.



Nicolas Moraux
Marketing Product Manager
Orange Wholesale International

[Watch the video](#) 



The North America / Europe axis is one of the densest on the planet in terms of connectivity. Indeed, "with 571 Tbps of international bandwidth used, the transatlantic route remains by far the largest intercontinental route. It is twice as busy as the transpacific route, the second busiest in the world."

(source TeleGeography's Transport Networks - Transatlantic 2023)

“Our strength in Asia is really the team”

We asked our Asia-based sales managers, about the state of the industry on why **Orange Wholesale is a trusted partner** for top customers in the fast-growing Asia Pacific region. Two words keep coming up in their speech – “Team” and “Transformation”. In a challenging region, with fierce competition and demanding customers, we decided to bank on the creativity, dependability, and resourcefulness of the talented individuals who make up our Asian teams. The capacity of Orange Wholesale’s skilled professionals in Asia to transform the way we do business and bring value to our partners has durably put the Orange brand on the map.



“Our ability to transform [...] is key to winning, retaining, and growing business”

Mary Yeung

Sales VP Asia Pacific – Hong Kong, China
Orange Wholesale International

What do you think of the main opportunities and challenges in your region today?

The key opportunities stem from the strong growth in APAC market relating to connectivity, mobility, security, and different forms of outsourcing. The challenge for Orange, especially for a remote region such as APAC, is to transform ourselves to meet ever-evolving market requirements with agile, adaptive, robust, and competitive solutions.

What are our assets to overcome these challenges?

Our strength in Asia is really the team and their creativity. We are not concentrated in just one location, but in 7 different cities across Asia Pacific and Paris. We have the knowledge, expertise, and relationship with customers to not only create and propose solutions that meet their needs, but also to accompany them throughout the customer journey. Also, the Orange brand is a key asset representing value to our customers.

What influences our customers – and makes them stay?

In addition to our experienced sales team, our ability to transform our sales focus from standard offers to customized solutions is key to winning, retaining, and growing business with our customers. This is demonstrated by a number of major breakthrough deals in the area of voice outsourcing, SMS Protect, Roaming Sponsor, and network expansion with strong focus in diversity and cost effectiveness.



“ What the players expect from us is to be a thought leader on the telecom market ”

Vipul Arora
Sales Director – Gurgaon, India
Orange Wholesale International

What are the expectations of our customers in the region?

Our partners value their interactions with us as we share our extensive knowledge and experience in dealing with retail networks in Europe, the Middle East and Africa. They also demonstrate a keen interest in the evolution of **our product portfolio**. This form of regular exchanges allows them to better adjust their own strategy within their landscape and beat the market.

What are the specificities of this regional market?

Countries have varying dynamics, but across the region there is a great emphasis on how to optimize infrastructures spending by focusing on preexisting ones. Carriers are keen to find complementary strengths to see if swapping capacities can give them greater coverage and leverage when they engage with their own customers. Cooperation and partnership, that is what is helping the industry to grow.

What are the challenges and opportunities?

The marketplace is rapidly changing: **voice** is struggling against fraud and spam, **SMS** is growing but is impacted by a surge of carriers focused on making quick margins, **data** needs to develop new partnerships and strategies in order to maintain the growth trajectory. There's a need for constant innovation in the way we sell our services, in our understanding of the market and in our interaction with our partners and customers.



“ Honesty, integrity, and skills - that's what we have ”

Jayson Ho
Regional Sales Director – Singapore
Orange Wholesale International

What is the perception of the Orange brand in Asia today?

We are a trusted brand, a brand with people who know what they are doing. We deliver what we promise. Honesty, integrity, and skills – that's what we have.

What are the specificities of this regional market?

More operators and enterprise customers are looking for partners who know what they are doing. We're bringing the same expertise that we bring to other global regions such as Europe, the Middle East, Africa, the US. Our customers expect us

to be consultants, to handle a lot of outsourcing projects beyond basic connectivity. They want us to help them in their fight against cyber threats and to grow their business with them. This is where our value is.

Digital dive into the heart of our network

As a project manager at Orange Wholesale in the Digital Customer Experience department, Audrey Köroglu's responsibilities include the development of our interactive network map. She speaks on the challenges delivering the map as we aim to give our customers a clear and instant overview of our networks and the associated solutions.



Audrey Köroglu
Website Manager
Orange Wholesale International

Why is it so important to offer our customers an interactive network map?

The **surveys** we conduct every year highlight a need to simplify the customer journey. Providing better access to our network infrastructure through a map is one of the cornerstones of this approach. For example, if you are interested in **our IP Transit, IPL, IPX, Voice Hubbing or Call Collect Numbers solutions**, you can easily check if the service is available in your area of interest or along your route, including cables and PoPs.

How does it work?

This map is designed to give you **an instant overview of the networks** and options we offer worldwide: submarine cables, terrestrial fiber optic connections and different types of PoPs. Thanks to a new selection system, all you have to

do is select your offer and a map showing the available assets and infrastructure is automatically generated with a single click.

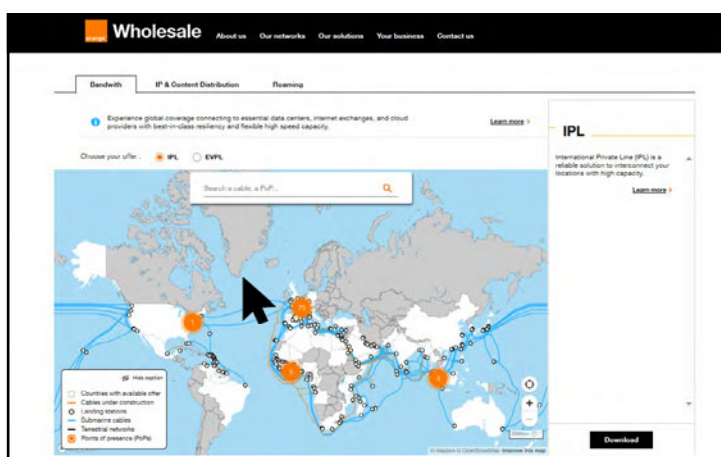
What does it show?

Given the extensive coverage of our infrastructure, with a large presence across multiple points of connectivity (cable, landing station, PoP), we needed to offer something intuitive. This tool aspires to be a real game changer. The secret of its success lies in the fact that it allows us to hide the density of our infrastructures behind the simplest possible interface.

How is this map constantly evolving ?

With **the arrival of satellite constellations** and new submarine and terrestrial networks, our map will continue to evolve. Therefore we have now full control over what we display, so we can integrate novelties very quickly, making the map as accurate as possible. In addition to prioritizing digitalization as one of Orange Wholesale's primary objectives, our focus lies in empowering our customers with personalized, real-time information. Furthermore, we have an array of additional functionalities in store, which will be introduced gradually.

**Click to discover
our global network**



Inauguration of the Sophie Germain, at the forefront of a new generation of cable ships

Orange Marine's latest, eco-friendly cable ship has been officially inaugurated in its home port of La-Seyne-sur-Mer, France, complementing the fleet of Orange Wholesale's subsidiary.

The Sophie Germain is 100 meters long and includes:

- A hull designed and tested in a model tank to reduce fuel consumption, and that is optimized for cable repairs.
- A state-of-the-art 450 kW ROV (Remotely Operated Vehicle) used to cut, inspect and bury cables, stored on board in a dedicated hangar. The ROV was designed and built in-house by Orange Marine.
- The ability to be connected to an onshore power supply, which will enable it to reduce its carbon emissions when docked.

- "CLEANSHIP" classification (controlled detection of refrigerant gas leaks, special anti-fouling coating, large waste storage capacity, etc.

- A small environmental footprint, allowing a 20% reduction in CO2 emissions and an 82% reduction in nitrogen oxide emissions.

Orange's submarine cable businesses are a flagship activity that contribute to the excellence of its networks, guaranteeing optimal, uninterrupted connectivity across the world. At the end of 2022, Orange Marine's ships had carried

out over 800 repairs, some at depths of over 6,000 meters.

Christel Heydemann, CEO of Orange, said:

“ It is with great pride that we inaugurate today the Sophie Germain, a new generation cable ship. Through this launch, the Orange group reaffirms its central role in the laying and maintenance of submarine cables, a little-known industry and yet an essential base for the development of connectivity around the world. At the cutting-edge of technology and thanks to a reduced environmental footprint, the Sophie Germain contributes to the Group's sustainable innovation approach to respond to the major challenges of our time. ”



Building trust through quality and connectivity

Orange Wholesale's 2023 annual large-scale customer survey reveals encouraging results, notably a positive trend in our Net Promoter Score (NPS) over the past three years. The survey underscores your appreciation for our exceptional sales services, reliable network and trusted partnership in achieving carbon emission goals.



Tristan Rayroles
Customer Experience Director
Orange Wholesale International

QoS and network performance are markers of success

According to Tristan Rayroles, Customer Experience Director at Orange Wholesale, customers resolutely promoting our brand are on the rise since 2020, reaching 47% in 2023. **Orange Wholesale's** consistent emphasis on service quality has resulted in 9 out of 10 clients satisfied or very satisfied with the great relationship they have with their sales and delivery representatives, praised as being "very professional, very knowledgeable, friendly and easy to work with".

The survey also showcases the high level of satisfaction with our network performance thanks to our robust and reliable infrastructure. Earning your appreciation, our investments in advanced technologies and in network optimization in order to minimize disruptions and improve connectivity.

Reaching your CSR targets matters

Orange Wholesale actively addresses your concerns. A growing number of customers are eager to trust us with new products and solutions, a testament to your confidence in our ability to meet your needs. Furthermore, 77% of the respondents express a "strong desire to collaborate with us" in order to achieve their carbon emission targets.

Our future commitments to you

This survey highlights Orange Wholesale's positive NPS trend and our commitment to proactively handle complex incidents and commercial requests. We are solidifying our position as a top-tier service provider as we enhance your experience to ensuring long-term customer loyalty and satisfaction. Going further, we understand that customer expectations are changing and that new offers and services require a new approach to evaluate customer satisfaction. So we decided to give a fresh look to our service level commitments and to initiate a complete overhaul of our Customer Service Pledge.

Orange Wholesale wins an exceptional 2023 harvest of prizes at Capacity Europe

Orange Wholesale has been distinguished as Best Global Operator - for both voice and data - at the 2023 Global Carrier Awards. After the 2022 wins, this unprecedented double double, complemented by a Best Wholesale Sales Team award, extends the success earned in a remarkable year in terms of industry recognition received.

Orange Wholesale is rising, and the whole industry is taking note. In more ways than one, Capacity Europe's 2023 edition will be remembered as Orange Wholesale's moment of grace. The 3,000 attendees of this year's event not only witnessed the official, public birth **Orange's new united wholesale force**, but also the confirmation of its fine health as it harvested no less than three Global Carrier Awards.

At the autumnal London event, **Orange Wholesale was crowned best wholesale carrier voice, best wholesale carrier data, and best wholesale sales team.**

The scope, relevance, might and vision of Orange Wholesale has evidently caught the attention of the telecom industry at large, as evidenced in this year's

Capacity Europe, but also by the host of awards won from prestigious organizers in 2023.

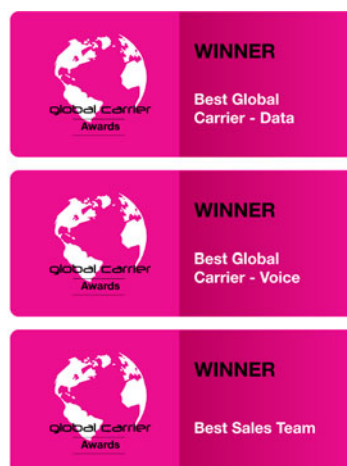
Multiple industry distinctions and honors in 2023


To start with, Emmanuel Rochas was once again included in Capacity's Power 100 list of the **"most influential people in the wholesale carrier and ICT communities"**.

Orange Wholesale was then singled out by **Atlantic ACM as the "best Data Value"** provider. These awards have been organized for over 23 years by a leading research consultancy and market diligence firm based on ratings from 530+ unique wholesale buyers who contributed over 2,000 evaluations of the providers they actually work with.

2023 continued with a bang, as **Orange Wholesale then went on to gather no less than four CC Global Awards from Carrier Community.** The Berlin event saw us distinguished us for the Best Global Network, Best Global Operator, Best Voice-Data Service Innovation with Dynamic hubbing, our AI-powered voice hubbing solution, and Best MVNO solution provider. While ACM's award clearly put on the map for the American market, Carrier Community's recognition is strongly echoed in Europe.

While all these wins represent a huge reward for our hard-working teams, they also oblige us to deliver even more for our customers and partners in the future, as no success can be deserved without their satisfaction.



 **1,000**
multi-service
PoPs



2,500
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

7 
cable ships



Orange Wholesale