

**International  
Carriers**



**To the Futures**



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**Magazine #9**

**Focus**



# Powering your journey



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

At Orange International Carriers, we believe that to remain relevant in a fast-transforming market, wholesalers need to reinvent themselves. But smart innovation is not about chasing rainbows. It's about giving our customers what they're asking for, empowering them to fulfil their own expectations. We call it building ways to the Futures. And that's why our **digital transformation program** is all about, turning your ideas into reality. In terms of provisioning, service, **network** and **security innovation**, we listened and we took action!

Watch video



## Your ideas lead our provisioning innovation

The very first thing you requested was to get faster and simpler feedbacks from us. So we innovated to offer smoother processes and a seamless customer experience.

We started to digitalize and automate all our internal ordering, invoicing and ticketing tools and processes. You can now benefit from self-service procurement with our **EVPL**, **IP Transit**, **IPL** and **Call Collect Numbers** products, available through our online eCare portal. Our comprehensive digitalization program succeeded in cloudifying 50% of our applications, 33% of which are now even reachable via **APIs**.

Results were significant, as speed-to-market has been cut from weeks to minutes for part of our solutions.

Feedback from eligible customers strongly supports these innovations, a flowless migration to our new homemade Voice application server, thousands of tailored customer specific routings created, and Net Promoter Score climbing 20 points when using our digital tools.

## Your ideas lead our service innovation

We also have to innovate by providing you with new value-added solutions. We started by introducing our 3-tiered **value proposition** (Essential, Dynamic and Intense) to address your specific needs and provide you with a clearer proposal.

On top of that, in order to bring the best quality at the most competitive price for your voice business, we developed a new Deal Management IT Tool, which

# y to the Futures

automatically and instantly provides the best voice routing options using AI and machine-learning, based on customer-specific cost and quality requirements.

Finally, to help you retain value on key markets, we also deployed [Voice Corridors](#), giving diaspora retail operators stable revenues with over 70 voice routes at discounted rates. And we're gradually introducing unlimited traffic options to these corridors.

## Your ideas lead our network innovation

We can't bring you the innovations you require if we don't continue to innovate on the very channel we use to deliver them: our network. That's why we keep investing to extend and modernize our global network under the seas, in space and on the land. It's not only about adding more PoPs and pulling cables. It's about bringing you low latency and large bandwidth to future-proof this network. We also went a step further with the creation of our [New Generation International Network](#), which merges the footprint of our international B2B network with the bandwidth of our wholesale network, helping our customers save and scale.

## Your ideas lead our security innovations

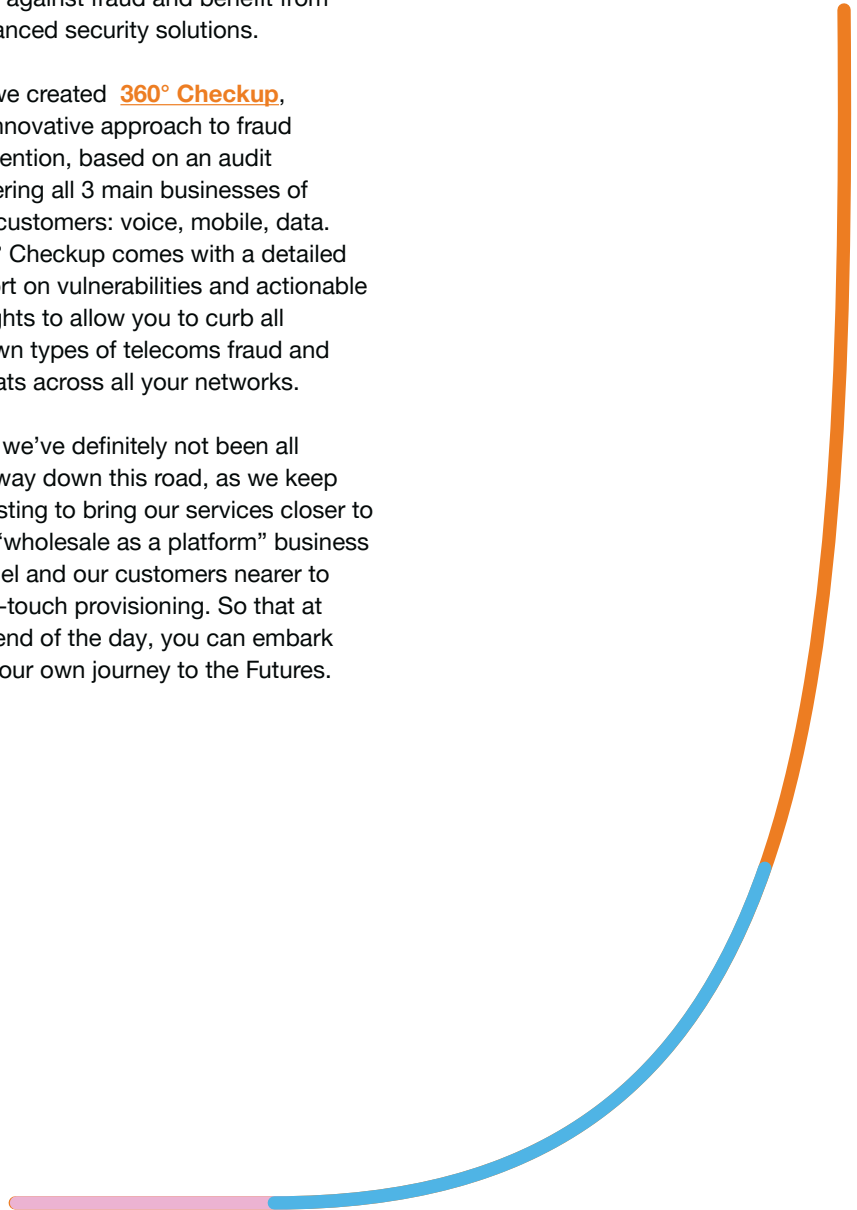
Another priority you mentioned was to strengthen your capabilities to fight against fraud and benefit from enhanced security solutions.

So we created [360° Checkup](#), an innovative approach to fraud prevention, based on an audit covering all 3 main businesses of our customers: voice, mobile, data. 360° Checkup comes with a detailed report on vulnerabilities and actionable insights to allow you to curb all known types of telecoms fraud and threats across all your networks.

And we've definitely not been all the way down this road, as we keep investing to bring our services closer to the "wholesale as a platform" business model and our customers nearer to zero-touch provisioning. So that at the end of the day, you can embark on your own journey to the Futures.

# Journey

# Innovation



# Inside Orange International Carriers' digital transformation program



**Jean-Marc Barraqué**  
[Connectivity.com](#)  
**Program Director**  
Orange International Carriers

Watch video



At Orange International Carriers, we listen and take action. Thus, our game-changing [digital transformation program](#) is the result of your feedback telling us that we needed to improve customer journey.

We started with a bold move, displaying trust in our customers and in our ability to satisfy them in a pandemic-shaken market: Service Order Form-free trials ordered by e-mail! Then our digitalization program took over to make products available in a more user-friendly way. Our wholesale telecom customers can now enjoy self-service procurement with our [EVPL, IP Transit](#) and [Call Collect Numbers](#) (Cloud numbers) products currently available through our online [eCare portal](#). Additional products will gradually complement this one-stop-shop.

## Powering smart digital transformation for wholesale telecom

To enrich customer experience of Telecom operators, pure wholesalers, [MNOs](#), [MVNOs](#) and ISPs, we developed a set of innovative tools. Voice routing optimization through automation with our new WinAS platform advises the best route available based on cost and quality requirements, on a real-time basis. Besides, cost savings through virtualization are already achieved thanks to [our new Generation International Network](#) and virtualization has made Session Border Controller externalization a reality. As for our billing and ticketing

interface, it is now fully automated, optimizing your customer journeys through in-depth review and removing pain points, offering you a seamless path with [digitalization](#).

## Towards wholesale telecom as a service

As Jean-Marc Barraqué, Director of the Connectivity Program at Orange International Carriers [rightly points out](#), "results of our digital transformation keep beating our expectations". Our comprehensive digitalization program succeeded in increasing speed to market dramatically, with 50% of our applications embracing cloudification, 33% now reachable via APIzation and 64 use cases having been successfully automated. Customers' feedback strongly support these innovations, with an adoption rate of our new digital tools reaching 100%, and Net Promoter Score (NPS) climbing 20 points when using our digital tools. An even more telling result is that during the timeframe when all customer accounts that were transferred to the [new digital interface](#), not a single customer service ticket procedure was initiated. Such an overwhelming adoption of change within the organization gives us confidence for the future. Wholesale as a Service is within reach.

# When innovation drives our EVPL services

We are committed to facilitate your business and to accompany you in your digital transformation. With our EVPL and EVPL online services, responsiveness, innovation and peace of mind are meaningful words.

Orange International Carriers' [Ethernet Virtual Private Line solution](#) provides an e-line connectivity 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, with unequaled Quality of Service, 99.99% availability and the possibility to increase capacity without service interruption. Thanks to [our global presence with 350 PoPs worldwide](#), we can offer you extended coverage with outstanding geographic reach in Africa, Europe, the Middle East, Asia and the Americas.

Watch video



## Being innovative with APIs

Meanwhile, through our [eCare self-service customer platform](#), Orange also developed a digital portal for this service embodying SDN technology to meet your needs, [bring real-time purchase](#) and provide responsiveness, agility and flexibility. Through the portal, processing times for orders and deliveries of your connectivity service are cut from weeks to few minutes. Pushing forward, we also adopted a new flexible commercial model with a per-day pricing without commitment. For Juliette Morel, EVPL Product Manager at Orange International Carriers, "the ultimate goal is to allow the customer to keep control on its connectivity at all times". She adds that "what makes us different is the fact that we have integrated the France Local Loop on our service, providing a unique footprint". Our solution is resolutely focused on innovation and digital transformation. We provide you, thanks to specific [MEF standardized APIs](#), the ability to automate several tasks such as checking the feasibility of your request in real-time, quoting, purchasing, and integrating Orange EVPL connectivity offer into your own service.



**Juliette Morel**  
**EVPL Product Manager**  
Orange International Carriers

## About SDN Technology

Software-Defined Networking (SDN) is a network architecture approach that enables the network to be intelligently and centrally controlled, or "programmed", using software applications. This helps operators manage the entire network consistently and holistically, regardless of the underlying network technology.

**Digital transformation**

# When security rhymes with innovation



**Elsa Uguet**  
**[Anti-fraud and Security Marketing Director](#)**,  
Orange International Carriers

The wholesale environment is challenged like never before by fraud, which costs the telecom industry €10.6 billion in 2021. As markets are shrinking and fraud becomes more sophisticated and accessible, our customers need a detailed picture of the vulnerabilities on all their networks and revenue streams.

## Orange and security innovation: a lasting story

As early as 2007, our spirit of innovation led us to introduce the first telecom security solution on the wholesale market with “**SMS Control**”. Today, Orange International Carriers is still among Global Data’s market leaders in anti-fraud and security. All business channels must therefore be assessed extensively. That’s why we launched **360° Checkup**. For Elsa Uguet, Anti-fraud and Security Marketing Director at Orange International Carriers, “this solution is a pioneering innovation as it is the only one in the market putting together an audit for all 3 main businesses: voice, mobile, data”. After the audit is performed, our experts deliver an actionable, encrypted security report, putting our customers in a position to make the right decisions concerning their more critical network vulnerabilities.

## A promising, innovative solution

According to a UK consultancy’s market survey, “value-added services”, which include security and fraud detection, are what MNOs, FNOs, ISPs, Content Providers, MVNOs have the “most intention to buy in the planned year”. The success of solutions like 360° Checkup is helping our customers better understand the nature of new threats and that the marketplace will switch to a more comprehensive approach of security. Technologically, financially and practically, our security solutions also directly benefit from the muscle of the Orange Group, which invested €643 million in R&D last year, with a strong focus on security and network efficiency. This is further proof that our Group recognizes the importance of cybersecurity and the role of innovation in protecting our customers.

At Orange International Carriers, we believe that in the near future, all wholesale telecom solutions shall natively integrate the **[latest anti-fraud technologies](#)**.

# Security



# Innovation

Watch video





# Get full control with IPL online

Orange is leading the international growth of next generation networks and remains committed to increasing capacity, keeping investing to improve the reach, performance, and security of its networks.

In the last 12 months, we added, planned, or announced 7 new generation submarine cables across the Atlantic, the Mediterranean, the Indian Ocean and around Africa. This represents 120,000 km of new cables, complementing Orange's 450,000 km network. Our global footprint allows us to provide services to interconnect your distant locations and our [IPL solution](#), which relies on our next-generation WDM network, is one of them. With our IPL online, we go even further with a seamless end-to-end solution giving you the ability to buy and manage by yourself your bandwidth services online.

## IPL online: a game-changing solution

Our IPL online solution can adapt to different configurations and include either a terrestrial section, a submarine section, or both. It offers flexibility and can be adjusted to different types of interfaces such as [Ethernet](#) or OTU. Nicolas Moraux, Product Manager

in charge of International Private Line services at Orange International Carriers says "the IPL online solution is changing the game with real-time purchases and delivery of point-to-point connectivity on several routes." He adds that the purpose of all this innovation is to "provide our customers complete independence to generate quotations, create orders and sign contracts. Our new web-based tool gives them greater control over their service, including technical feasibility checks and real-time monitoring of service quality." This self-service platform enables eCare customers to easily navigate, purchase and manage their bandwidth wherever and whenever you want.

## Building enablers

Our IPL solution has already been adopted by over 170 customers worldwide and we are working to make IPL online just as successful. Through [digitalization](#), we're building more than capacity, we're building enablers to help our customers design their own expectations.



**Nicolas Moraux**  
[Product Manager](#)  
[International Private](#)  
[Line services](#)  
Orange International Carriers

# Design

# Enablers



# Agility drives your IP Transit online digital journey

Our digital transformation program stands out because of its scope: we understood that bringing our customers flexibility, customization and speed-to-market required us to modernize all solutions in our service [portfolio](#). For a wide range of services, you can fully manage your connectivity, which includes checking technical feasibility, requesting quotes and signing contracts. We have been focusing on enabling seamless customer interactions through a new digital platform to provide detailed business information and [online purchase options](#).

“We chose Orange because their service is highly resilient. We get good quality of service, good support from their sales team, and lastly they offer flexible pricing”.

Vu Khac Hung,  
Business  
Development  
Manager at [FPT  
International  
Telecom](#)

## Activated in just a few seconds

[IP Transit online](#) is a step towards easier interactions with you. We are aligning the services with those provided on IP Transit to give you even more autonomy. These features include local billing, online quotations, and the ability to aggregate several accesses on different PoPs to make a single billing line, so you can enjoy truly attractive prices. Damien Schaepeynck, IP Product Manager at Orange International Carriers says "with IP Transit online we are committed to short deadlines with our customers after their first order. And if they want to upgrade an existing link, the online service can be activated in just a few seconds."

## Your peace of mind is our priority

The service is now available with our African, Middle Eastern, and Asian PoPs with up to 10 Gbps. And regarding Europe and USA, we have doubled it from 10 to 20 Gbps to address growing bandwidth requirements. Depending on the capacity selected, you can access our network through 1 Gbps, 10 Gbps, or 100 Gbps ports. Then, to facilitate your interconnection, we have also set up an option: we can manage the cross-connect with the carrier hotel for you. Exclusively available on [our digital platform](#), we have also integrated a new fully flexible contract term with no minimum commitment period to give you greater adaptability. And of course, you can make your purchases in either dollars or euros. As you can see, on IP Transit online our priority is your peace of mind, autonomy, and flexibility.

## Solutions





# Turning voice business into a game-changer through innovation

As a testament of our commitment to voice, we keep investing in digital transformation to bring innovative solutions to the market and future-proof our services

As the **voice market** is going through major transformations, Orange International Carriers stands out as the biggest **global wholesaler** in value, with unparalleled and still growing network reach on 5 continents. Offering you the best customer value in the market requires from us not only a highly connected network and strong expertise, but also in-and-out **digital transformation** through investments and smart innovation. We also focus on turning a legacy business into a game-changer through constant innovation and investment.

## Innovating to revamp a traditional market

Since 2021, we have been delivering high added value through increased connectivity, security and speed-to-market. “We’ve expanded our networks to offer exceptional reach with 4 new voice PoPs and 200 connections and **digitalized our portfolio** to reduce delivery time”, Céline Kaya, Outsourcing & Corridors Product Manager at Orange International Carriers says. Besides, “we reinvented **voice corridors** to improve traffic retention and settled automated hubbing solutions with new AI-powered tools, such as machine-learning and algorithm-based route optimization”. An assessment shared by Sanjeev Sharma, Head of Wholesale Voice at **V-CON** who values “Orange’s

extensive voice coverage, which is a key element for our company in strengthening our presence globally.”

## Future-proofing our solutions to fit customer needs

As Frédéric Freschel, Head of Voice & Advanced Communications at Orange International Carriers points out, “we believe that to reinvent the market, wholesalers need to reinvent themselves. By transforming the operation and distribution models, that’s exactly what we are doing”. Orange is now offering a complete portfolio of future-proofed solutions, from **Hubbing Dynamic features** to global outsourcing, from corridors to cloud numbers. All assets are fully powered by automated trading and routing platforms, fitting customer needs with on-demand voice services. Developing innovative products for our customers and powerful enablers for our teams: this is how we remain committed to voice; this is our way to the Futures. Whoever said the voice market had no future must have dialed the wrong number.

Watch video



## Recognition

# Orange International carriers is on YouTube – check it out!

Being on YouTube for the sake of connecting with viewers is a fine start. But we like to do things right. Olivia Gelicán, in charge of social networks at Orange International Carriers tells you what to expect from this new opportunity.

## Exclusive YouTube contents dedicated to our customers and partners

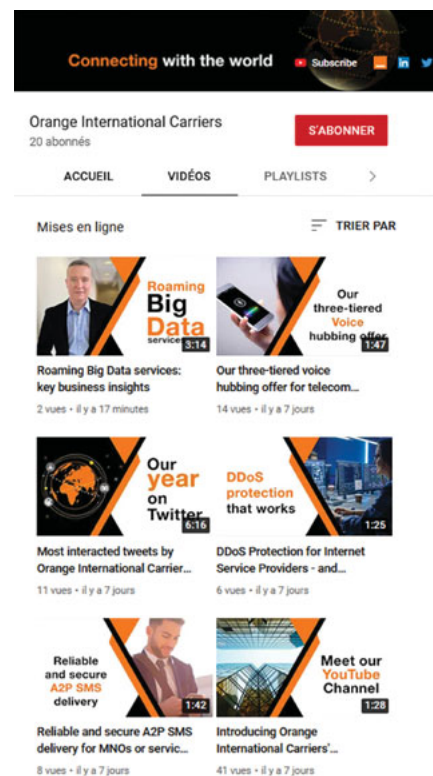
The YouTube channel we cooked for you relies on a distinct editorial strategy, integrating panels, keynote sessions and presentations by our experts on the products and services we are launching or improving. Not to mention more strategic interventions on the wholesale market and its future.

For example, we have been asked many times: “how to watch a Keynote panel or an address we could not attend live?” Our YouTube channel is now the answer. But that’s not all. What about our users who would appreciate video tutorials on how to unleash the full potential of our services? Or those who want to know more about our solutions but prefer comprehensive video? We got you covered, with exclusive content developed and published on a weekly basis.

So check out Orange International Carriers’ [YouTube](#) channel now, and give it a like and subscription if you find it informative!

“This synergy between our website, social networks and our new YouTube platform allows us to provide our customers and partners with novelties about our solutions, expert insights and user tutorials. With this move, we also expect to address potential followers where other social networks are not used, or scarcely, but where YouTube enjoys a strong audience” explains Olivia Gelicán, in charge of social networks at Orange International Carriers,

At Orange International Carriers, we’ve always been connecting with the World. But what’s even more important is to connect with you. And as our customers and partners are on YouTube, we just had to be there too.



## Connecting

# We owe you the recognition of the wholesale Telecom family

2022 is a year of recognition for Orange International Carriers.

The awards received at the **GCCM ceremony**- “Best Global Network” and “Best Innovative Mobility Provider” recognize the value of our assets and the global coverage of our network, as well as our ability to put innovation at the heart of our approach with Roaming Big Data. This service was also rewarded at the 17th Annual MEFFYS ceremony for its ability to reinvent mobile operators’ business models and optimize their roaming revenues. All these achievements have been possible thanks to inspiring leaders such as Emmanuel Rochas and **Anne Morel**. As a proof, they were personally recognized by Carrier Community as “CEO of the Year” and “Telecommunication Woman of the Year”. And this assessment of Emmanuel was shared by Capacity Media, which has included him in its prestigious **Power 100** list for the second year in a row. These industry awards are a testament to our commitment to bring you the best possible service at all times.

## Orange International Carriers, a "very strong" global player

Analysts including OMDIA and GlobalData are also very positive about the quality of our work and the services we provide our customers around the world. GlobalData rates Orange International Carriers as a "Very Strong" global player in its latest company assessment.

Regarding our solutions, Wholesale IoT and Multiservice IP eXchange (IPX) are also rated "very strong" by GlobalData highlighting network coverage, worldwide IPX nodes, international IPX PoPs, as well as a broad range of new services and options. And when it comes to Security & Anti-fraud, we are recognized for our “leadership” in the market.



## Achievement

## Orange International Carriers is powering your journey to the Futures

- ✓ Bringing our services closer to the “wholesale as a service” business model
- ✓ Powering our game-changing digital transformation program
- ✓ Being innovative with our APIs
- ✓ Pioneering on Security with an audit for all 3 main businesses: Voice, Data and Mobile
- ✓ Building enablers with IPL online
- ✓ Giving our customers more autonomy with IP Transit online
- ✓ Innovating to revamp the Voice traditional market

### International Carriers



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**Wholesale &  
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