



COLLABORATION

learning – global live demo - case



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Business
Services



Orange Business Services is a single banner for all business services from France Telecom group

> global reach

unmatched seamless **reach**

wholly-owned **mobile** networks in 23 countries, and a founding member of the FreeMove Alliance, spanning 26 countries

> key facts

revenue **over €10bn** - \$12.5bn*

29,000 people in **166 countries** and territories

leveraging France Telecom's 4,200 R&D researchers

> customers

3,750 multinational customers

2/3 of top global 100 companies

50% of Fortune 100 in Europe

50% of Fortune 500 financial services companies

9 million business mobile users

> Asia Pacific overview

50 years history in Asia Pacific

2,000+ MNC customers in Asia Pacific, of which approx 800 have signed regional contracts in Asia Pacific.

2,300+ staff covering 36 countries and territories

largest, most extensive network including in-country reach w/ 200 POPs in 120 cities in **39 countries** & territories



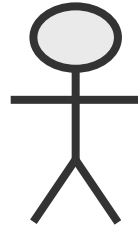


collaboration: evolution or revolution?



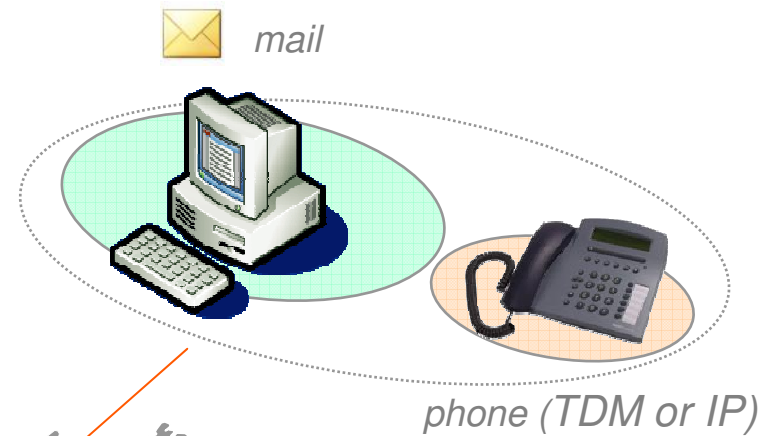
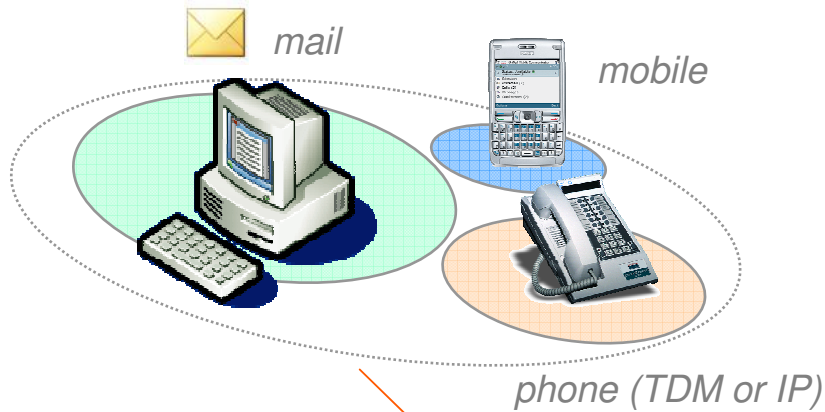
(demo) how do users work today

Mr. Pierre



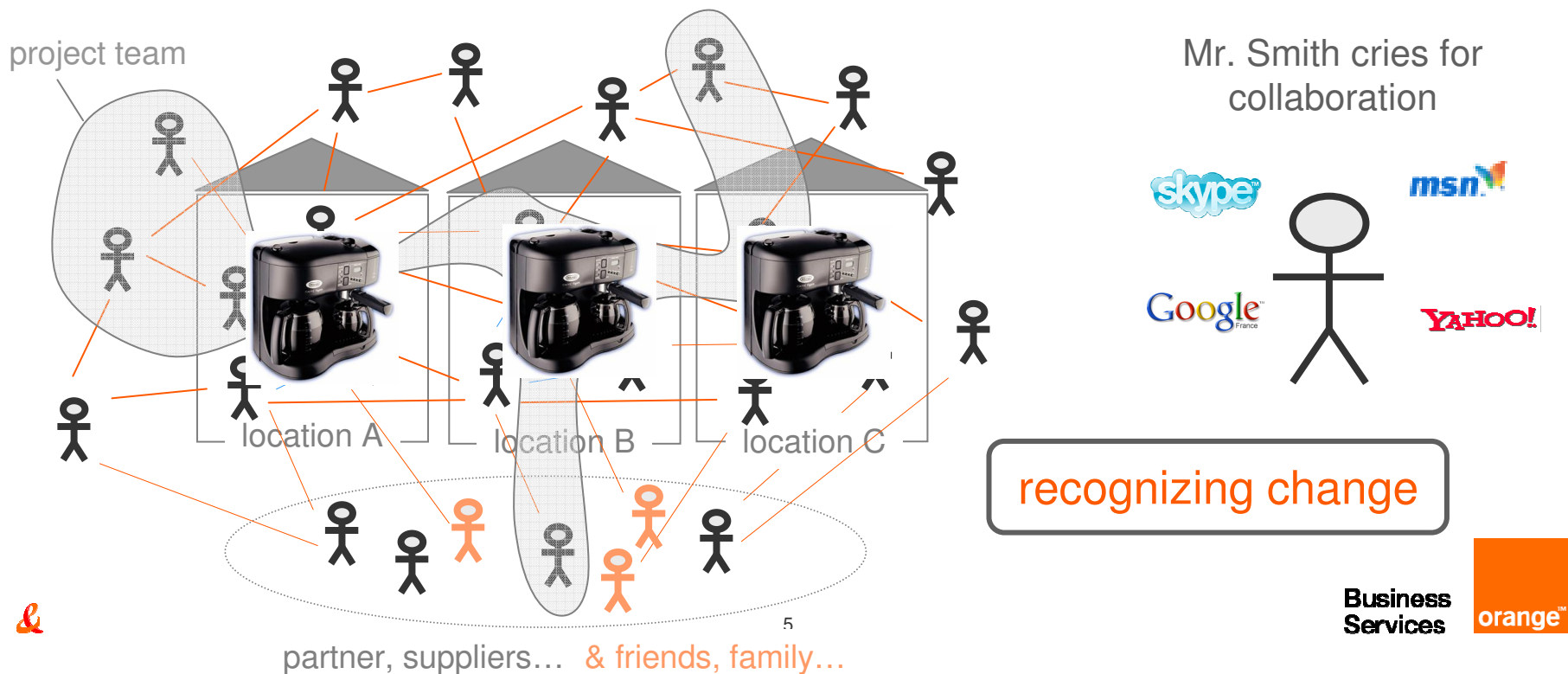
need to "collaborate"

Mr. Clement



collaboration: few trends & importance

- increased communication channels
- introduction of instant messaging (IM) in MNC
- increasing globalization and increasing dispersed global teaming
- “consumer world” drive changes in user expectations (new “tools”)





voice is evolving...



there is no difference between a wooden phone and an IP phone for basic voice



...the real difference is the integration with applications

Voice is now a pure application !

one fits all? ...not any more...

standard

need: simplicity, reliability, physical phone, classical telephony features (boss secretary etc)...



different needs:
today not a „one fits all“ any more...
„but“ key: reach

nomadic

every where connectivity, mobile,...



collaborative

various communication methods, flexible, IM ...



not all users have the same needs: build in flexibility





the voice revolution !

- > you cannot resist IP transformation
- > no distinct voice infrastructure !
- > voice is an application

voice has become part of IT !

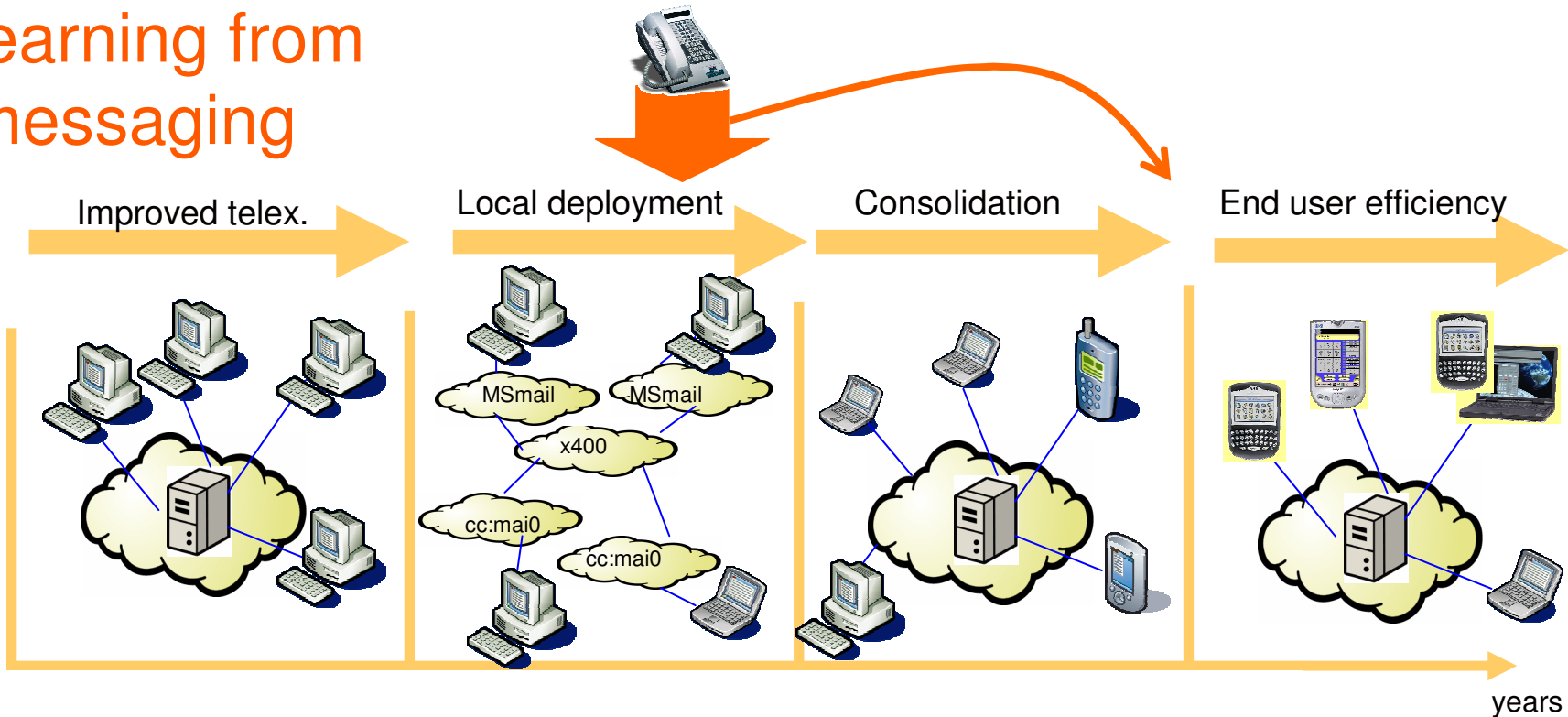




consolidation and standardization: why?



learning from messaging



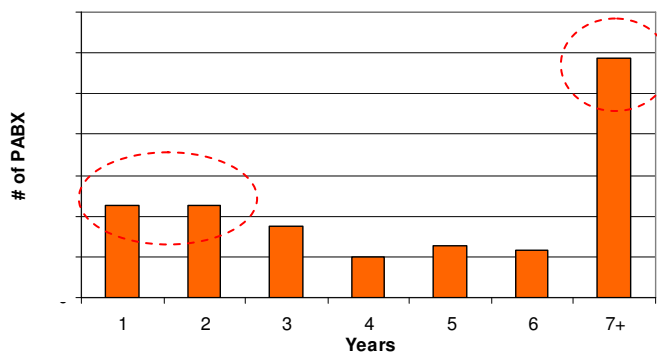
TELEPHONY:

- can't just happen: must be managed !
- standardize and consolidate
- deploy a unified telephony "socket"
- + there is a clear window of opportunity
 - last major investment prior to Y2K
 - individual sites are moving to IPT
 - « collaboration » need is growing



→ centralize budgets

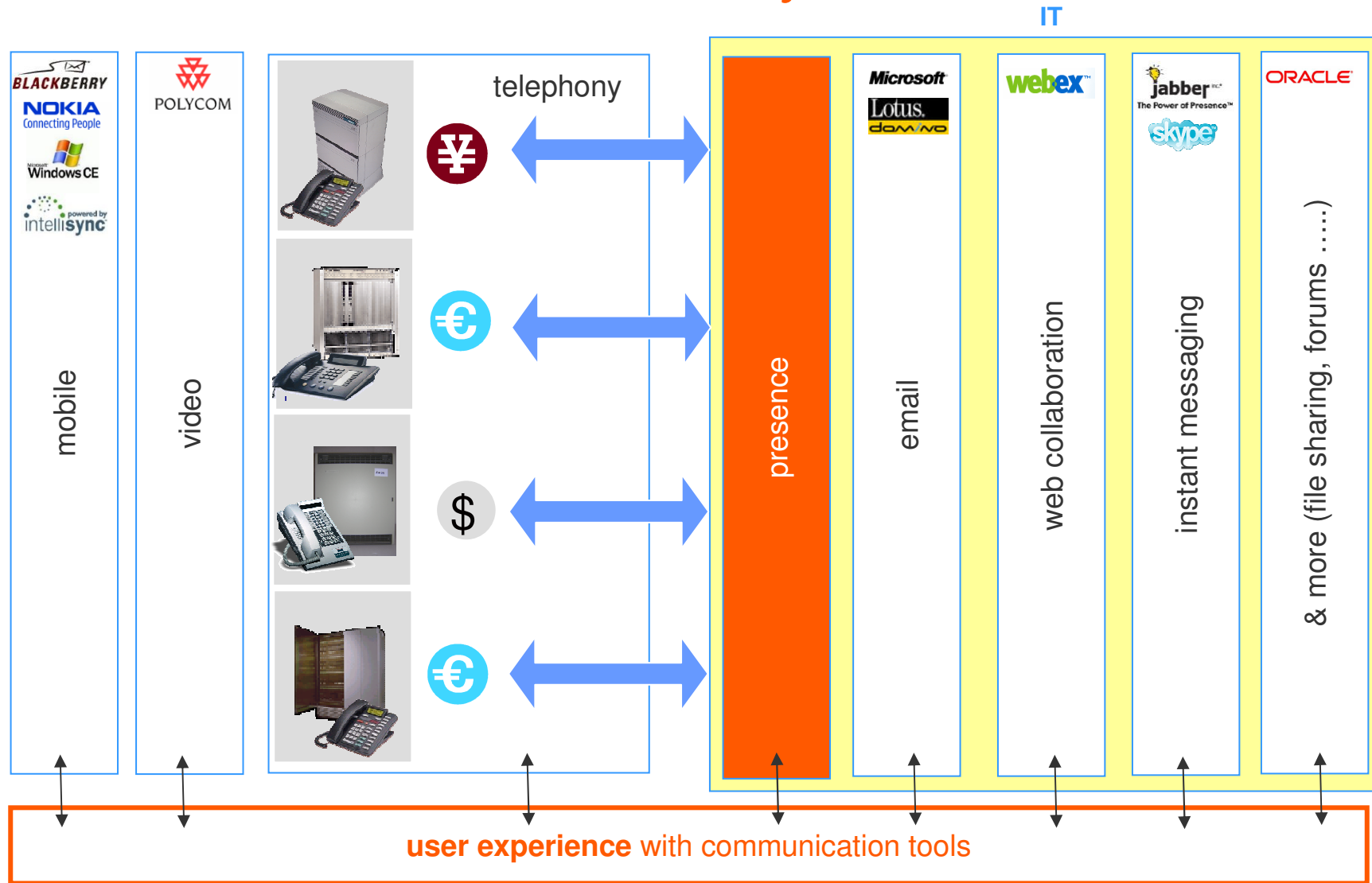
"classic" PABX Age pyramid



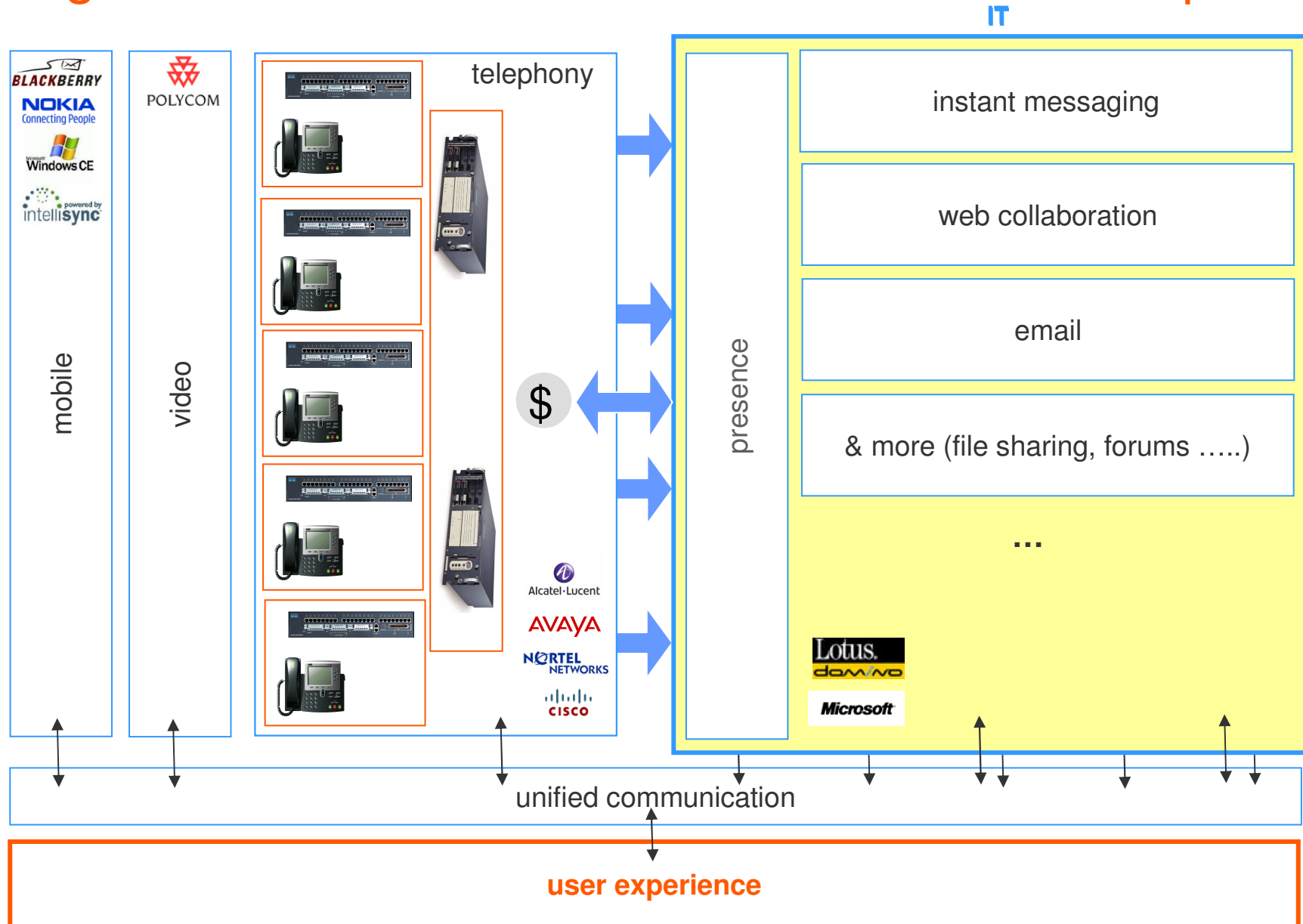
Business Services



communication services maturity



a degree of consolidation & standardization is required



(case) situation overview

> customer profile

- tobacco manufacturer
- with presence in +100 countries and +400 sites
- and +40'000 PC users

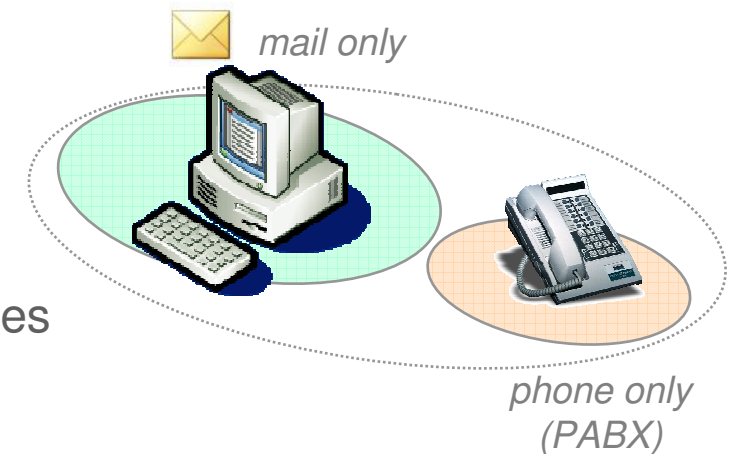
> scope of Orange solutions

- LAN, Telephony and WAN
- for +30 countries, +180 sites in EMEA and **APAC**
- representing 20k phone extensions

> technologies

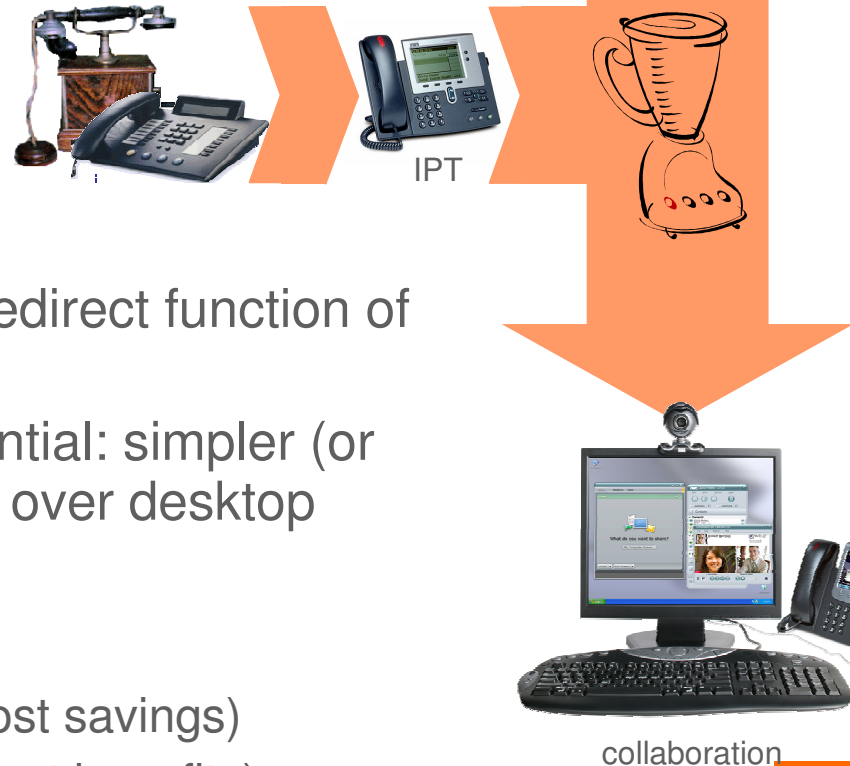
- Orange Cisco IP Telephony and LAN – in roll out for all use
- Orange IPVPN WAN (data + voice)
- Microsoft messaging (Exchange / LCS) – managed in house

pre-migration work desk:



(case) collaboration results and benefits

- > an integrated collaborative desktop !
answer to new business and end user needs of globally distributed project teams
- > fully leverage MS and Cisco capabilities: “best of both expertise”
- > high user acceptance to the “new IPT service”
- > rich presence information
- > array of functionalities: like: call redirect function of computer status
- > immediate cost optimization potential: simpler (or no) phones needed as controlled over desktop



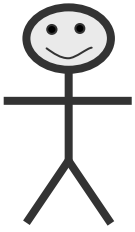
next

- fixed and mobile convergence (cost savings)
- Video and Green IT (social and cost benefits)



(demo) integrating telephony and messaging

Mr. Pierre



need to collaborate

Mr. Michael



integrated collaborative solution



integrated collaborative solution

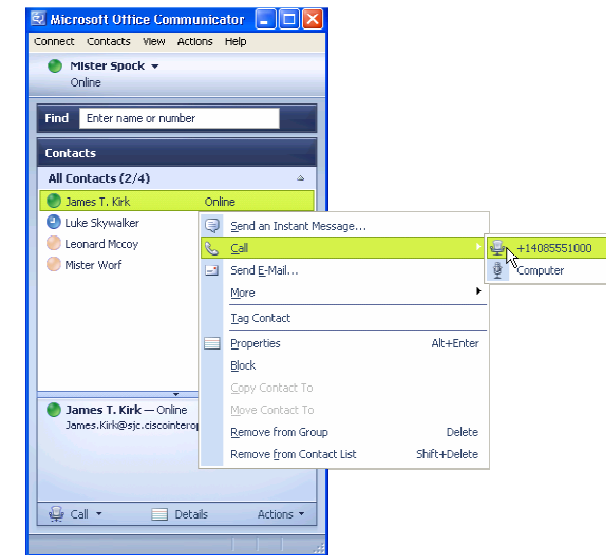


Business Services

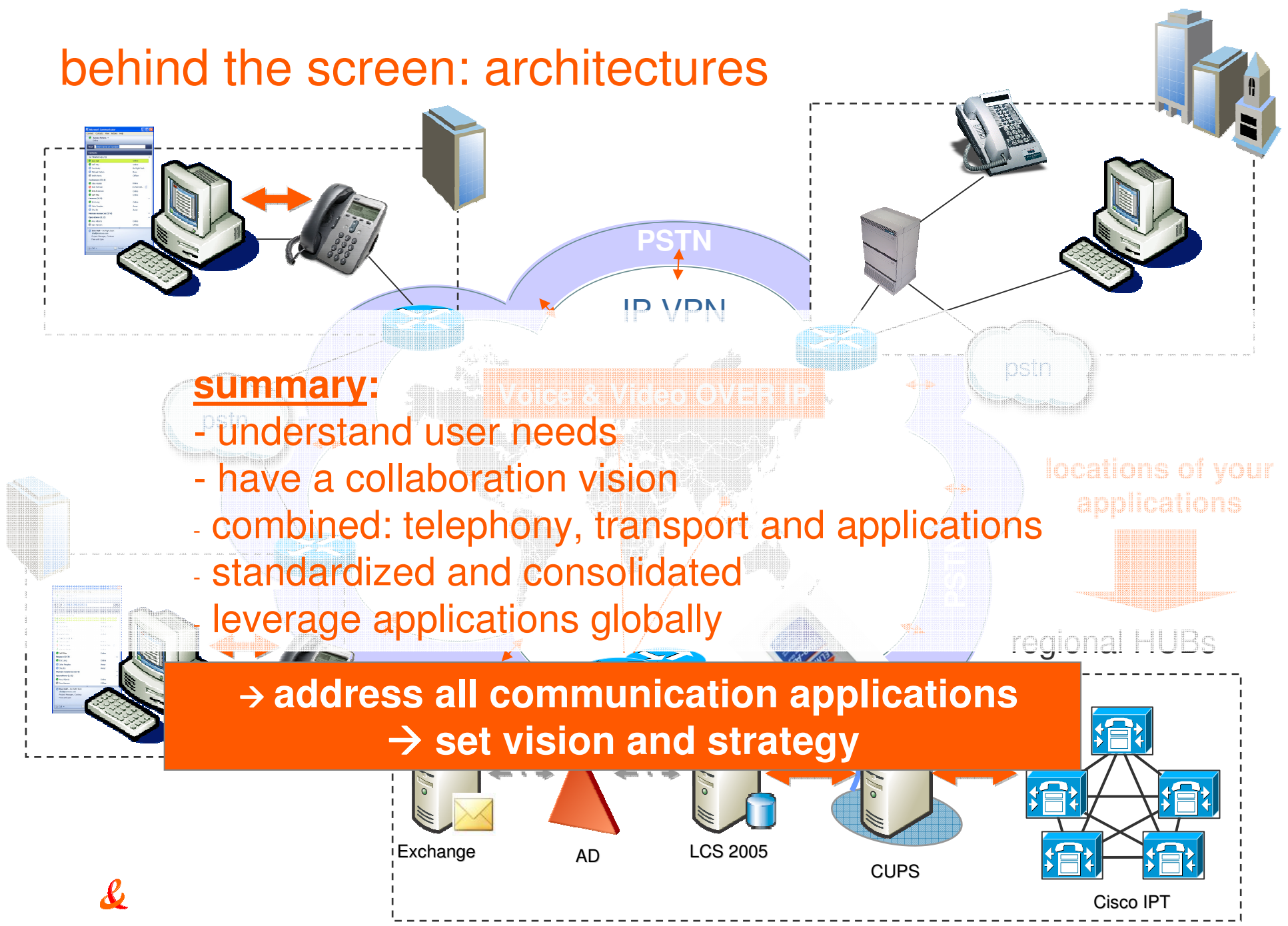


(case) results and benefits / value

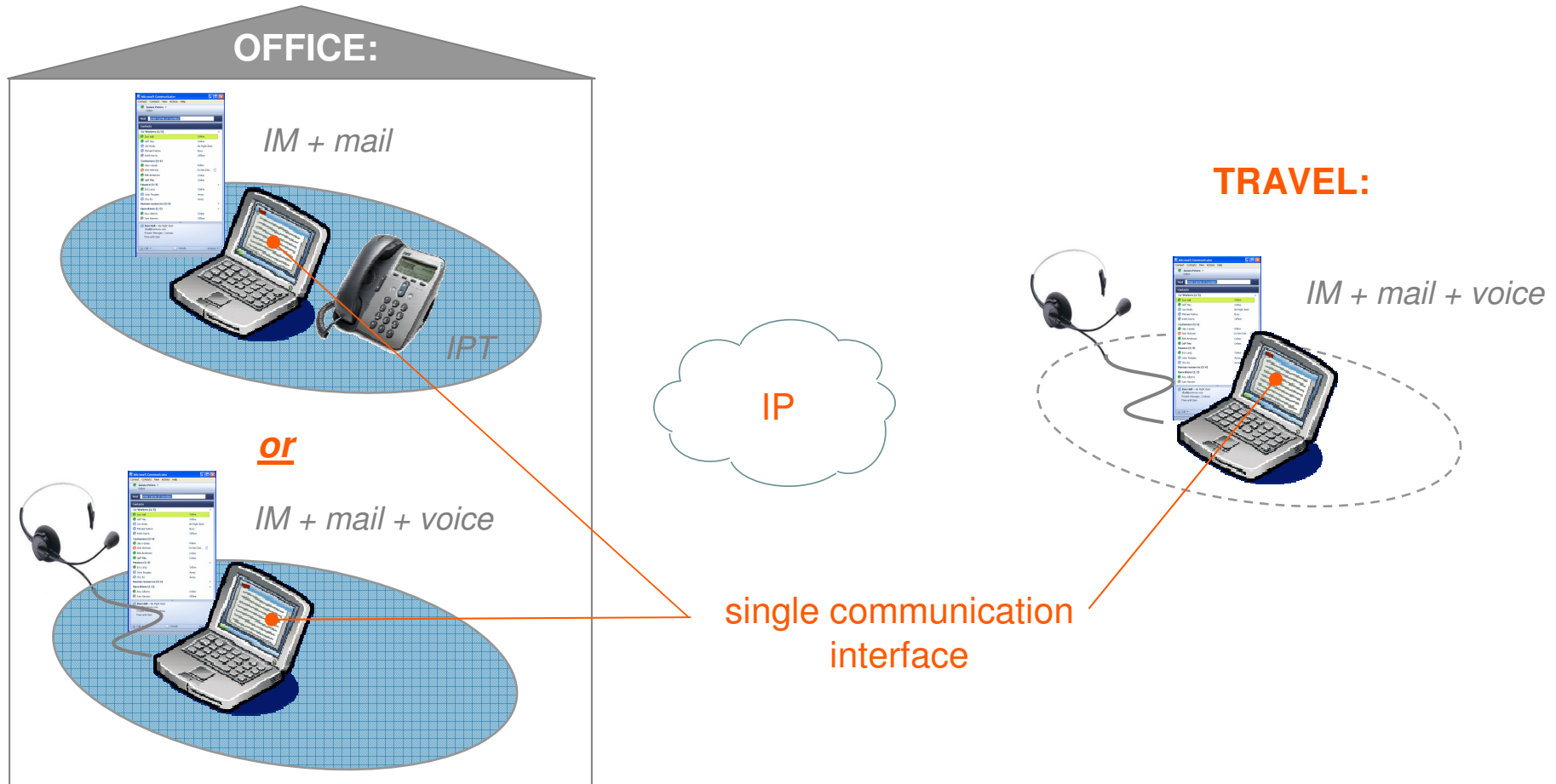
- > an integrated collaborative desktop !
 - deployed to 2000 users + following the IPT roll out
- > fully leverage MS and Cisco capabilities: “best of both expertise”
- > high user value thus user acceptance to the “new IPT service”
- > Orange manages the complexity
- > a joint approach: customer to manage Microsoft LCS and Orange the IPT solution and the integration
- > immediate cost optimization potential: simpler phones needed as controlled over desktop



behind the screen: architectures



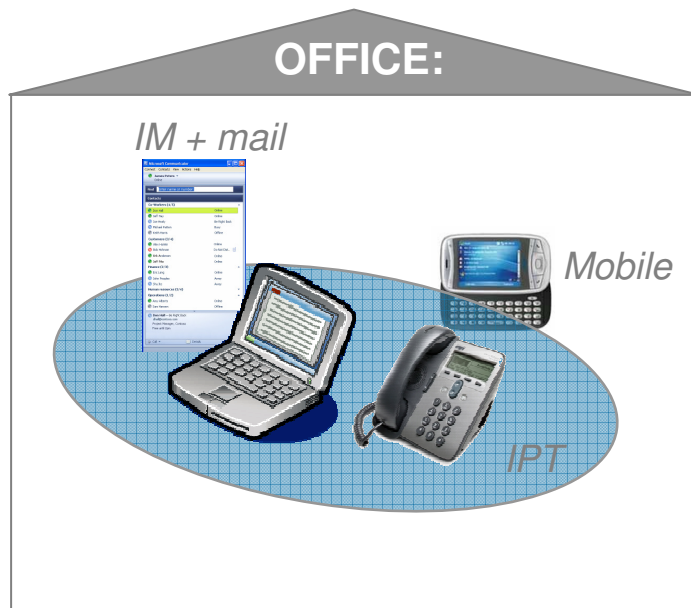
(demo) a next step: adding « motion »



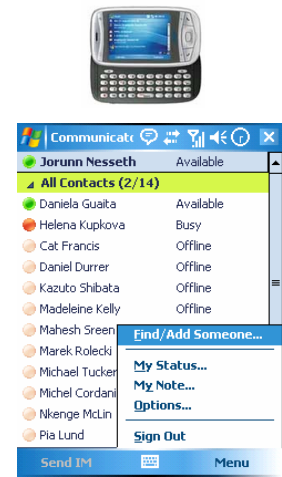
- fully supports "motion"
- answer to user diversity by appealing to some
- additional integration complexity to be managed



(demo) adding mobile-PDAs



on the ROAD:



- same client on PDA than on computer
- get presence information + chat

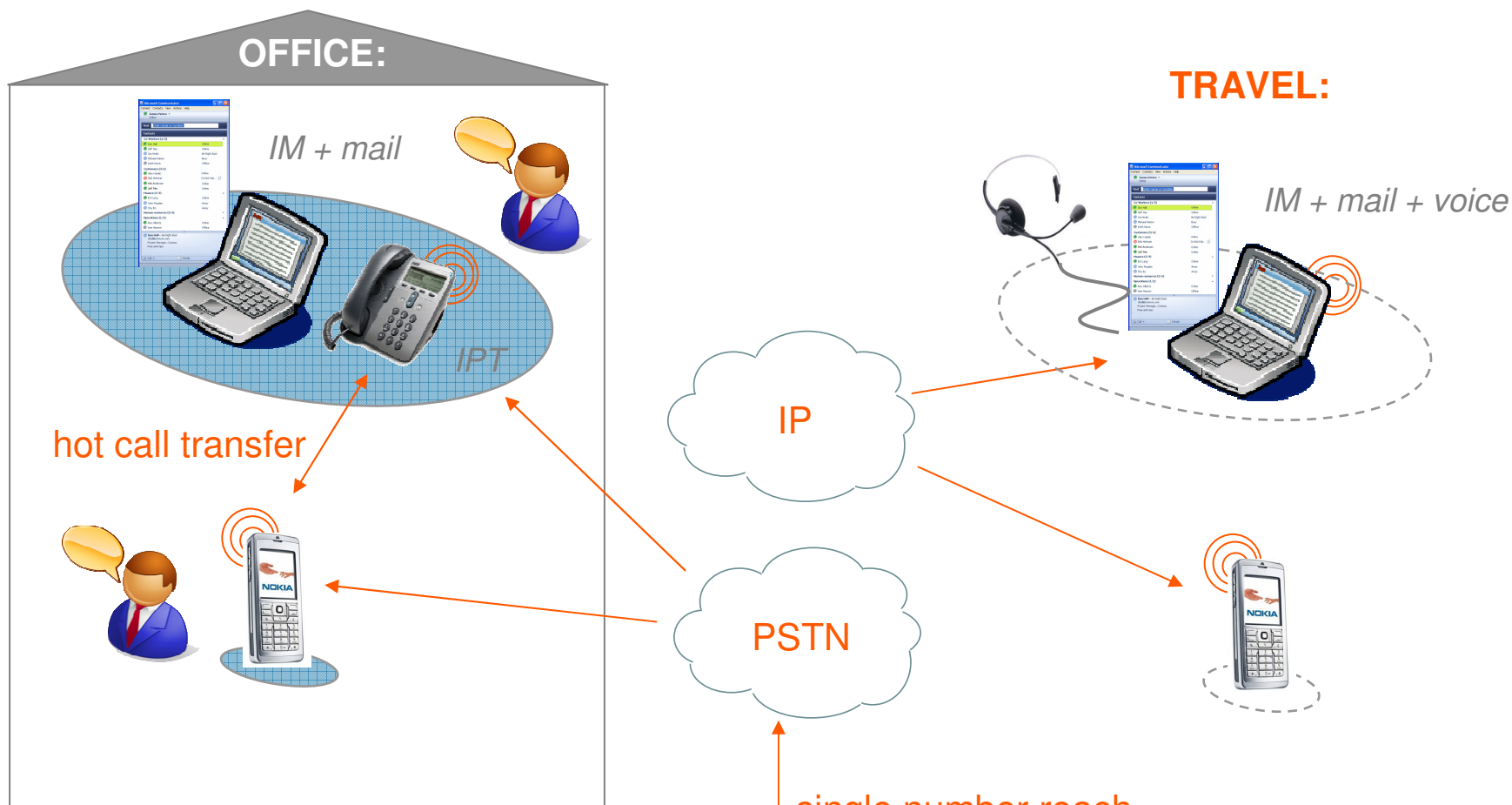


	Available		Be Right Back		Inactive		Offline
	Busy		Away		Busy (Inactive)		Presence Unknown
	Do Not Disturb		Offline		In a Call / In a Meeting		Blocked

Business Services



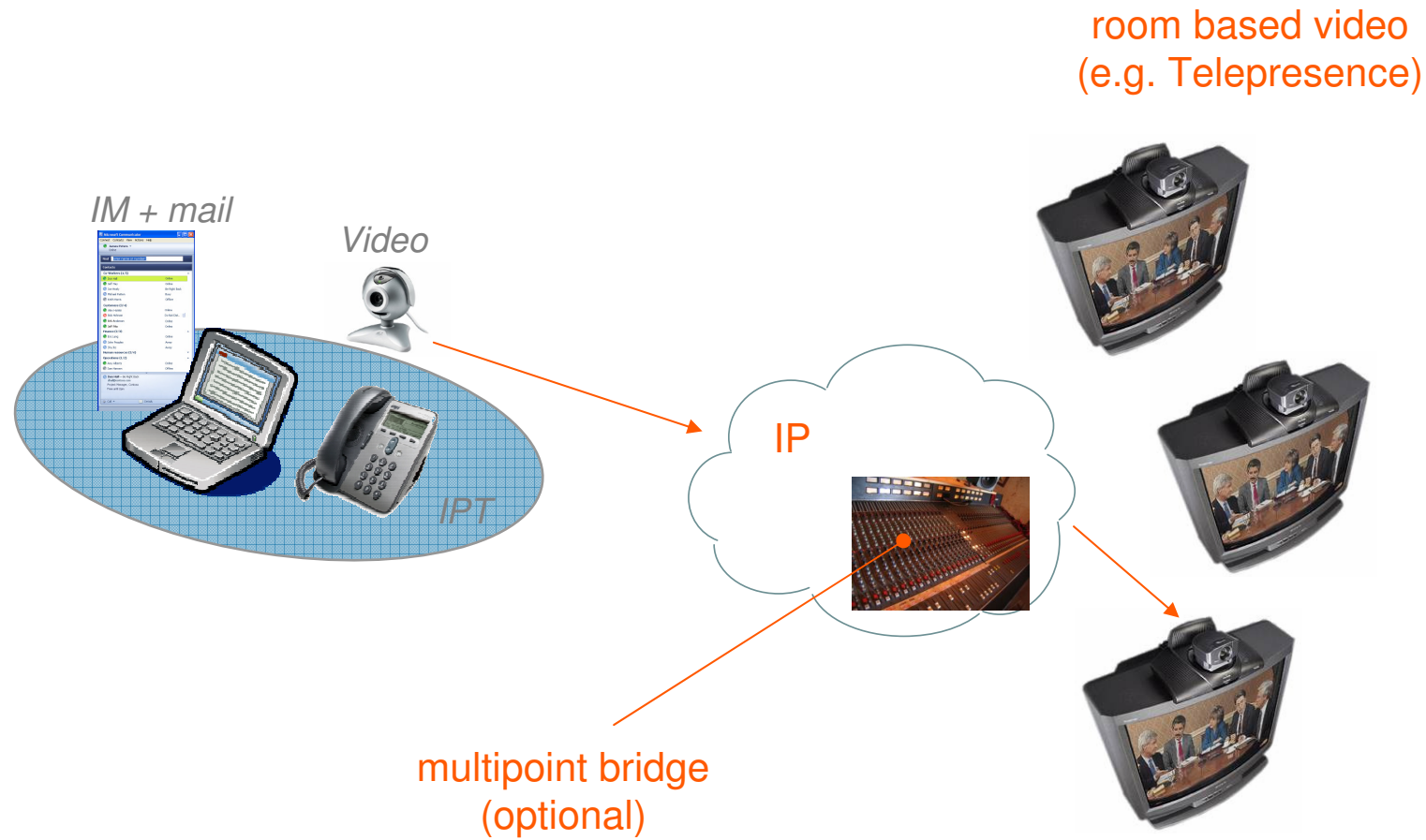
(demo) adding single number reach (FMC)



- multiples ring (pick up where u area)
- hot call transfer
- one Vmail
- call hold when coverage lost
- ...



(demo) bringing in video integration





business case tips



the real Telephony TCO

TCO assessment findings		fixed	mobile	video	total %
infra	depreciation, leasing, rental	2.5		.3	6.2%
	maintenance & operation	1.7		.5	5%
access		4.9			8.5%
Traffic (nat, int, F2M...)		22.5	7.2	.4	67.7%
people 26 FTE		4.9	.7		13%
total		35.3	7.9	1.2	44.4

all figures in Musd – organisation of 40k users in +100 countries and +800 sites

I'm growing & require mobile expertise !

old & depreciated organic migration to IP
20% sites generate 80% costs

1st define your voice TCO and optimization areas



TCO optimisation:

centralize budgets / decisions

TCO assessment findings		total %
infra	depreciation, leasing, rental	6.2%
	maintenance & operation	5%
access		8.5%
Traffic (nat, int, F2M...)		67.7%
people 26 FTE		13%
total		44.4

subsidize the transformation

optimize

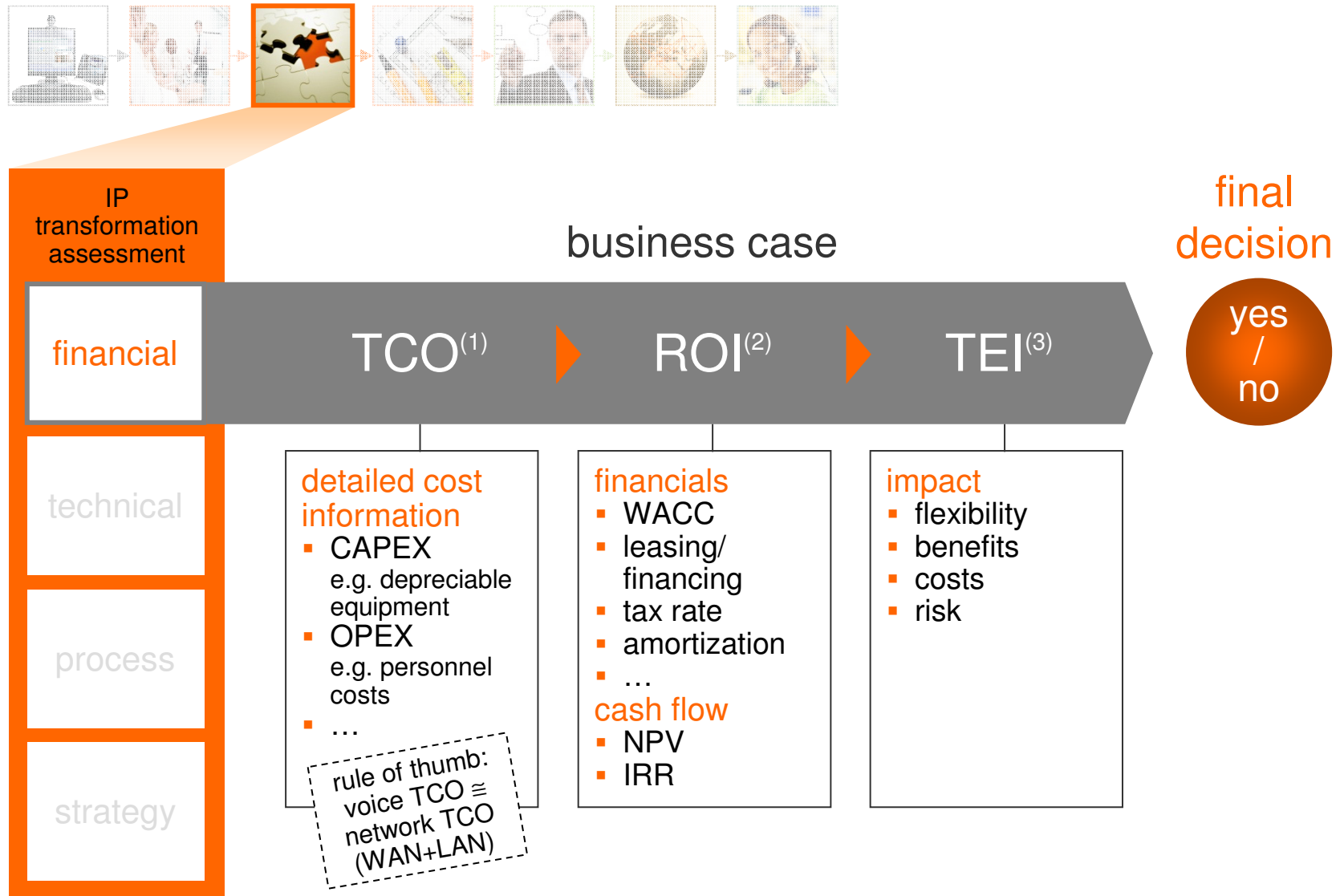
- VoiP
- int & nat traffic
- on/off net
- access
- large sites
- top destination
- ...

> typically combine traffic optimisation and IP transformation (saving on VoIP will pay for the IPT)

extend the business case to network & traffic



IP transformation assessment: financial



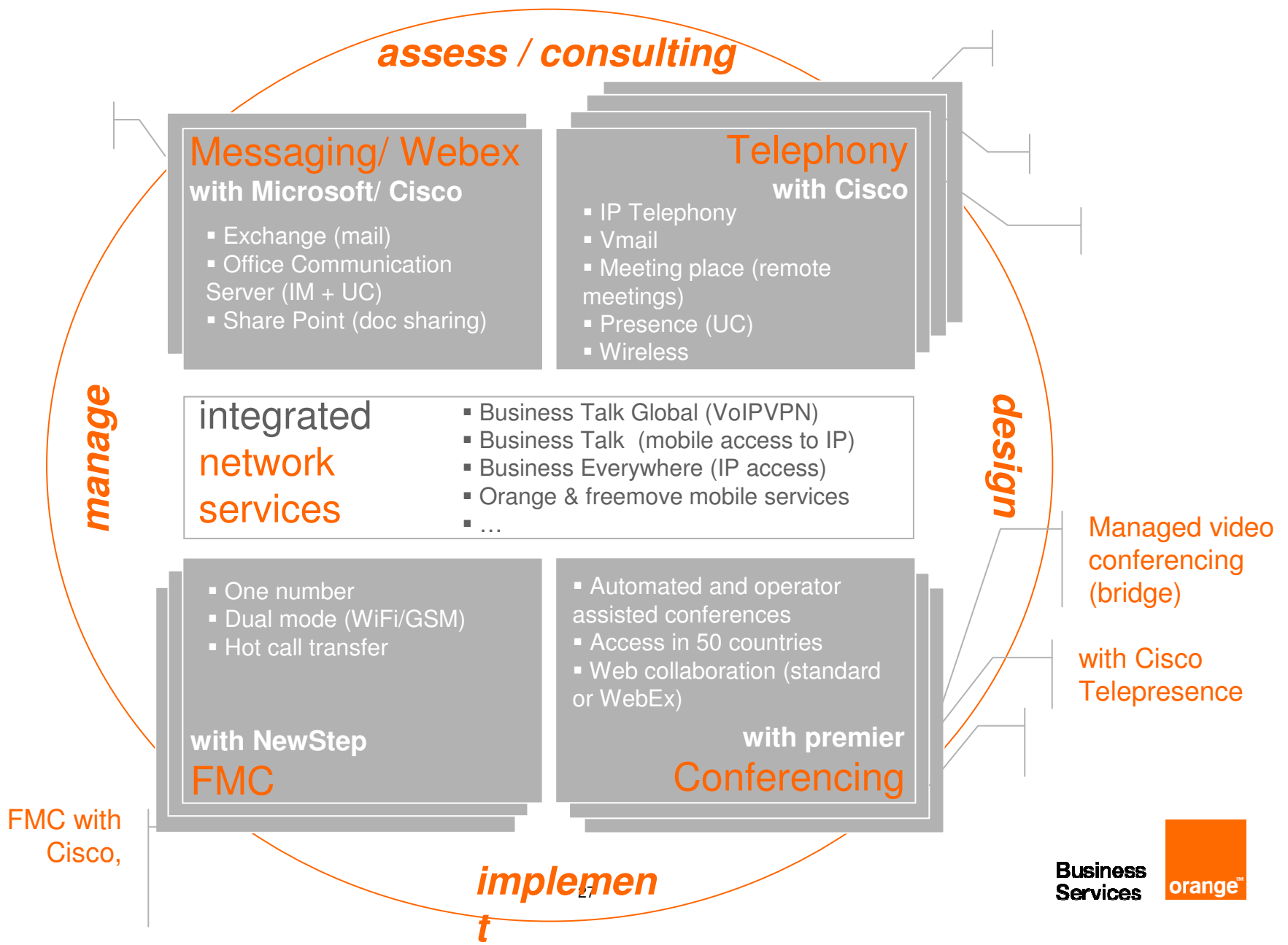
(1) total cost of ownership
 (2) return on investment
 (3) total economic impact



closing word
the operator value !



why you should consider a communication service provider?



managing voice, end to end



flexible level of management options



package examples:

Maintenance & operation	Service desk ▼ Level 1 Help Desk Customer Service Management
	Incident Mgt ▼ Warranty Remote Fixing (level2) Spares Management On Site Fixing (H/W replacement) 3rd Party Management
	Availability Mgt ▼ Proactive Monitoring Performance Reporting
	Problem Mgt ▶
	Release Mgt ▶
	Configuration Mgt ▶
	Capacity Mgt ▶
	Change Mgt ▶
	Service Level Mgt ▶
	Escalation Mgt ▶

fully managed co-managed customer managed	fully manage package ex 2 phone 	IP PBX 	voicemail 	fully managed 	network 	\$\$\$\$ price = install + MRC / user
	fully manage package ex 1 phone 	IP PBX 	unified msg 	fully managed 		\$\$\$ price = install + MRC / user
	co-managed package ex 1 phone 	IP PBX 	voicemail 	service desk incident mgmt 		\$\$ price = install + MRC / user
	self-source package ex 1 phone 	IP PBX 	unified msg 			\$ price = install

start with co-managed and evolve to

one global service concept



**collaboration is part of your core
business** are you ready, because they are !

thank you



Business
Services

