

# Simplifying the journey



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3 main trends that drive complexity to the ICT world

technological  
advancement

cloud computing  
**big data**  
alternative energy  
virtualization  
**mobility**  
artificial intelligence  
convergence  
**remote workspace**  
miniaturization  
nanotechnology  
**graphene**  
quantic physics  
**the internet of things**



# technological advancement

consistent and easy to use communication and collaboration applications

mobile access to everything, anywhere

it should all just work

BYOD: Windows, Mac, iPad, Android aso

**the many “any” expectation of employees, customers and partners: anywhere, anytime, any application, any device, any network, any customer, any partner**

tag videos and postings that other people should see

context, location services, sensing devices

Security, federation, privacy, compliance, personal versus work info

virtual clients, thick clients, web clients

# economic, social, political unrest



MORE TO GO  
"This is what frightens me most – no one can tell me how much more will be written off because no one really knows the CDO market before its collapse."

economic, social,  
political unrest

optimize costs and  
resources

manage cash flows &  
capital investments

increase  
business agility

**a new economic status quo and fewer  
resources available to businesses drive  
changes in business models**

gain market share and  
competitive  
advantage

improve  
productivity and  
performance

# private, social and work life merger

working  
@ the  
office

working  
@ home

mobile  
with a  
laptop

mobile with  
a  
smartphone

anywhere,  
any device

people working from anywhere

“50% of workers spend at least 20% of their time away”

“42% of US employers allowed staff to work remotely this year”

personal vs.  
professional

“60% use business smartphones for personal needs”

social media in B2B

“57% of workers use social media for business purposes at least once per week”

generational shift

“4 million millennials enter the US workforce every year”

the right balance between expectations,  
resources and context is **to be found**



# our proposition to customers

**make business life  
easier**

remove complexity  
and make  
technology work for  
more businesses

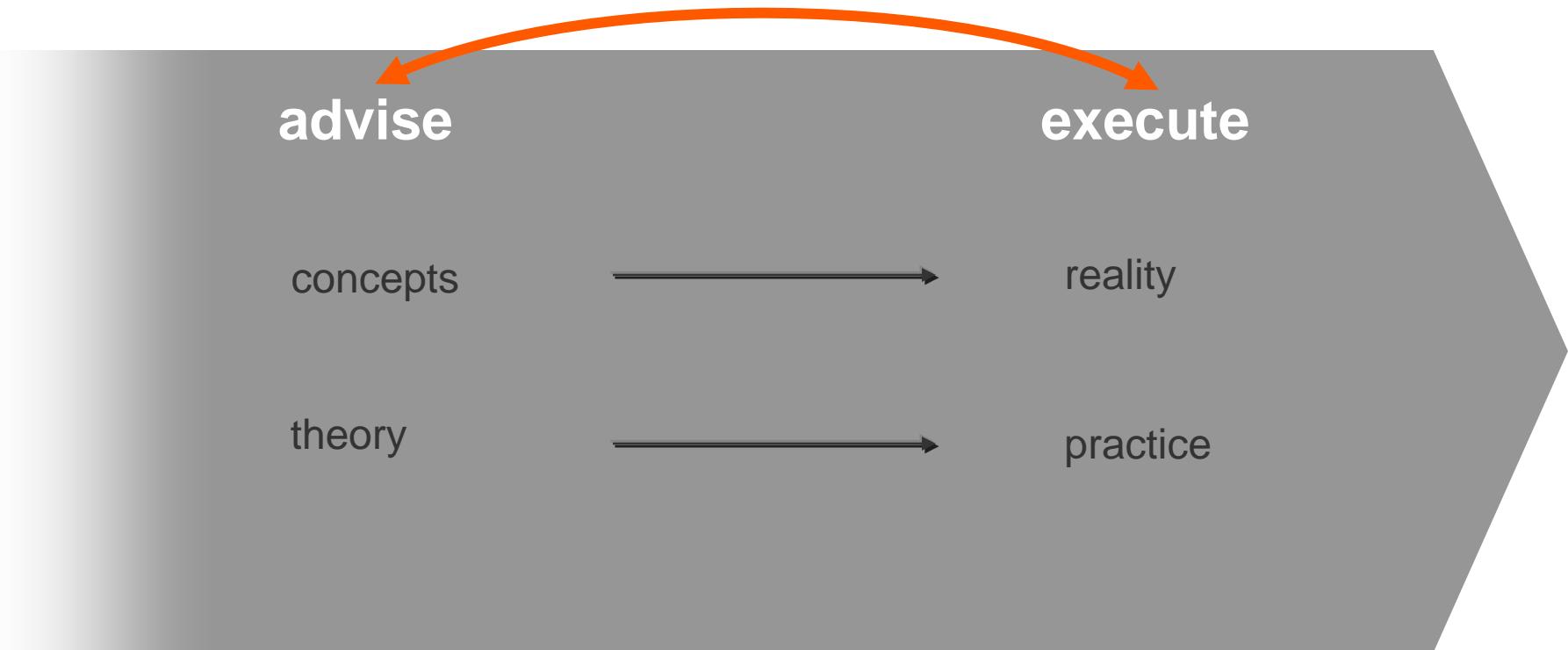
remove barriers to  
business success

create business  
value in new ways

enhance business  
contribution by  
opening up  
opportunities

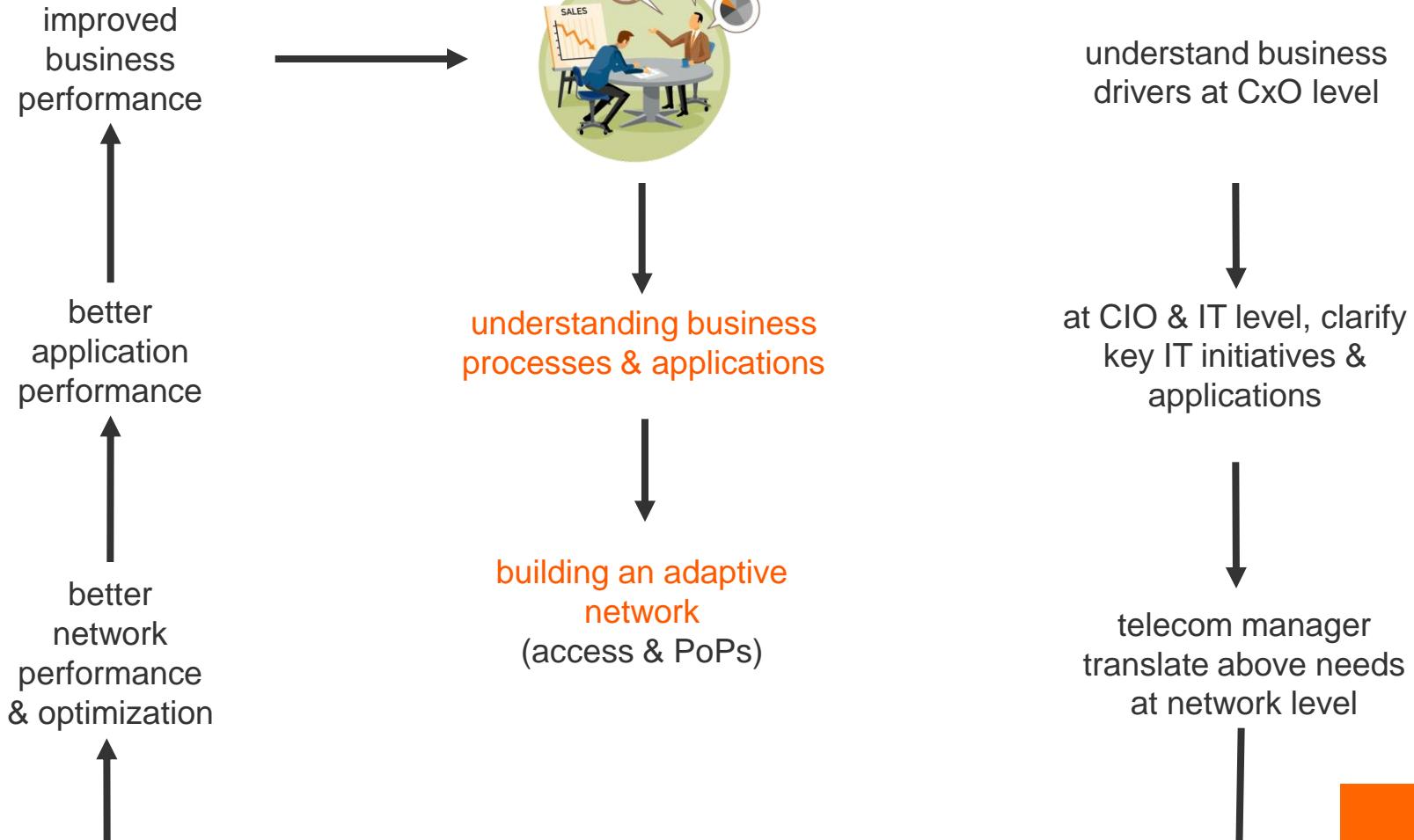
enable every individual to  
contribute to your success,  
maximizing the value of your  
people

we start with end-to-end professional services  
that transform concepts into reality, theory to practice



by **aligning** the network strategy to the business objectives

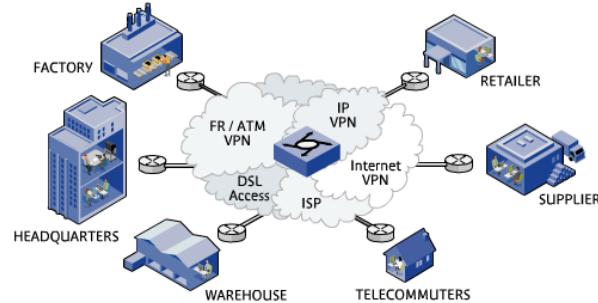
# we provide an adaptive network built to meet all business objectives



# we deploy a simple architecture to fit all levels of complexity

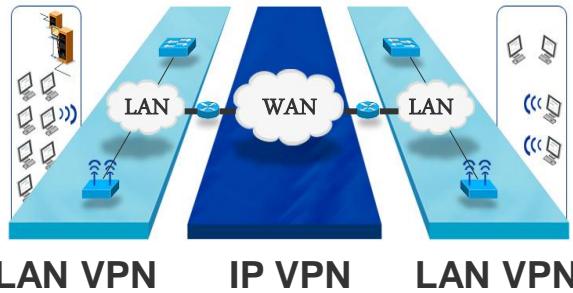
## One network for all locations

- WAN diversity (MPLS, Internet)
- Access diversity (fiber, radio)



## One network up to the LAN

- Integrated LAN and WAN design
- Integrated management view

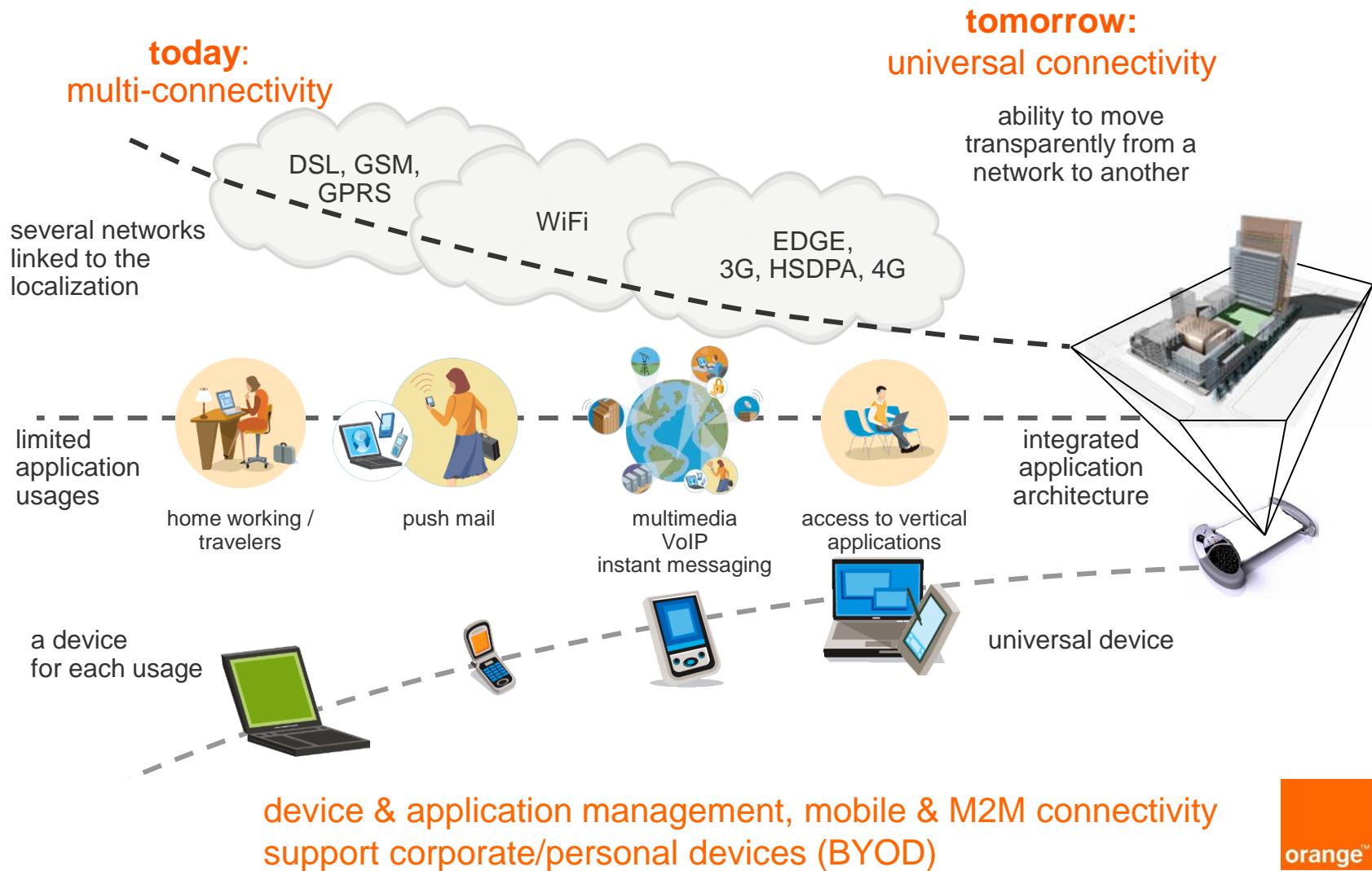


## One customer edge device

- Security
- VoIP
- LAN



# we provide converged technologies for the workspace of tomorrow



# we offer a full range of solutions ready to serve any business need



# Cisco and Orange

Cisco and Orange have a long term partnership of more than 15 years, expanding the possibilities of what networks are and what they can do. Together we provide organizations all over the world with flexible, secure, efficient systems, bringing their customers and suppliers closer and making business life easier.

Orange is

- the first network service provider to be a Cisco Global Certified Partner
- Cisco TelePresence Global Partner
- Cisco Advanced Technology Provider
- awarded one of the only four Global Services Alliance designations from Cisco



# turning complex technologies to simple solutions really pays-off

- part of Orange-France Telecom Group
- mobile communication, internet and fixed line services

**172,000  
employees**

**more than 21,000  
employees dedicated  
to business services  
in 166 countries**

the world's  
**50th**  
strongest  
brand

**450,000 km  
of networks**

mobile presence in  
**33 countries**

**2/3 of top 100  
global companies  
are Orange - FT customers**

**227 million  
customers**



# awards



## World Communication Awards 2012 - three major wins

- best Global Operator
- best Cloud Service
- user's Choice



## Frost & Sullivan

- leader Data Communications Service Provider of the Year



## Gartner

- leader Global, Pan European and Asia Pacific Network Service Providers



Q & A



thank you

