

white paper - white paper

global reach:
taking your business forward

**Business
Services**



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introduction

how should we react to the economic crisis?

This is the question being asked in boardrooms everywhere.

what's your strategy in these changing times?

The answer of course will depend on how much your business is suffering.

- For some, the challenge is simply to survive until the crisis is over.
- For others, the challenge is to change their investment priorities and prepare to take advantage of the future upturn.
- Another point of view sees the crisis as a chance to redefine priorities and justify reshaping infrastructure in order to better serve the business in the long term.
- Some even see the crisis as an opportunity to take the leading edge in their industry in order to come out of the crisis even stronger than at present. Here the focus is on developing new business models, launching innovative services or making acquisitions.

Whatever the strategy may be, an important component that needs careful consideration is the significant role of IT. In the current economic climate, three particular areas of IT are attracting great attention: **mobility, videoconferencing and unified communications.**

Together, these technologies enable today's multinational employee to reach across the globe, from anywhere, at any time, in order to maintain contact with colleagues, customers and business partners and have instant access to business information.

Some people refer to this technology as "anywhere IT." Essentially it enables workers to be more effective, more efficient and more productive, thereby supporting the strategy of a business that seeks to move forward and develop its competitive advantage.

In this paper we look at real examples of these technologies integrated in the work environment. The examples outline the technologies and show the business benefits each has brought in terms of increased productivity, cost savings, better use of existing assets and improved return on investment.

why does mobile work make sense?

Mobility has transformed the way people work, enabling them to share information inside or outside the office and to collaborate with people anywhere and anytime.

In corporate America, for example, only 6% of our survey respondents work in organizations that prohibit mobile work.

— source: CITRIX

It is true that mobile working is rapidly spreading throughout businesses worldwide and is increasingly accepted as normal business practice. We can all see this powerful trend, driven on one hand by the needs of today's knowledge workers to meet business demands and on the other hand by the rapid developments in IT capabilities.

But it's more than that.

To understand why this new way of working is growing so rapidly, we need only look at the benefits it brings to any business.

The fact is that mobility, when properly implemented, has been shown to significantly increase productivity, reduce costs and promote better return on investments.

employee productivity

Mobility is the freedom to get things done when the time is right, irrespective of location.

This is productivity. No matter where he or she is, the mobile-equipped worker can maintain contact with people and vital business information.

It is this agility that enables the mobile worker to maintain business activity as and when required. The resulting business benefits include quicker decisions, less errors, time saved and happier customers.

Let's look at two simple examples:

- Imagine one of your sales personnel on a customer site discussing a proposal. The customer asks a question, but the salesperson does not have the answer. Is the meeting disturbed, the discussion blocked? Not necessarily. If the salesperson is mobile-equipped there may be no problem. Perhaps using a laptop PC with remote connection (Wi-Fi for example) the salesperson could contact colleagues for support or make a secure connection to your company files to download a case study or a business presentation. There is little delay, and business continues. Here we see how mobile technology can enable productivity, enhance customer relations and increase customer satisfaction.

- Now picture a typical meeting at your office location. A question is raised – perhaps some data is required. Without disturbing the meeting, a mobile-equipped worker might use an instant messaging system to silently contact other colleagues, obtain the data and enable the meeting to progress. Instead of waiting for another meeting to address the data, it is dealt with at the right time, and progress is made. If this is repeated in meetings throughout the company over a period of a year, for example, imagine the time saved and the productivity achieved.

There are many situations similar to the two examples above. Clearly, when such situations are repeated many times, they quickly add up to a major increase in overall worker effectiveness and productivity.

cost savings

Mobility has shown itself able to increase operational effectiveness by reducing business costs in various ways.

travel costs

Travel costs are a good example. When travel is necessary, mobile technology makes it efficient and productive. But where travel costs need to be reduced, the same mobile technology makes it easy to continue business activities at a distance.

In fact anything that requires certain workers to return to the office can be costly as well as inefficient. Imagine for example a salesperson having to go to the office repeatedly to download business material, back up files, print contracts and so on. If this same person is mobile-equipped, such activities are possible remotely, thereby saving time and travel costs.

real estate costs

Another example of mobility contributing to major cost savings is seen in the area of real estate. For most companies this is one of their highest business costs.

One approach that has proved effective in reducing real estate costs is desk sharing. With desk sharing, office workers do not each have a fixed desk to themselves. Workers who are absent, for example, on business trips or working at home, do not need a desk. Instead, they reserve a desk for use only when required.

Interestingly, the same technology that makes mobile working possible also makes the desk-sharing environment easy and efficient. For example, a Web-based desk-reservation system can allocate and manage resources effectively worldwide. When a worker logs in at any desk, an IP telephone network can automatically connect the person's private extension number to that desk, wherever it is. In this way, workers' needs are integrated with facilities management systems to create a seamless operating environment.

Mobility offers a way of saving money while investing in the future.

Efficient desk sharing can bring about enormous savings in the cost of energy normally used to heat, cool, light and clean space that is not being used. Add to this the potential reduction in the cost of office space, and we see even more savings.

what to look for

In establishing a mobile environment, the modern enterprise sees the following as essential:

- high levels of security, continually and consistently applied
- the most advanced technology that has been tested and proven and is competitively priced
- regular and consistent enforcement of policies and procedures
- control of access to unsecured wireless networks
- view of billing data and usage information in order to understand communications expenditure and any personal use by employees

Also of major importance is the need for the advice, support and skills of a trusted, reliable and experienced partner, one who completely understands the full requirements of mobility and who is able to provide exactly the right solutions to ensure an integrated, secure, cost-efficient and productive mobile working environment.

our own experience

More than a supplier of first-class solutions, we have implemented our own extensive mobile environment. When doing so, we had the same business aims as any large company. And, as listed above, we had the same requirements that a mobile solution had to meet.

The pages below give real examples of how mobile technology changed our business.

The examples we will look at concern recent advances in two particular areas of mobility:

- remote access to company resources
- desk sharing

We will see the positive effects on individual and team productivity as well as the significant cost-saving benefits.

Business Everywhere

In 2005 we began development of an application called Business Everywhere (winner that year of Best New Service at the World Communication Awards).

We wanted to provide our customers and our own staff with an easy and secure way of connecting to their corporate networks and to the Internet from practically anywhere in the world. The aim was to simplify the way people work by enabling them to perform work activities when they want and wherever they are.

The flexibility in working style offered by Business Everywhere has been well accepted and adopted within the employee community, a clear sign of employee satisfaction.

Today Business Everywhere is a true success, installed on more than 1.2 million customer laptop PCs around the world and used by more than 75,000 employees throughout Orange.

increased productivity

Recently we conducted a survey of employees using Business Everywhere in a variety of sectors and job roles.

- Our most highly mobile workers say that the permanent access to our company data means that their work organization is undisturbed while they travel, and they do not lose time having to plan and prepare business trips far in advance.
- Other workers, typically managers and project leaders, say that they need to be contactable “almost permanently” with their teams and partners. Their main requirement is access to the large amounts of email that need validation and the ability to make quick decisions in order to maintain activity and progress.
- Another group, including technicians and sales personnel who spend considerable time on our customers’ premises, say that their work benefits particularly from remote access to business applications, demonstrations and scheduling details.

Remote access helps to increase productivity by 40%, improve customer satisfaction by 35% and employee retention by 25%.

– source: Aberdeen, November 2008

Interestingly, it is not just the business that benefits. In many cases our employees report that they no longer fear missing out on information. They say that this peace of mind reduces work-related stress. They also enjoy a feeling of stability in a shifting work environment. Furthermore, they appreciate being able to do something useful when traveling or waiting for transport. It all contributes to motivation, efficiency and productivity.

Importantly, these benefits are also now being enjoyed by many of our customers.

One example is the world's fifth largest insurance group. After equipping its French sales force with Business Everywhere, the group reported a two-month pay back period. The major difference reported was much faster customer negotiations and customer service. Sales personnel no longer lost days going to the office to obtain documents, to update their files or to discuss details with colleagues. All those activities are now possible from customer premises when required to best serve the customer.

Not only are the group's customers delighted by the speed and quality of service, but each salesperson has more time and, therefore, can meet more customers, resulting naturally in more business. The group is now planning to roll out the same mobile strategy in other countries.

cost savings

Significantly, companies using Business Everywhere are finding that it is not only a productivity tool, it is also a way of reducing business costs.

At Orange Business Services, we have calculated our own cost savings with Business Everywhere used alongside security applications such as Secure My Device and managed authentication. The following table indicates some of our findings:

Orange Business Services mobility management portfolio	reduce direct costs	improve end-user productivity	improve IT productivity	green IT	potential savings
Business Everywhere remote access service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25%-30%
Secure My Device device management	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20%-25%
managed SSL managed authentication	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		20%-25%
managed blackberry/mobile mail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		10%-15%
mobile office device deployment & management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		15%-25%

Can any company achieve these savings?

While each company will have its own particular numbers, the general answer is yes.

Today we have a complete set of tools that calculates the current costs and clearly describes the potential savings. We can define in detail all the financial elements and all the steps required to achieve them, including design of the solution, project management and the operational life cycle.

We are able to demonstrate how expansion of remote working programs reduces the time required for remote workers to work effectively, while optimizing related IT management resources and reducing the direct costs of mobility services.

desk sharing

The practice of desk sharing is primarily driven by a desire to reduce real estate costs.

A move to desk sharing, where some workers do not have their own fixed desk, is an effective solution in certain office environments. For example, here at Orange Business Services, we have found that desk sharing is appropriate when a significant number of employees spend less than three days per week in the office, due to frequent business travel or working at home. This situation exists in several of our offices around the world.

A good example is our site in Slough, near London. There we had two separate buildings, one larger than the other. Our real estate costs were 12,700 Euros per employee per year. Yet between the two buildings the vacancy rate was measured at 21%. Clearly we had to find a more cost-efficient arrangement.

We considered simply moving everyone into the larger building. But that would have required expensive re-cabling and all new furniture, plus asking people to work in smaller spaces, which would likely affect their efficiency and productivity.

The desk sharing solution appeared suitable after we observed that nearly 50% of our staff in Slough consistently came to the office less than three days per week.

By implementing desk sharing, we were able to fit the Slough workforce comfortably into the larger of the two buildings, thereby reducing our real estate footprint, but without the substantial capital investments to re-cable and install new furniture and without any disruption to productivity.

In late 2005 our senior management approved the transformation, and it was implemented in March 2006.

financial results

We moved 180 of our most mobile staff to unassigned desks, reducing our workstation requirements from 651 to 530. This alone enabled us to overcome a situation that was not financially viable.

Our major investment was 760K Euros in the IT and communications infrastructure necessary to support mobile work inside the office.

Soon after, we were able to cease almost all facilities management operations in the smaller building, leading to savings of 1.1 million Euros per year.

The net savings on facilities management for each desk sharing mobile worker was 6,100 Euros per year. With the eventual cost savings on the lease, the total savings amounts to 14,800 Euros per desk sharing mobile worker per year.

conclusion

Obviously the situation varies according to location, but across our entire portfolio, mobile technology has enabled us to successfully implement desk sharing at several sites.

Some people ask if desk sharing requires a change in working habits and office culture. In a mobility-enabled workplace, the short answer is no. The aim is not to create a new mobile workforce in order to achieve real estate savings; the aim is to obtain further benefits from an already existing mobile workforce. Mobility solutions make that possible by allowing mobile workers to easily adapt from a fixed desk to a shared desk. They simply extend the use of their mobile communications solutions into the workplace as they do outside of the workplace, preserving or increasing their productivity.

At the same time, no significant changes need to be made for the fixed-desk employees. Their work activities continue in a familiar environment. However, it is interesting to note that even the productivity of fixed-desk employees can receive a boost from the new mobility solutions in the office, enabling them, if required, to establish contact with mobile colleagues who are out of the office.

The desk-sharing environment aims to maintain a harmonious and productive workplace while ensuring that real estate costs are in line with true requirements.

So while productivity is preserved, the investments made to set up the mobile-equipped office, allowing desk sharing and the more efficient use of space, show their value as major cost savings in facilities management, office rent and energy use.

Because each situation is unique, we have learned the importance of careful analysis. There are many variables to consider, and each desk-sharing solution must be customized to fit the local office environment.

If you feel that parts of your business might benefit from a desk-sharing solution, our consultants are ready to answer any questions you may have and offer you a full description of the analysis and implementation process.

telepresence

Like other multinational companies, we have been faced with the question:

How can we best ensure efficient collaboration between departments and teams dispersed across continents and time zones?

This is a particularly challenging question if we also want to reduce travel costs.

At Orange Business Services we found an answer in the most advanced form of videoconferencing, called Telepresence.

We currently have Telepresence installed in five of our major business centers: London, Paris, Atlanta, Singapore and Cairo, with another two to be added soon in São Paulo and Tokyo.

Telepresence creates a unique “in-person” experience between people in different locations, far superior to conventional videoconferencing. Users experience a “life-like,” “face-to-face” meeting, enabling them to interact as if they are in the same room.



The sophisticated technology behind Telepresence provides life-size images of distant participants so clear that it’s the next best thing to actually being there with them. Highest quality audio provides the experience of “in-person” conversation.

increased productivity

Cross-cultural communication can pose a challenge across language and cultural boundaries. Email or even a phone call may not convey the right message or correct understanding. According to experts, more than 60% of communications is nonverbal, involving subtleties expressed by tone of voice, facial expressions and body language. The Telepresence “in-person” experience conveys these subtleties, thereby building greater understanding and teamwork so that crucial business discussions and negotiations are all the more effective.

A closer working relationship improves decision making, resolves problems faster, speeds time to market and contributes to customer satisfaction. Distributed development, production, sales, logistics and management functions can all benefit from the easy and rapid communication that is possible with Telepresence.

Telepresence enables us to reduce travel with all the benefits of cutting costs, saving time to be invested in more productive ways, improving the work/life balance of individuals and reducing carbon emissions.

cost savings

In addition to productivity gains, we have witnessed significant cost savings in our own business as well as that of customers and partners.

A number of our customers have reported an ROI in only 12 months.

For example, one Orange Business Services customer, the world’s second largest quoted tobacco group by global market share, deployed Telepresence at 13 sites at a cost of \$5.3 million and measured performance with the following results:

- annual savings of \$5.9 million on travel expenses alone
- increased productivity of 32,000 working hours by saving time previously lost during travel
- recovery of an estimated \$4.6 million in management labor costs

green IT

Interestingly, the company referenced above also reported a reduction of their carbon footprint by 2,717 tons in the first year.

Such environmental considerations are important to an increasing number of companies.

At Orange Business Services, our own efforts have been recognized by several awards, including the Frost & Sullivan 2007 and 2008 prizes for “European Green Excellence Award For Product Innovation.”

In addition to the cost savings and productivity increases experienced by companies using Telepresence, they can also take pride in their considerable contribution to the environment. Among a number of studies on the subject, the World Wildlife Fund (WWF) issued a report titled – “Telepresence: The Environmental and Business Benefits.” Among their findings was this statement: “if all the European companies replaced 20% of their business trips by telepresence, 22 million tons of CO2 would be saved every year.”

worldwide coverage

Today our Telepresence Connect service is available in 44 countries via our core network. In addition, Telepresence can be provided in another 61 countries via leased lines, giving a total reach of 105 countries.

One of our customers is SBM Offshore, a multinational group that provides systems and services to the oil and gas industry. Orange Business Services is providing them with a fully-managed Telepresence solution including project management, consultancy, deployment, network services and operational management. SBM Offshore’s Telepresence traffic is carried on the Orange IP VPN, the world’s largest telepresence-enabled network.

The IT&IS manager at SBM Offshore, Guillaume Ramey, had this to say:

“Orange Business Services have proved their global expertise and experience in deploying Telepresence on time and budget. This solution is helping us to transform our business by changing the way teams collaborate on projects, reducing the amount employees have to travel and ultimately enhancing the services we deliver to our customers.”

Orange Business Services has deployed Telepresence for customers on five continents.

With this experience, we have developed a set of financial analysis tools that calculate and demonstrate the total cost of ownership of Telepresence and the predictable return on investment.

If you would like to experience Telepresence for yourself, we would be very happy to arrange a test session for you.

unified communications

In today's multinational company, it is clear that efficient exchange of information between people is vital. Business success depends on colleagues being able to communicate in order to plan activities, react to changing circumstances, resolve issues and make decisions.

Sometimes businesses slow down or even halt mission-critical projects due to employees' inability to reach key decision makers.

– source: Forrester

Yet when co-workers are separated by distance, it is common for them to experience difficulty contacting each other. Even when equipped with email and telephones, the problem persists. The resulting delays can transform into wasted time at best, or missed deadlines and missed opportunities at worst. While workers themselves become frustrated, their reduced productivity can translate into lost revenue and customer dissatisfaction.

These difficulties are not helped by the fact that today the average knowledge worker may use up to six different communications tools. An inherent problem is that many of these tools are likely to be legacy applications that are not integrated with each other and do not quite meet current requirements for rapid communication.

What can be done to overcome these problems? How can dispersed colleagues work better as virtual teams to efficiently exchange information with minimum delay?

In response to such questions, a suite of integrated technologies, called unified communications, has recently emerged.

Unified communications is not a single product, but rather a solution that consists of various integrated elements, such as email, instant messaging, calendar, directory, voice and video.

Essential features are integration and real-time communication.

Unified communications enables information exchange to start one way and evolve as needed. Imagine a user collaborating at a distance with another person on a project or sale. The user could quickly locate the necessary person by accessing an interactive directory, engage in an instant messaging session and then seamlessly change to a voice call or even a videoconference if necessary – all within minutes.

It is a question of being able to communicate as and when required in order to get the job done now. The benefits are seen in improved team decision making, shorter project cycles, reduced errors and improved time-to-market through better collaboration.

Business Together

The unified communications solution that we have adopted at Orange Business Services is a unique combination of tools from two world leaders – Microsoft and Cisco.

We call this solution Business Together.

Business Together is available either as a packaged solution or as a set of services customized to fit existing conditions and specific business requirements.

In either case, the purpose is to unify the communications that employees require, such as instant messaging, email, telephony and audio/videoconferencing. By making these tools work together in real time, Business Together enhances individual, workgroup and organizational productivity. By enabling dispersed colleagues to work as virtual teams, resolve issues and make decisions faster, business processes are improved.

challenges

Philip Morris International, the leading international tobacco company with 75,000 employees in 68 countries, is a typical multinational business that has benefited from Business Together. As part of its strategy to address new business requirements, Philip Morris International identified the following requirements:

- global standardization of communications tools and practices
- easier collaboration between employees in globally distributed project teams
- more efficient business processes
- reduced costs

solution

The Business Together solution that we implemented to help Philip Morris International meet its requirement included the following main features:

- seamless integration of Microsoft messaging and collaboration tools with Cisco IP telephony
- single user interface to manage all communications channels as a unified system
- rich-presence information across all telephony devices with click-to-call capability
- managed global LAN/WAN infrastructure

results and benefits

Philip Morris International considers their new unified communications system a success. Here are some of their comments:

- high-value tools and unified system, leading to a high level of user acceptance
- immediate cost optimization through the use of lower-cost IP phones
- improved collaboration between end users in different locations
- improved efficiency through better business processes
- low cost of ownership and predictable cost per user

return on investment

Many of our customers share the experience of Philip Morris International, finding that Business Together shows its value in both hard and soft savings.

Below are typical examples of the comments received from various companies:

- One electronics manufacturer cut telephone costs 30% by using instant messaging instead of calling internationally.
- Infonavit, a financial institution with 4,000 employees that handle 60% of the mortgages in Mexico, improved productivity by 30 minutes per day. In 2008, as a result of time saved, the bank processed 30,000 more mortgage loans, equivalent to a 6% increase.
- Using the rich-presence features of Business Together, 59% of employees save at least 15 minutes per day by knowing the location and availability of colleagues.
- 60% of workers save from 1 to 5 hours per week using real-time conferencing.
- Over 75% of geographically dispersed teams reported improved productivity.
- 50% of users save 20 minutes per day by using the more efficient message management system of Business Together.
- In the manufacturing industry, the much quicker communication of order updates from customer service to the factory has resulted in significant improvements in customer satisfaction.

next steps

At Orange Business Services we understand that every organization is unique and will develop its own roadmap to capture all the benefits of unified communications. Business Together supports this journey by allowing a migration over time from current point solutions to a unified communications platform.

If you would like to know more, we offer a free half-day workshop during which we demonstrate how unified communications can improve collaboration and reduce costs. Topics covered in the workshop include:

- identifying where in your organization to focus
- discussing the types of solutions available
- evaluating cost-saving opportunities
- assessing and validating ROI in detail
- preparing a business case and high-level design

the way forward

The examples discussed above show the value of the latest communications systems and how they are helping businesses to move forward and increase their competitive advantage.

In implementing our own global communications environment, we gained first-hand knowledge and experience.

As many of our customers and business partners can testify, we have the experience and the expertise that helped them customize the right solutions for their business situations and their needs.

We have a clear vision about how integrated communications solutions can help your business thrive, both now and into the future.

Our aim is to simplify the service, the support, the security and the maintenance of an integrated global communications solution. We offer a completely managed and fully integrated portfolio, and we are able to provide the best solution with proven operational excellence.

some facts

- Worldwide we serve over 6 million business customers of varying sizes, including 3,750 multinational companies and two thirds of the world's top 100 corporations.
- In Europe we keep 8 million mobile business users in touch via our mobile networks.
- Our strategic partners include the FreeMove alliance, an association of leading mobile operators, covering key countries in Western Europe.
- In 2008 at the World Communication Awards, Orange was named "Best Global Operator" for the third consecutive year and "Best Mobile Operator" for the second time.
- The Orange Business Services network covers 220 countries and territories, making it the largest seamless voice and data network in the world.
- We have local presence in 166 countries and territories and provide global support in more than 30 languages.

As the France Telecom banner for worldwide services to businesses, Orange Business Services is a financially-stable, reliable and trusted partner. Our customers can depend on us to help them find efficiencies and increase productivity in order to remain competitive through the current economic downturn.

Contact us today for details about how we can help you take your business forward.

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