FROST & SULLIVAN

ORANGE BUSINESS RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the Asia-Pacific telecommunications cloud contact center services industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Orange Business excels in many of the criteria in the telecommunications cloud contact center services space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Growth Opportunities in the Cloud Contact Center Services Market

The cloud contact center services market is receiving increasing attention as delivering an excellent customer experience (CX) becomes strategic to every organization's sustained business growth. Customers' ever-changing needs have led organizations to reevaluate the role of contact centers in delivering customer service, how contact center employees provide quality experiences, and how they can use technology solutions to optimize their CX strategy.

Implementing omnichannel communications and advanced digital technologies can offer a complete experience journey across channels and enable organizations to leverage data to deliver contextual, personalized, and proactive experiences to customers. A compelling CX journey also requires organizations to integrate human empathy with digital solutions seamlessly.

Artificial intelligence (AI), advanced data analytics, automation, omnichannel capabilities, and security technologies are crucial in this competitive and dynamic industry. The complexity of implementing these technologies and managing remote operations, increasing IT technology costs, and the growing need for expertise to deliver optimal CX drive organizations to partner with cloud contact center service providers. Therefore, service providers must find the perfect mix of people, processes, and technology to provide their clients with reliable and agile transformation capabilities.

Seeks to Become a Leading Network-native Digital Services Company

Orange Business is the enterprise IT services subsidiary of French telecommunications company Orange Group. With over 40 years of telecommunications industry experience, Orange Business brings the expertise of a network and connectivity carrier and secure infrastructure with the agility of an end-to-end digital solutions integrator.

Its portfolio has four value propositions: Employee Experience (developing new hybrid ways of working), Customer Experience (personalizing the CX journey), Operational Experience (transforming and optimizing industrial processes using advanced technologies), and Digital Infrastructure (implementing new infrastructure strategies). Expert teams in data, cloud computing, and digital technology services support this solutions portfolio.

The company's vision is to become a leading network-native digital services company and create business value for its enterprise clients by reimagining their operations to be digitally led and data-driven. Orange Business builds its intelligent data analytics and AI technology competencies through its reinvention plan, strengthening its security and cloud solutions and drawing on its carrier and orchestrator beginnings to deliver comprehensive digital transformation solutions.

Organizations increasingly deploy cloud-based contact center solutions to access various capabilities and efficiently engage with customers across multiple channels and devices. Orange Business has designed an integrated cloud contact center solution that offers secure CX and employee experience (EX) services combined with next-generation technology capabilities to deliver improved experiences and agent productivity.

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The platform empowers an omnichannel experience, allowing customers to seamlessly engage with contact center employees across all channels, including voice, chat, email, and social media. It enables contact centers to leverage digital technologies like self-service, chatbots, automation, AI, and data analytics to aid real-time interactions and improve employee responsiveness.

Orange Business integrated the platform with customer relationship management (CRM) solutions to provide contact center employees with customer context and insights. The platform also supports these employees in compliance, engagement, quality, resource, and performance management by providing real-time prescriptive possibilities to help clients achieve the best outcomes for their customers.

These key features have enhanced contact center productivity and employee efficiency by reducing customer wait times and allowing employees to simultaneously handle inquiries across multiple channels. Orange Business facilitates the orchestration of customer inquiries across all channels and helps seamless integration with back-end systems and digital technologies to provide a consistent and high-touch experience. Apart from contact center orchestration, the company also enables network, application,

security, and device orchestration, streamlining and supporting the management of complex tasks and workflows.

Frost & Sullivan notes that Orange Business differentiates itself from competitors by taking a holistic approach to CX transformation, from the front-end omnichannel experience to back-end integration combined with a secure network and IT infrastructure. The company uses its consulting expertise to formulate an effective customer strategy by delivering the optimal technology-based CX services that resonate across the organization. The company helps its clients achieve business outcomes by connecting IT infrastructure to their business strategy. This end-to-end capability allows the company to deliver proactive and context-aware interactions and unified experiences at scale across the entire CX journey.

Demonstrates Leadership Through Continuous Innovation

Orange Business continues to enhance its CX and cloud contact center solutions portfolio. Over the years, Orange Business expanded its portfolio through strategic acquisitions and innovation. For instance, the company acquired Log'in Consultants, a desktop virtualization integration services specialist, in 2016; Basefarm—a European provider of cloud-based infrastructure and services, and critical applications (big data, data sciences)—in 2018; and The Unbelievable Machine, a big data and cloud platform specialist in 2018. Consolidating these companies under Orange Business in 2022 strengthened its cloud-first vision, expanding its cloud innovation competencies and reinforcing its position as a global network-native digital services company.

The company's investment policies support continuous research and innovation. It operates a 360° co-innovation ecosystem comprising Orange Group innovation teams, technology, industry, commercial partners, and a global start-up network. Its innovation center of excellence leverages the expertise of 8,000 employees, including 680 researchers worldwide, to develop solutions with tangible impact that create value for Orange Business, its clients, and stakeholders.

The R&D investment philosophy of Orange Business aligns with evolving customer needs, allowing the company to upgrade its platforms and solutions proactively. The company creates value for its clients by combining CX services with advanced technologies, including generative AI, intelligent analytics, machine learning, automation, self-service, chatbot, omnichannel, and collaboration tools. It also invests in vertical-specific capabilities through domain expertise and reference projects to strengthen its position in focus industries. In addition, Orange Business utilizes global service centers in India and Egypt to expand capabilities cost-effectively through centralized development of new features for solutions.

Orange Business partnered with several technology partners and service providers, including Genesys for a unified engagement suite and managed contact center service; NICE inContact for a unified engagement suite; Microsoft for business transformation, messaging, and unified collaboration solutions; Verint for the Open contact center-as-a-service platform; Cisco for connectivity, collaboration, contact center, cybersecurity, and data center services; Salesforce for CRM and business apps; and Dialogflow for AI and automation. Frost & Sullivan acknowledges that Orange Business creates innovative platforms and solutions through its best-in-class R&D and co-innovation processes, strategic acquisitions, and a strong partner program. These strategies have enabled the company to keep its solution and service offerings innovative and aligned with evolving client needs and ensure they address industry challenges.

Builds Trust Through a Customer-centric Approach and Maximizes Customer Value Delivery

Frost & Sullivan notes that with customer value as a strategic imperative, the company's operations and service delivery approach goes beyond its extensive technology expertise and best-in-class capabilities. Orange Business puts its clients and their business at the heart of its strategy. The company leverages its global footprint, domain knowledge, and industry-specific expertise to customize contact center solutions to specific customer and industry needs.

Orange Business partners with Genesys and NICE inContact to deliver the Unified Engagement Suite, an all-in-one omnichannel contact center and employee collaboration cloud platform. The company also delivers managed contact center solutions in close partnership with Cisco and Genesys. It continues to invest in developing proprietary applications on top of Genesys and NICE inContact cloud solutions to create business value for its clients. Clients can choose a cloud contact center platform from different principal vendors that Orange Business will fully manage. Furthermore, the company supports its customers in all geographic regions with a high standard of service and availability.

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Orange Business acts as an advisor to its clients to understand their business requirements, identify technology gaps, and design and implement innovative CX solutions aligned with their objectives. The company helps clients address innumerable CX challenges, such as managing disparate legacy systems by providing a seamless omnichannel experience and integrating different customer touchpoints; improving customer response times and reducing wait queues by leveraging technologies (e.g., chatbots, automation, and AI); enhancing agent productivity by enabling a unified view of customer data and aiding them in handling inquiries across multiple channels simultaneously; and optimizing end-to-end customer journey by connecting the front-end CX platform with back-end systems.

Its consulting and certified specialists ensure seamless implementation, orchestration, and integration of a tailored CX solution irrespective of on-premises, cloud, or hybrid environments. It has also designed vertical-specific use cases that demonstrate the ease of creating innovative, personalized solutions, thus driving deeper client relationships.

Shows a Promising Outlook

Orange Business has a robust portfolio of cloud-native solutions that defines its cloud contact center strategy, which attracts multinational corporations, large enterprises, and government accounts. The company is investing in accelerating its growth and expanding its presence in Asia-Pacific. Driven by the rising demand for digital services, including CX, cloud, and cybersecurity, Orange Business has registered accelerated growth in the region. The company understands that Asia-Pacific is diverse and, as such, has developed country-specific growth and go-to-market strategies. Multinational clients appreciate its

ability to customize solutions for regional and country-specific needs, such as integrating Chinese languages. It also understands the unique CX challenges of various industries and has developed expertise and best practice methodologies in the banking, financial services, and insurance; mining; government; transportation; logistics; and retail verticals.

The company's delivery centers in India and Malaysia serve as the business operations hub supporting end-to-end service delivery in the region and provide multilingual support capabilities critical for Asia-Pacific clients. Orange Business has close to 4,700 employees in the region. It has invested in employee learning and development as well as certifying its workforce on new technologies to ensure clients have access to the right skills and support.

Orange Business strengthened its regional pre-sales, sales, marketing, and sales ops activities as part of its expansion strategy. The company is also expanding its partner ecosystems by establishing new partnerships and reinforcing existing ones. In addition, it partners with local telecommunication players to strengthen last-mile connectivity and address specific country requirements where Orange Business may not have a direct presence. Frost & Sullivan believes the company's country and industry-specific expansion strategy reinforces its focus on building a presence and expanding its regional customer base.

Conclusion

Frost & Sullivan finds Orange Business uniquely positioned to merge the value propositions of telecom and system integration service providers, delivering technology expertise and orchestration capabilities. Through its in-house R&D and innovation team and partner ecosystem, the company has developed comprehensive cloud contact center services and digital technology offerings. Orange Business has successfully used its digital technology solutions, consulting services, integration expertise, and best practices to deliver next-generation experiences and business outcomes. The company develops and implements its strategies with clients in mind, securing its position as a trusted partner. Its excellent service delivery and experience increase client confidence and satisfaction, leading to consistent revenue growth.

With its strong overall performance, Orange Business earns Frost & Sullivan's 2023 Asia-Pacific Company of the Year Award in the telecommunications cloud contact center services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)