



**Business
Services**

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Press Backgrounder

Mobility Solutions

Business Everywhere



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I. Business Everywhere: A range of mobility solutions to access one's office environment from anywhere

Reading e-mails while waiting to board the plane, finding the best available network to connect securely to one's company intranet, sending an important document from home, receiving alerts and being reachable at all times, accessing one's work environment when out of the office: all this is possible with Orange Business Services, Business Everywhere range of solutions.

Business Everywhere is a range of complete and integrated solutions enabling employees on the move – whether they work for very small companies or multinationals – to access their work environment (intranet, messages, professional applications), using their laptop computer or communicating PDA, very easily and over all networks. Business Everywhere enables to work from anywhere in fully secure conditions, with the same level of user comfort as in the office.

- **The world first integrated offer proposed by an operator, Orange Business Services (or did you mean “by a worldwide operator”?)**

Orange Business Services integrated offering, Business Everywhere provides employees on the move with remote access to their work environment, using any type of network: WiFi, 3G, EDGE, ADSL, GPRS and PSTN. Business Everywhere is based on the Orange Business Services expertise in broadband network integration, software development and customer service.

- **Choosing one's access network**

Business Everywhere enables users to choose the best access technology, whatever their mobility situation, and to enjoy the highest bit rates available in France and abroad. This multi-network mobility solution is accessible through a single user interface.

For the company, the management of Business Everywhere is simple: a single contract and a single invoice bring together all the access technologies for all the company's users. A major asset for managing mobile employees and keeping costs under control.





1. An integrated range of mobility solutions, adapted to the usage patterns of all companies

Business Everywhere was the first integrated offering marketed by an operator worldwide. Launched in France on May 1, 2004 for laptops, it has been available for PDAs and smartphones since September 2005. Every mobile professional usage and terminal has its Business Everywhere solution.

To work comfortably from anywhere, just like at the office

Business Everywhere solutions enable mobile workers to access their work environment when on the move. They can:

- Send and receive e-mails
- Use Voice over IP and conferencing services
- Connect remotely to their company intranet
- Access their instant messenger

All these functions are accessible thanks to **Business Everywhere for laptop PC** offerings.

To be alerted and reachable when on the move

Business Everywhere provides mobile employees, of companies of all sizes, the ability to access their messages and communicate through their mobile devices, ensuring maximum productivity whilst on the move.

With Business Everywhere for communicating PDAs and Smartphones, employees can access real-time information over the mobile network. They benefit from the following functions:

- Mobile voice
- SMS and MMS sending and receiving
- Mobile e-mail

Customers can also their data without connecting to the network, thanks to the synchronisation feature. All that is required is to install the synchronisation client provided in the solution. In a few clicks, the employee can personalise this synchronisation based on several parameters: automatic, manual, message type, etc.

To work more efficiently on the move

Checking the stock at any time to inform a customer about a product's availability, transferring orders to sales reps, managing the customer relationship from a distance: all this can be done with Business Everywhere.

On PC or PDA, employees on the move can access their professional applications at any time. Business Everywhere solutions make it possible to use maintenance, logistics, Sales Force Automation and CRM, to be fast and efficient everywhere.





2. Business Everywhere: improving mobility with greater simplicity and security

Extra simple connections

A simple and innovative connection kit is provided with each user Pack . A true point of access networks' convergence and integration, it provides access to customers' services through a single, ergonomic interface. The Business Everywhere connection kit is compatible with Orange PC data cards, laptops with Centrino™ technology, and most terminals, modems and operating systems on the market.

Accessing the best network everywhere, at any time...

Thanks to the Orange Business Services international presence and its partnerships, Business Everywhere provides the greatest geographical coverage in the world. Throughout the world, every mobility situation has its network.

⇒ *In France, the best of Mobile Broadband*

- 52% of the population covered by 3G
- Almost 90 % of the population covered by EDGE

⇒ *Outside France, unequalled coverage*

- **PSTN**: more than 140 countries
- **GPRS**: 144 operators in 100 countries and territories
- **EDGE**: 61 operators in 59 countries
- **3G**: 44 operators in 38 countries
- **WiFi**: 17,000 Orange Hotspots in France and more than 34,000 Hotspots through our partnerships in 61 countries
- **DSL**: 6 countries

Depending on their mobility situation, employees can choose between the “wireless” comfort of WiFi Hotspots, 3G and EDGE , the performance and speed of ADSL at home or at the hotel, or the maximum geographical coverage elsewhere with GPRS and PSTN.

... with maximum security

Given the importance of secure systems for customers, Orange Business Services deems this as a key priority within its offering. This is why Business Everywhere provides the highest standards in terms of embedded security. All data and voice flows from employees on the move, are collected on a unique and highly secure gateway.

A comprehensive security setup is included in the Business Everywhere solution:

- Control over user access and management of user entitlements
- Reinforced authentication with the RSA SecureID card or USB key certification
- Traffic flows secured from end to end towards the company network
- PC protection by firewalls and antivirus applications.





In response to companies' different global security policies, Orange Business Services can personalise and reinforce security levels. Strong authentication options are available.

3. Offerings adapted to users' needs

Laptops, PDAs and Smartphones: every device has a Business Everywhere offering adapted to its usage patterns.

Laptop solutions in tune with users' needs

⇒ ***Business Everywhere Packs***

- **The Occasional Pack** provides access to company IP-VPNs over the WiFi, ADSL and PSTN networks, for employees who move around little and wish to remain efficient everywhere
- **The 6-hour and 15-hour Packs** to remain connected to all networks, with a subscription adapted to one's needs
- **The Unlimited Pack** for users who are often on the move and wish to control their budget

⇒ ***Options for every need***

Business Everywhere's users and administrators can, depending on their needs, choose between the following complementary options:

- **"ADSL at home" option** to log on from the comfort of your office or the home with a broadband connection
- **"Connection card" option**, combining the use of a data card with a computer for WiFi, EDGE, 3G and GPRS access
- **"Multi-Fleet" option** to create various user groups and manage them separately
- **"Multi-Invoice" option**, enabling the company to monitor the subscriptions and traffic of each of its fleets separately
- **Customer support** available to both mobile users and fleet administrators

PDA and Smartphone solutions adapted to mobile users' needs

In September 2005 for France, Orange Business Services designed two PDA and Smartphone offerings adapted to the usage and consumption patterns of every company's mobile employees.

- **The "pay as you use" PDA Pack** with usage-based billing and a permanent connection to the company's information system and low-volume data transfers
- **The Intensive PDA Pack** for plan-based billing, near-unlimited usage and high-volume transfers.

Orange Business Services also provides PDAs and Smartphones for sale.





II. Business Everywhere, supporting high performance in all companies

Responding to companies' mobility issues and ensuring a return on investment at all levels: these are the objectives of Business Everywhere. With already 443,000 users in France, Business Everywhere is establishing itself as the solution that meets the requirements of both companies and users.

The generalisation of broadband connections and the multiplication of mobility tools now enable employees to work remotely. Business Everywhere solutions answer a broad variety of needs, related to the type of company and the nature of the activities carried out by these constantly moving employees.

1. Business Everywhere: return on investment every day

To date in France , 1,500 companies have chosen Business Everywhere to answer the needs of their mobile employees. Whatever their size, their issues and their locations, they all found, within the Business Everywhere range, a solution that delivered return on investment.

Two companies, two sets of needs, two success stories...

Securitas: enabling mobile employees to communicate at all times

"Thanks to Business Everywhere, we exchange information in real time. The time saved is significant and our reactivity has improved considerably." - Securitas

⇒ What was at stake for Securitas (largest French security group)

To enable all its mobile workers (executives, sales reps and patrollers) to communicate at all times and in all places with the company's information system. For Securitas, the objective was to achieve optimal efficiency for its sales reps, before the patrollers in charge of selling, installing, checking and maintaining alarms come into play.

⇒ Orange Business Services response

The Business Everywhere solution, combined with the IP-VPN network, ensuring secure access to the Securitas' communication tools, such as messages and agendas, as well as professional applications.

⇒ Business Everywhere's return on investment

To date, more than 60 Business Everywhere Packs have been rolled out. Securitas sales reps send in their reports every day to the head office without worrying about the access network. Employees on the move can easily access their professional applications and their





messages, while Securitas administrators can monitor consumption thanks to the online administration tool.

Chateauform: enabling mobile employees to work from home

“We wanted to enable our mobile employees to access our company IT applications from home using an ADSL connection. It saves time for our teams and we increase our productivity.” - Chateauform

⇒ **What was at stake for Chateauform (seminars organisation)**

To enable its 38 travelling sales reps to access the company’s information system from their homes, thanks to a simple and efficient solution.

⇒ **France Telecom’s response**

- Suggest Business Everywhere offerings that are adapted to the work methods and consumption levels of each sales rep, thanks to 6-hour Occasional Packs and Unlimited Packs that seamlessly integrate Chateauform’s Equant IP-VPN network.
- A scalable solution, end-to-end controlled by Orange Business Services, which can be expanded to integrate new applications, such as Voice over IP, videoconferencing and Business Everywhere for PDA.

⇒ **The Business Everywhere return on investment**

Chateauform sales reps now access their company data easily from anywhere, regardless of the access technology used (ADSL, WiFi, GPRS, Edge, 3G, PSTN), which translates into a measurable increase in productivity.

2. Business Everywhere: answering company needs at all levels

For the purchasing manager: optimal and anticipated costs

Business Everywhere enables each company’s purchasing manager to select the plan best adapted to each user’s profile. Orange Business Services price scale adapts automatically to the company’s fleet of mobile employees and to their global usage volume. As all usage is included in the plans, costs are anticipated and the invoices bring no surprises.

Helping keep budgets under control, Orange Business Services monitors the length of connections and the volume of data transferred by employees, making it possible to adapt the solutions to the company’s real needs.

For mobile employees: comfort and efficiency

With Business Everywhere on their PCs and communicating PDAs, mobile employees have found the solution best adapted to their method of working. At the hotel, at home, at a





customer's premises and anywhere else, mobile employees enjoy ideal working conditions. Being able to select the best available network when on the move makes them more efficient, allowing them to work in ideal conditions of comfort and performance.

For IT managers: security and quality of service

Business Everywhere makes it possible to enable remote working without jeopardising security. To conform to each company's global security policy, the security levels can also be personalised and reinforced.

The online management tool helps IT managers configure the Packs themselves as their users' needs evolve. All they need to do is declare the fleets by department or profile, according to their companies' internal organisation: they can then check usage levels in real time using the administration tool.

IT managers have a single Orange Business Services point of contact for all access networks and can request useful information to make the most out of their Business Everywhere solution.

For clients: a more flexible and reactive company

With Business Everywhere, all the company's stakeholders come out winning. By ensuring that mobile employees can access their messages, professional applications and intranet at all times, a company provides its clients with genuine continuity of service, based on complete reactivity and flexibility.

3. A tailored solution, adapted to the needs of each user and every company

Because each company has different mobility issues, depending on their sector, their size, and the profile of their users, Orange Business Services has created plans and set prices to match all needs.

Volume-based plans

For all mobile workers who need to remain constantly connected to their company and who exchange only small amounts of data, volume-based plans are the best suited. This type of plan is especially recommended for three types of needs:

- ⇒ **For mobile workers** whose professional applications require a permanent connection to their information system
- ⇒ **For users of communicating PDA and Smartphones**, which by definition are designed for reachability and reactivity and exchange small quantities of data
- ⇒ **To provide a competitive service** for users of mobile-specific software, generating low volumes of traffic over long connection times





Six volume-based Business Everywhere plans are available: 5 Mb, 15 Mb, 50 Mb, 100Mb, 300 Mb and 1 Gb, including 3G, GPRS and EDGE access. Usage is metered by the Kb, right from the first Kb exchanged.

Duration-based plans

- For employees who are on the move only occasionally and for users whose mobility periods are anticipated and regular, Business Everywhere is available on a time-based plan: 5 hours per month, 10 hours per month, 20 hours per month, 40 hours per month. Connection time is metered by the second, right from the very first second.

Unlimited plans

With no limit on connection time and traffic volume, the unlimited plans were designed to meet two broad types of use:

- ⇒ **For “light” clients** using a Citrix and Microsoft TSE access infrastructure
- ⇒ **For intranet use** and access to the company information system through Internet gateways managed by the company itself

Because the mobile network operates under heavier physical constraints than the fixed-line network, Business Everywhere’s unlimited offerings are only available for company-related traffic.



III. Business Everywhere, with Orange Business Services top quality of service and support

To help companies carry out the speedy deployment of their mobility solution in the best conditions, and to ensure that users quickly master the solution, Orange Business Services delivers a broad range of support services for Business Everywhere.

1. Efficient and smooth setup

Simple deployment in excellent conditions, in partnership with Orange Business Services

To help companies stick to their deployment requirements in terms of deadlines and quality, Orange Business Services has set up a Business Everywhere implementation programme that requires only minimal use of companies' internal resources.

⇒ *A commitment on deployment duration*

Orange Business Services makes a commitment on the duration of the deployment phase by agreeing with the client on deployment launch and end dates. Additionally, a deployment speed can be programmed.

⇒ *A project manager*

A dedicated Orange Business Services project manager ensures that Business Everywhere is properly implemented by managing and planning the deployment process. The project manager provides personalised support for the installation and validation of the first Pack and coordinates the on-site installation and training sessions. For each setup, a weekly reporting procedure describes the project's progress.

The company only needs to share with the project manager its schedule and the data on its users.

Training users to quickly master the solution

⇒ *Operational training sessions*

To ensure that users quickly become familiar with their new tool and adopt it, Orange Business Services organises on-site training sessions and installs the solution on mobile employees' terminals. These practical training sessions enable users to discover the solution in operational conditions and test the connection in their work environment.





⇒ **Personalised sessions depending on user profiles**

Depending on the number of Business Everywhere packs ordered by the company and the profile of the users, Orange Business Services offers individual sessions for the company's top management and its administrators. Group sessions are organized for employees and support teams.

2. Ongoing Orange Business Services advice and support

Orange Business Services has taken all the necessary measures for companies to immediately start reaping the benefits of Business Everywhere and achieve maximum efficiency in the management of their mobile fleets.

Dedicated Orange Business Services teams to support the fleet manager

A Orange Business Services customer service executive is appointed to help Business Everywhere mobile fleet managers in their work. Acting as the fleet manager's single point of contact regarding quality of service, the customer service executive helps manage the network and its fleets of mobile workers.

The customer service executive also provides the company with all the data required for optimal use of the solution: regular analysis of the fleets' and users' usage patterns (consumption, transferred volumes), monthly review and annual report.

Providing operational guarantees to users

To ensure that mobile users enjoy a continuous service at all times, a user hotline especially designed for Business Everywhere is dedicated to them.

Two subscriptions are available to access the hotline (a toll free number from France):

- A hotline service from 8 am to 8 pm, 6 days a week
- A 24-hour hotline, open 7 days a week

Users can call the hotline for a simple piece of advice or for assistance on all aspects of the solution: connection kit, access networks, pack options, etc.

Fleet managers are kept informed of the calls made by their users thanks to regular reporting.





3. The convergence of the Group's fixed-line, mobile and data expertise for Business Everywhere

Business Everywhere, the world's first convergent offering, demonstrates that Orange Business Services is an integrated operator. This strategy is illustrated by the launch of innovative services and integrated communication solutions, based on the interoperability of networks and services. It focuses on two fundamental elements: network reliability and security, and quality of service.

The development of Business Everywhere in Europe

Thanks to its European presence, Orange Business Services is currently working on deploying Business Everywhere across Europe for SMEs and large national companies. Business Everywhere has been launched in Poland, in the United Kingdom, in Spain, in Romania, in Slovakia, in Belgium and in Switzerland.

An offering for multinational companies

Orange Business Services also provides a seamless, global solution based on an Equant IP-VPN, integrating Dial and WiFi. This solution, intended for multinationals, provides very high quality coverage thanks to Orange Business Services presence and partnerships.

As an example, the Finnish forestry giant Metsäliitto Group chose Business Everywhere to connect more than 3,500 mobile employees worldwide.