



Orange Business Services Virtual Desktop Services and BYOD

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Virtual Desktop Services and BYOD Vendor Assessment for Orange Business Services is a comprehensive assessment of Orange's virtual desktop services and BYOD offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of recruitment process outsourcing and identifying vendor suitability for IT services, end-user computing services and virtual desktop technology and services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

Key Findings & Highlights

Orange Business Services (OBS) is the enterprise and business arm of Orange, the former France Telecom. It had revenues of ~€7.1bn in 2012. OBS is structured into two main units focused on one side telecom services and on the other side on ICT services. ICT service revenue was ~€1.8bn in 2012.

In 2006, Orange Business Services initiated a change in its ICT strategy and made several acquisitions in network services, embedded systems and virtualization technology service.

These transactions included acquiring a 51% stake in Neocles, a virtualization technology specialist headquartered in France, with skills around Citrix and VMware technologies, around thin clients, servers and storage.

The capabilities of Neocles historically have included virtual desktop services, initially providing build services i.e. professional services around Citrix technology, focusing on French large enterprise clients. In total, Neocles estimates it has built ~100,000 virtual desktops in the past 15 years.

In 2007 it launched its IT Plan offering, initially focusing on SMBs. See section Key Offerings for more information. In 2013, Neocles launched a semi-packaged virtual desktop service offering targeting large enterprises, Flexible Workplace (FW).

Currently, NelsonHall estimates that Neocles manages approximately ~50,000

- 5,000 virtual desktops from the IT Plan offering
- 45,000 virtual desktops of large enterprises outside of its Flexible Workplace offering. Neocles highlights that by September 2013, it will have finished a major FW deployment for ~4,000 seats.

Scope of the Report

The report provides a comprehensive and objective analysis of Orange Business Services' virtual desktop services and BYOD offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.



Contents

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capabilities & Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
8. Outlook

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