**orange**™ Business Services

# Be Resilient at All Times

**5** Strategies Forward

# Adapting to the new normal:
## Strategies for business resilience

Unexpected events such as natural disasters and disease outbreaks can impact any business. Bolstering operational resilience and business continuity planning is critical to ensure your employees remain safe and productive, while enabling your business operations to continue.

**33% of Chinese consumers changed food brands during the crisis, and 20% of them plan to stick with the alternatives they tried out[1]**

To remain resilient at all times, organizations need to be proactive in using technology to maintain business operations and keep pace with fast-changing norms.

McKinsey Research has shown some shifts in consumer norms in response could be long lasting:

**40% of Australian consumers doing fitness activity online are satisfied with the experience, and 55% state their intent to continue[2]**

As the situation evolves and a "new normal" emerges, businesses and IT leaders must shift their strategies and consider what additional digital capabilities can help them adapt to new working environments, customer behaviors and evolving IT cost pressures.
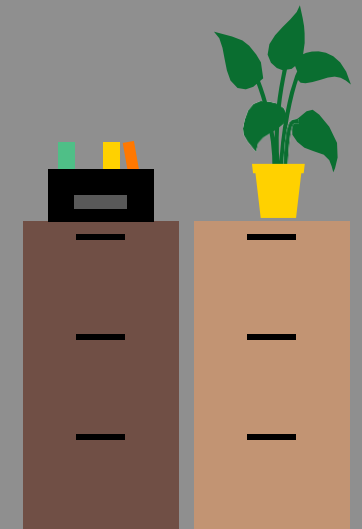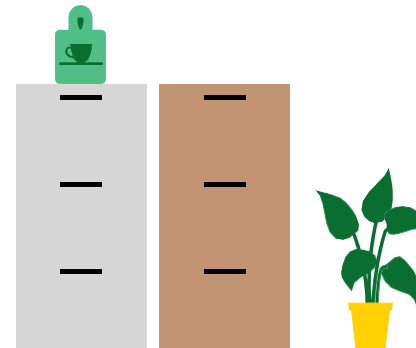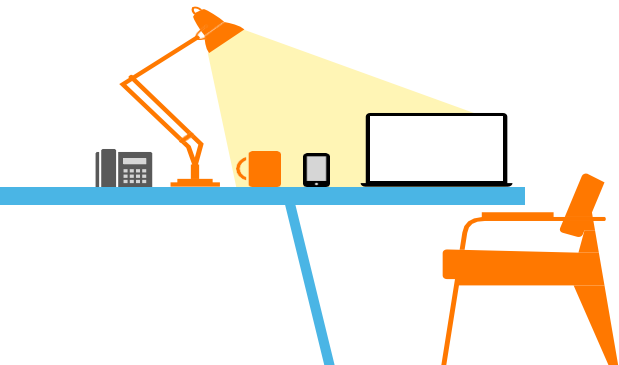
**40% of India consumers switched retailers and shopped on new websites, many expect to continue after the crisis[3]**

## According to McKinsey, CIOs need to take swift actions along the following three dimensions[4]:

**1**
**Stabilize emergency measures**

**2**
**Scale down in the interim**

**3**
**Pivot to new areas of focus**

# Critical considerations for business and IT leaders to build up operational resilience and plan for contingency:



### Impact on home workers

Are you able to extend **remote working capabilities quickly** during times of need and empower employees to **work productively and securely** from their home environments?

How will you provide **easy, reliable and secure remote access** to your corporate resources from multiple home locations?

### Impact on customers

How do you continue delivering a high level of **customer experience** and adapt your operations to respond quickly to customers during their time of need?

How do you ensure your **contact center operations** maintain a high level of service and support to meet growing customer demands?

### Impact on IT workforce

Can your existing ICT infrastructure, designed to cater to office environments, cope with increased network demands from the **growing volumes of employees working from home**?

Are they able to deliver and maintain a **consistent level of performance on business-critical applications** across the entire user base, without compromising security?

# Leading your organization through change

Adapting your business to cope with large-scale disruption and unforeseen circumstances can be a challenge without the right digital foundations in place. Here are some best practices and actionable steps your organization can take to achieve business resilience and mitigate the risks of disruption.

**Strategy # 1** Empower your workforce with the right remote collaboration and communications solutions ▶

**Strategy # 2** Provide your employees with easy, secure access to corporate resources ▶

**Strategy # 3** Securely connect and protect your remote workers ▶

**Strategy # 4** Respond effectively to customer needs ▶

**Strategy # 5** Boost efficiency with an optimized ICT infrastructure ▶

# Empower your workforce with the right remote collaboration and communications solutions

For a fast and seamless transition from standard office operations to remote work arrangements during an emergency, start by equipping your employees with the right tools and resources to collaborate effectively from anywhere.

- **Consider the needs and requirements of different employees:**

  Factor in how the shift to remote work will impact employees across departments in different ways—and decide what devices and applications will best enable them to continue working productively at home.

- **Foster effective remote collaboration:**

  Collaboration between team members is a natural part of any organization. When telecommuting becomes the norm, empower your teams with integrated audio, video conferencing and content sharing capabilities that employees can easily access from their home environments to collaborate effectively.

- **Moving events online:**

  Running virtual events is a viable alternative to in-person conferences and customer gatherings. When making the switch to virtual events, consider whether your video conferencing platform can accommodate a large number of participants and what interactive features can help you enrich the experience.

- **Refine your remote work arrangements:**

  Consistently evaluate the effectiveness of the remote working measures you have put in place and identify what needs to be further updated, improved or replaced to address teething issues that may impact productivity or hinder work collaboration.

**An automotive component maker continues operations by deploying a comprehensive telework system to keep its supply chain running**

Discover how Orange helped a critical automotive component maker implement a telework system for collaboration, with:

- Virtual meeting facilities increased to 1000 for all knowledge workers

- Increased capacity immediately on the company's virtual private network to 600 users

- Maintain videoconferencing quality through Orange Business VPN Galerie, without touching the public internet

**Learn more**

# Provide your employees with easy, secure access to corporate resources

Your corporate IT is configured to enable employees to connect easily to the company's secure network and applications while keeping corporate data safe in a traditional office setting. Having to unplug from this environment on short notice—and manage corporate access for thousands of normally office-based employees now working remotely from home—can bring new challenges.

A virtual private network (VPN) can be your frontline tool for creating a secure connection to your corporate systems and data. Once connected, employees working from home or remote locations can have access to the same tools and data they use while in the office.

The dependence on VPN usage during business disruption can be a concern for IT teams, who will be increasingly burdened with scaling up remote access for a huge volume of users.

Network bandwidth, remote access licenses for users, and hardware capacity need to be upgraded and scaled in a short amount of time to cope with the increased workloads.

From an IT perspective, you need to consider how best to manage and scale up enterprise remote access capacity—using the right mix of security, network and cloud solutions.

**Global FMCG takes an agile approach to accelerate home working**

Discover how Orange helped a leading global FMCG rapidly increase its network and remote access capacity within days to:

- Support 60,000 employees working from home and keep its supply chain moving

- Increase network bandwidth by connecting virtual SSL VPN gateways in the Americas and the Asia Pacific

- Ensure secure remote access for VPN users and cloud workloads

**Learn more**

# Securely connect and protect your remote workers

Having your employees work from home and the increased usage of applications in the cloud potentially increases your business' risk posture and attack surface, leaving you with more endpoints to manage.

The US Cybersecurity and Infrastructure Security Agency (CISA) recently issued a warning that during the 2020 Covid-19 pandemic, attacks against newly, and often rapidly, deployed remote access and teleworking infrastructure are an emerging threat . Malicious cyber actors benefit from the massive global shift to teleworking, to exploit a variety of known vulnerabilities in VPNs and other remote working tools and software.

- **Establish secure access to your corporate environment from anywhere:**
SSL VPN services can help you manage and control user access to your critical systems and applications—providing employees with fast and secure connection to the corporate network from any device while working from home.

- **Protect the end-users wherever the work:**
Consider using the latest endpoint protection tools to help your IT security teams monitor and manage the mobile devices used by your employees to access your corporate resources remotely. These tools also provide your IT teams with added visibility into your organization's remote work environment to troubleshoot and mitigate security threats without compromising device performance.

- **Keep employees updated on cybersecurity and malware threats:**
Take steps to communicate and raise awareness among your employees about the heightened risk of cyberattacks and provide practical best practices to work safely outside of the office.

### Global logistics expert keeps critical shipments moving during pandemic

Orange helped a logistics expert to rapidly put together a secure homeworking strategy for its global workforce, through:

- Setting up SSL gateways for 10,000 users over 2 weeks, distributed across three major data centers around the world

- Spinning up a virtual SSL platform within the customer's private cloud, providing robust connectivity for an additional 35,000 users

- Deployment of Zscaler's Private Access (ZPA) for additional capacity required for employees working remotely

**Learn more**

# Respond effectively to customer needs

During times of uncertainty, responsive customer services cannot be overlooked. Every customer engagement is an opportunity to showcase your commitment to supporting their needs and demonstrate operational resilience.

For instance, recent surveys conducted during the Covid-19 pandemic showed a significant increase in online sales:
with consumers worldwide increasingly using digital channels for online shopping and telemedicine.[5]

- **Transition customer engagement and communications to digital channels:**
  Customers are increasingly turning to the convenience of their preferred communication channels to seek customer support. As such, your organization must act to bolster existing digital channels to improve customer interactions.

  For instance, when the need arises to modify or share up-to-date information with your customers during a lockdown or health crisis, organizations can benefit from using a single tool and point of contact to communicate in real time via mobile, social media, SMS, voice message and email.

- **Consider the infrastructure required to support evolving customer needs:**
  Customer support is an important consideration – and contact center operations need to evolve to prepare for potential higher volumes of support requests during times of crisis. Cloud-based contact centers can help you quickly mitigate issues by allowing your agents to work from anywhere and maintain service availability.

- **Deploy new tools for faster problem resolution:**
  A growing number of forward-looking organizations have deployed AI-driven chatbots to provide customers with self-service options for problem resolution. Chatbot solutions are conducive to relieve the workloads of call center operations and cope with the massive spike in customer requests during a crisis.

## AI chatbots take the strain off helplines

Orange developed and deployed an AI-powered chatbot solution within a week to help two organizations take the pressure off call centers and HR departments during the Covid-19 pandemic. Learn how the chatbot serves as a 24/7 virtual agent to:

- Handle up to 80% of frequently asked questions to ease the workload of call agents

- Get information out to customers and employees in a quick and efficient manner

- Improve answers to enquiries through machine learning capabilities

**Learn more**

# Boost efficiency with an optimized ICT infrastructure

An effective business continuity plan includes empowering the IT teams to effectively cope with increased app or network demands from a growing number of users, devices and home locations—without compromising end-user experiences or affecting work productivity.

- **Proactively monitor end-user experience and performance of business-critical apps:**
  With thousands of employees working from home networks, application performance can become incredibly unpredictable, and any slowdown can quickly impact business operations. Conducting regular health checks on your ICT systems can help identify deficiencies early and take corrective action before disruption occurs.

- **Optimize the use of IT resources:**
  Leverage insights from monitoring tools to improve network and application performance, such as advising employees not to use certain bandwidth-intensive applications unless necessary

- **Scale up infrastructure with confidence:**
  Having the speed and agility to spin up cloud resources and activate temporary bandwidth upgrades when needed is vital. For instance, more IT resources may be needed for scaling up call center operations and online channels to meet customer demands.

Ultimately, IT leaders need to consider how to address mounting cost pressures and explore ways to free up capital to invest in capabilities for the new normal—to support the increased use in remote working, online customer channels and automation solutions.

**A global engineering powerhouse keeps its operations going to support customers**

To enable all of its employees across sites to work from home effectively, the multinational engineering giant called on Orange to:

- Upgrade remote access licenses for over 100,000 users within 10 days and remote access capacity on all six of the multinational's gateways to 25 Gbits/s

- Scale up Zscaler Private Access as an alternative to VPN, and set up two additional remote access gateways for seamless user experience

- Standby team ready to support daily and ensure infrastructure is secure and bandwidth is optimized

**Learn more**

# Global mining company prioritizes resilience in an emergency

## Ensures business continuity and customer service in a crisis

**During the crisis, keeping customer service to a high level and ensuring business runs as close to normally as possible is essential – but not easy. Resilience is key.**

A global mining company leveraged Orange expertise and continued to work with customers to fulfil orders and meet needs and expectations during the emergency. This means high performance, complying with government directives, commercial teams focused on business continuity and customer support.

**Orange helped the company adapt quickly with a home working strategy that prevented any drop-off in operations and performance.**
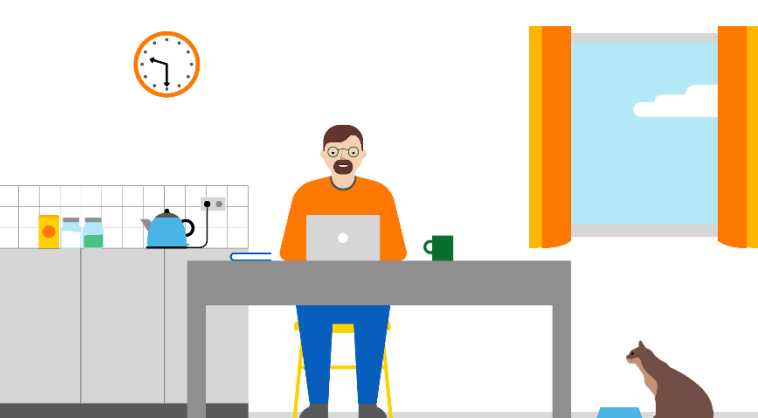
**100**% availability

Throughout this period, platform and service has reported 100% availability

## Seamless end-user experience

**26,737** individual users

accessed via Orange Managed Mobile SSL platform

**x10** Concurrent connected users

tenfold increase powers productivity

**10,000** rollout

Expedited rollout of Aternity desktop agent to 10,000 laptops, enabling company to monitor performance of remote workforce and quickly triage any end-user experience issues

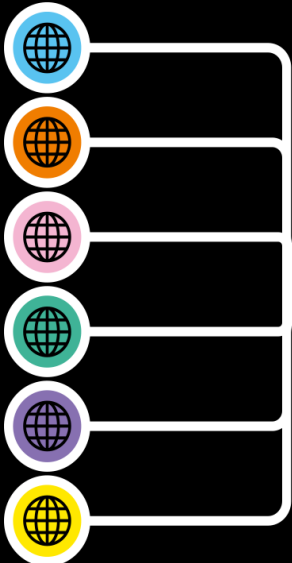# Global mining company prioritizes resilience in an emergency

## Orange provided tools and services to enable resilience and remote working

**Rapid bandwidth upgrades at six gateway locations to enable maximum capacity for remote working**

**Increased bandwidth capacity by 40% at each gateway globally: significantly improved the end-user experience**

Increased bandwidth by **40%**

- **Implemented intelligent, automatic load-balancing to ensure seamless redistribution of users to nearest available global gateway**

- **Accelerated commissioning of 8 new Mobile SSL gateways around the world to ensure security**
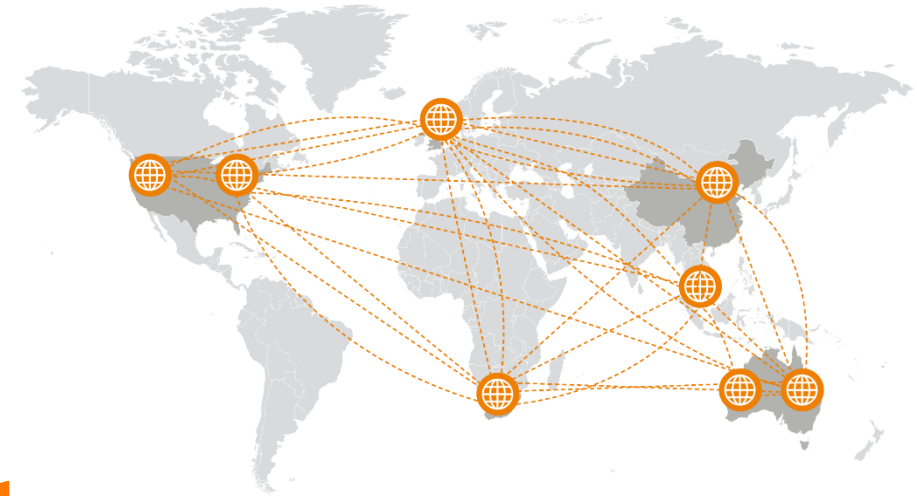


"**"It was a demanding and busy couple of weeks. Responding to capacity increases, analysis, monitoring improvements, incidents, keeping stakeholders up to date, it was a lot. Our thanks to everyone in the Orange teams"**

**Mining company spokesperson**

## Digital technologies are at the heart of the customer's resilience.

# **Orange Business Services** is committed to helping our customers mitigate the risks of business disruption and stay resilient at all times

## Enabling secure remote collaboration and large virtual events

- We offer collaboration solutions to enable work-from-home initiatives and empower your remote workforce to stay productive

- Our end-to-end digital workplace services help you quickly scale your operations without dramatically increasing overhead expenses

- We support your secure connections to distributed teams and branch offices via our VPN service and partner-enabled secure remote access options

- We help you deploy multi-factor authentication for remote workers and other security solutions to protect end-user mobile devices

## Delivering enriched customer experience via digital engagement

- Our unified communications portfolio enables our business to respond swiftly and efficiently to your customers via integrated, omnichannel communications

- We support smooth migration of your in-house call center to a cloud-based environment to minimize the risk of business interruption

- We can help build and implement AI-powered chatbot services within 24 hours to improve problem resolution and raise customer satisfaction

## Optimizing ICT for seamless end-user experience

- We provide the tools needed to proactively monitor end-user experience and performance of business-critical applications

- Orange BVPN Galerie provides improved and guaranteed service performance for accessing cloud applications via corporate VPNs, with fast activation for new requests and bandwidth upgrades during times of need

- Our flexible SD_WAN and multicloud services can be scaled rapidly to support evolving needs as your business expands
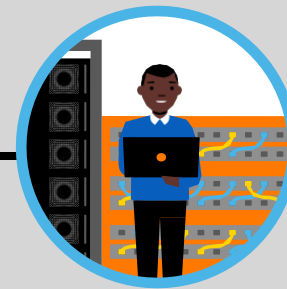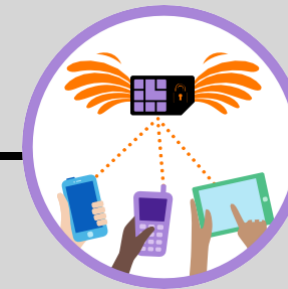
**Consulting**

**Secure remote collaboration**

**Digital customer engagement**

**Optimized ICT infrastructure**

**Cybersecurity**

**Integration**

# We are a network-native, digital services company

As a network-native digital services company, our mission is to support our customers in the transformation of their infrastructure, while adapting to their needs in a fast-changing business environment.

Orange Business Services has a proven track record of supporting enterprises worldwide to accelerate their digital transformation:

- We cover 220 countries and territories globally with seamless voice and data network, and we operate 70 data centers to provide the capacity you need to manage changes in remote work and cloud-based services.

- Our 10 CyberSOC and 16 SOC facilities located globally provide top—tier expertise in threat analysis to protect our clients throughout their entire threat lifecycle.

- We operate 5 Major Service Centers (MSC) located in various continents to provide 24/7 support.

## Global Presence

Our teams are located in over 100 countries, ready to deploy and supervise your networks and digital solutions on a daily basis

## Global Integrator

Able to help you integrate remote collaboration, omni-channel, security, multicloud and connectivity solutions on a global scale

## Vendor Agnostic

Step by step consultative, vendor agnostic approach to help you integrate and orchestrate with best-of-breed technologies to offer a fully tailored and flexible solution

# We are here to ensure you have the digital services you need to remain resilient at all times

We have over 3,000 MNC customers at an international level with a majority of them being served by us in APAC. We continue to invest in beefing up our network infrastructure and building our digital capabilities.

Get in touch <u>here</u> with our experts to find out more about how Orange Business Services can help.

Explore ways to enable effective remote collaboration <u>here</u>.
Discover the best practices to optimize your ICT infrastructure <u>here</u>.

Sources:
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2. https://www.mckinsey.com/industries/retail/our-insights/as-physical-doors-close-new-digital-doors-swing-open?cid=other-eml-alt-mip-mck&hlkid=c7b1b175cff14c929a2449f4774dc220&hctky=9305475&hdpid=03c02a42-f7cc-4388-b0ac-e0e0ebe335b5
3. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-indian-consumer-sentiment-during-the-coronavirus-crisis
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