



## **Analysts view**

Highlights from recent  
analyst assessments of our  
strategy and capabilities








## Digital Businesses require flexible infrastructure to drive innovation

As enterprises transition into the era of digital business, their focus has shifted from transformation to accelerating growth and harnessing innovations such as GenAI.

All the work that has gone into their digital transformation has laid the groundwork for what comes next. Now, enterprises should be focused on keep finding and growing new digital revenue streams, while meeting and managing the constantly changing expectations of all their stakeholders

### Key components of digital infrastructure

Underpinning it all is the digital infrastructure, a secure foundation that allows companies to manage and deploy the environments, connectivity, workloads, and applications that enable the Digital Business era. It consists of:

-  **Cloud:** The foundation for enabling digital operations across private, public, and edge environments.
-  **Connectivity:** Agile, scalable, and secure network connectivity that aligns with the dynamic nature of cloud computing.
-  **Security:** Integrated cybersecurity solutions that protect complex digital environments.
-  **AI-ready infrastructure:** Systems capable of handling the significant computing and data demands of AI technologies.
-  **As-a-service composability:** Enterprises have grown used to as-a-service IT and expect it from all their technology investments.



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**“A secure foundation that allows companies to manage and deploy the environments, connectivity, workloads, and applications that enable the Digital Business era”**

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Cloud environments are critical to enabling the Digital Business. Enterprises understand the value of private and public clouds. What has been lacking is the ability to connect everything with network connectivity that mirrors the agile, scalable, and secure nature of cloud computing.

This connectivity needs to be consumable in a way that enterprises are comfortable with; they have grown used to as-a-service IT and expect it from all their technology investments. As well as cloud, they will have edge and on-premise deployments that all need to be connected, with a network that scales as the business evolves.

And it must be secure. The network is increasingly a target. As IT security becomes more sophisticated, we'll likely see more attempts to compromise networks as bad actors look for other ways into enterprises.

At the same time, enterprises struggle to recruit the right staff, keep up to date with patches and updates, and protect their complex arrays of environments and networks. They're looking for integrated solutions where security is embedded, not added on, and can be easily managed.

And all of this must consider the impact of artificial intelligence. The generative AI boom has driven many enterprises to reconsider whether their infrastructures can cope with the technology's huge computing and data demands.

### Partnership approach

To navigate their way through this infrastructure transformation, enterprises should develop strategic partnerships with their communications service providers, which will help them with the challenge of running a digital business on an ongoing basis.



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## IDC MarketScape's perspective on Orange Business

Orange Business has been recognized as a Leader in the **IDC MarketScape: Worldwide Communications Service Provider Digital Infrastructure and Services 2023 Vendor Assessment**. The report highlights our strengths in global network coverage, particularly in Europe, the Middle East, and Africa, as well as our comprehensive selection of digital infrastructure and managed network services.

Courtney Munroe, Vice President of Worldwide Telecommunications Research at IDC, remarked, "Orange Business should be considered for businesses that need European and/or Middle Eastern or African coverage and for their digital infrastructure and managed network service requirements. The company's focus on enabling digital transformation through a class-leading global network and a diverse services portfolio, combined with AI-driven automation, positions it as a key player in the industry."

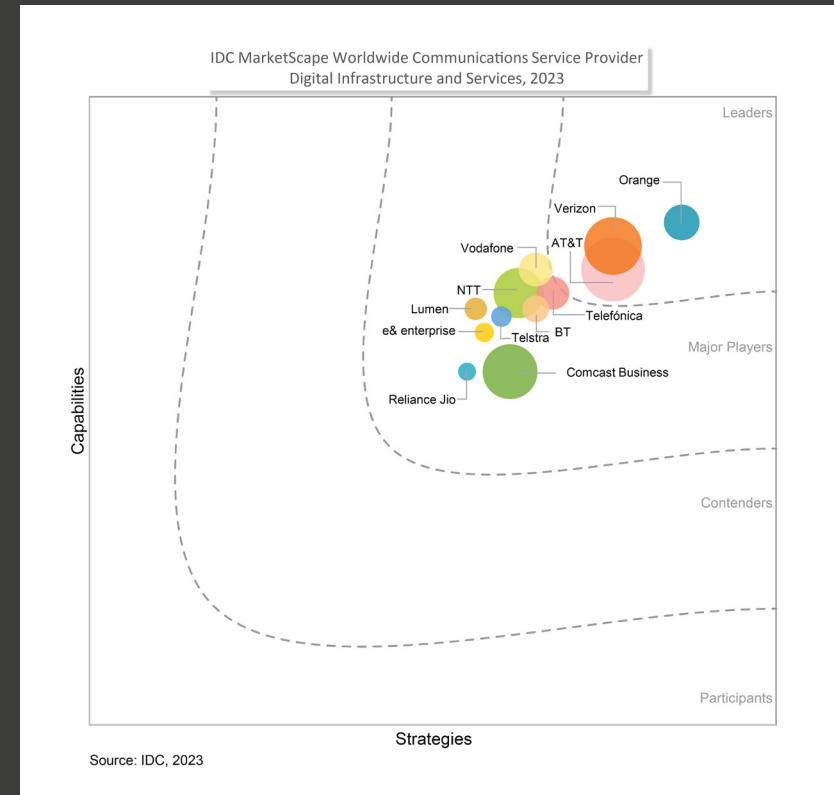


Read the excerpt of the IDC assessment [here](#)



To find out about how our strategy meets the needs of Digital Business, read our [blog](#)

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.



### Orange Business named as Leader for:

- Operating one of the largest global private networks
- Continued growth in digital services and integration capabilities for multicloud
- Full suite of managed solutions through software defined initiatives, virtualization, and programmable network fabric
- Meeting digital sovereignty requirements for businesses in European countries