orange™ Business Services

ORANGE BUSINESS SERVICES OFFERS DYNAMIC SERVICES FOR SMBS OVER AN SDN- AND NFV-BASED NETWORK

Summary

Company:
Orange Business Services

Industry:
Telco

Business Challenges:
Orange Business Services wanted to build a new showcase SDN/NFV-based network that offered improved agility, reduced time and errors, new innovative network and security services, an open technology platform, and virtualization

Technology Solution:
Orange Business Services built its new SDN/NFV Easy Go Network service infrastructure using:

- *MX Series 5G Universal Routing Platforms*
- *Contrail SDN controller*
- *vSRX Virtual Firewall*

Business Results:
Orange Business Services has delivered a live showcase network platform that enables:

- *Customers to turn on new services in minutes*
- *Faster time-to-market for new services*
- *Service automation and virtualization*
- *Development of new SMB and international markets*
- *Simplified network operations*

Orange Business Services is a global IT and communications services provider, providing services in 220 countries. Its 20,000 employees support organizations in every aspect of their digital transformation, with services that include cloud computing, customer contact solutions, mobility management, Internet of Things (M2M), security services, high-speed broadband, conferencing, and collaborative workspaces.

The heart of Orange Business Services is its connectivity services, which represent a third of its business. As Pierre-Louis Biaggi, head of the Network Solutions Business Unit, explains, "The mission of Orange Business Services is to be the trusted partner of the digital transformation of our customers, leveraging IT to drive better, more competitive businesses. We know the network can deliver significant value to our customers, but it's the innovation in the network that really makes exciting things possible—with virtualization and automation."

Business Challenge

Orange Business Services has always had a close relationship with its customers and in 2013, one of its in-depth surveys found that many were looking for greater agility from their network services. "Our customers are asking for more. Their world is changing and they want more flexibility from their network and from their services. Agility, speed, and simplicity are paramount. They want instant access to new customized services and applications," Biaggi says.

Orange Business Services was serving its customers with traditional MPLS connectivity over a network architecture that was static, so conventional services took a long time to develop and deliver. The company decided to create a new showcase SDN/NFV-based network service, which it called Easy Go Network. It set itself ambitious objectives and timelines to deliver service offerings from inception to market in less than two years, supporting real customers.

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Orange Business Services challenged itself to create a network that offered:

- Improved agility—enabling the dynamic creation of new network services with customers given control of their network policies (quality of service, routing, security)

- Rapid delivery—with automation of the internal processes and a move towards digital solutions, giving more control to the customer

- New innovative network products—enabling customized "service chaining" to allow processing of traffic as it transits the network infrastructure

The services would target SMBs with up to 30 sites.

"For me, really the most important aspect is increased flexibility for our customers. Customers want to be able to choose in a very short time what type of service and what type of functionality they want in one of their sites and that's what we set out to give them," Pierre-Louis Biaggi says.

Technology Solution

Orange Business Services knew that its choice of technology partner would be critical if it was going to realize its ambitions. It looked for a partner that had proven open technology, a strong track record in delivering innovative virtualized networks, and also one that shared its vision for software-defined networking (SDN). The company already had a long-standing relationship with Juniper Networks, which was a key player in its network infrastructure for both L3 and L2 VPN services. Based on that experience, it selected Juniper Networks as its networking partner for the Easy Go Network platform.

"I think that Juniper's track record in terms of innovation was key to our partnership and will be key in the future, because continuous innovation should be everyday work," Biaggi says.

Orange Business Services valued Juniper's openness and interoperability, leveraging its common Juniper Networks® Junos® operating system across its platforms. It also recognized that it could use Juniper's northbound APIs to develop new services with third parties, which could provide a rich set of virtualized network functions (VNFs), and it looked to Juniper to supply its own virtualized security functions.

Orange Business Services used Juniper Networks MX Series 5G Universal Routing Platforms to create the physical switching layer, or NFV Infrastructure (NFVI), in its Easy Go Network. Juniper Networks Contrail provided the open SDN controller solution and Juniper Networks vSRX Virtual Firewall delivered security services using Network Functions Virtualization (NFV). The vSRX virtual firewalls deliver core firewall, robust networking, advanced security services, and automated life-cycle management capabilities within a virtual machine. By using

Juniper's virtual customer premises equipment (vCPE) solution, Orange Business Services has also been able to orchestrate more value-added services inside the network.

The new Easy Go Network offering has already been made commercially available in a live network and allows Orange Business Services customers to set up and manage their own IP VPNs as well as their firewalls, Web content filtering, and other services through a self-care portal. Other key elements of the Easy Go Network are plug-and-play customer equipment and automated infrastructure management.

As Pierre-Louis Biaggi explains, "We are already offering a full set of services including firewalling, load balancing, and Web content filtering in a virtualized mode. Any customer can order this service in a few clicks and have it delivered automatically and quickly. Most importantly, the entire solution has been built using open protocols, allowing multiple vendors to add functionality and value to the network."

"This is a great achievement but I think that the biggest change is still in front of us. NFV technology will enable our services to evolve even further. It will bring us the capability to offer new services to our customers in a very agile and flexible way, and the capability to bring up new functionalities on our network very quickly, coming from multiple partners."

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Business Results

Customers can now turn on new services in minutes, or reconfigure them just as quickly, enabling a new level of business agility with services provisioned via a self-serve portal. The new network platform has also vastly reduced time-to-market for new services.

"Automation is obviously one of the major benefits of SDN and NFV," Biaggi says. "Of course it helps us lower our costs, but I think the real advantage is that it reduces the time it takes us to deliver services to our customers. This means service delivery in minutes instead of days or months. It is our customers that will benefit most." Orange Business Services sees Easy Go Network as a real-life proof point of SDN and NFV technology deployed in its network. It also allows it to better target the SMB market, where customers do not usually adopt MPLS-based solutions.

"Juniper has really listened to our requirements and worked alongside us to create a new business and service model. Now we have new growth opportunities in two areas—primarily the SMB market in France but also an expanded international market," Biaggi says.

Next Steps

Orange Business Services puts part of its success down to collaboration across internal IT and networking teams to create a more DevOps-oriented culture in line with the potential that software-driven networks and automation can deliver. Alongside this was the importance of selecting a technology partner that would also work together in an open and collaborative way. As Biaggi explains, "We know we can count on Juniper to deliver, they bring us the best knowledge—both in terms of technology but also in terms of a new business model approach for SDN and NFV."

Orange Business Services now plans to move to a broader commercial rollout of its Easy Go Network platform, developing new commercial products to enhance its portfolio. The company also sees this as an opportunity to undergo a complete digital transformation of its own business. It is the first step towards developing a portfolio of services that are all digitized, all online, all flexible, and all accessible and self-managed by its customers.

"I think that we are ahead of the game. Today, with the help of Juniper, we have implemented a real proof-of-concept in our live network with real customers and services," Pierre-Louis Biaggi says. "This is a great achievement but I think that the biggest change is still in front of us. NFV technology will enable our services to evolve even further. It will bring us the capability to offer new services to our customers in a very agile and flexible way, and the capability to bring up new functionalities on our network very quickly, coming from multiple partners."

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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