

# Building presence and growth



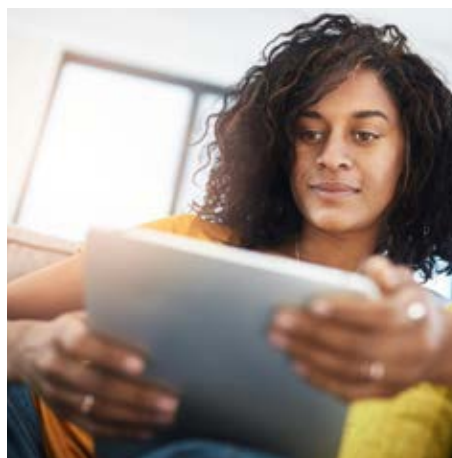
2018 was a year of notable growth for Orange Belgium in the business sector. Thanks largely to the ongoing digital transformation of the company's business processes – making its B2B interactions more agile and efficient – Orange booked its best business results in 7 years.

Fundamentally, B2B is a people business. Orange takes a personal interest in assessing and anticipating the needs and requirements of businesses. From providing ICT services in the cloud, and analytical tools for big data to a mobile IoT network, Orange helps companies stay on top of today's rapidly evolving business environment.



### Go-to-Market boosts Orange presence

Several important initiatives combined to power growth in 2018. First of all, the company met its objective to have +10% more account managers' feet on the street to widen its range of business. This 'Go-to-Market' campaign contributed to Orange's greater presence and awareness in the market and created a shift from push to pull for Orange: now more than ever before, instead of Orange contacting target businesses, potential customers are contacting Orange to explore possibilities.



### Mobile-centric – a key factor in Orange's business success

One of the company's major differentiators is that it is solidly mobile-centric. This gives Orange an advantage in meeting the challenges of today's changing work environment, including the 'new way of working'. As companies go more and more digital – and increase their mobility – Orange is precisely the partner they need. Orange provides solutions for business customers whose employees are not only active professionally, but stay connected in their spare time as well.

**+10%**  
account  
managers' feet  
on the street



**+26%**  
increase  
in demand  
for mobile  
formulas

## Shape Traveller

a flexible formula over an extremely high-performance mobile network – business travellers can communicate as often as they like (unlimited again!) in Belgium and abroad.

In 2018, Orange enjoyed a 26% increase in demand for the mobile packages with benefits that both employees and their families can use. These packages are an important factor in employee satisfaction and retention. As Orange collaborates with a business, the customer itself, and all of its employees, are equipped for the new world of work.

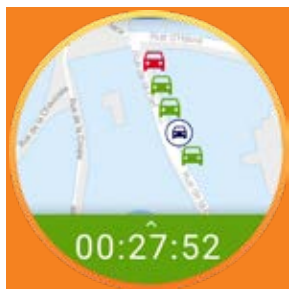
## Orange Belgium and Orange Business Services

Orange Belgium's invigorated convergent offering has established Orange's position in the business segment. To further strengthen its relationship with businesses of all sizes in Belgium, Orange Belgium has entered into a sales engagement agreement with Orange Business Services. Now, Orange Belgium's business customers can leverage Orange Business Services' expertise, and Orange Business Services' multinational customers can rely on Orange Belgium's network resources and business capabilities, including its mobile IoT network.

Both companies provide digital solutions to allow work tools to become more mobile, more connected and more collaborative, and business customers can access private and hybrid cloud solutions as well as security solutions to protect all areas of their vital activities.

## The Internet of Things (IoT)

Orange Belgium is leading the way in IoT. The Orange mobile IoT networks (NB-IoT & LTE-M) allow millions of everyday objects to be connected to the Internet of Things. In 2018, Orange experienced double-digit growth, extending its connectivity offering more IoT devices, with the ability to store the data collected by these devices.



### Solving the city parking problem

CommuniThings – a star tech start-up in the Orange Fab programme – provides a platform that collects, visualises and analyses data to show where there is a parking space available via a mobile application that provides real-time information. The Orange NarrowBand-Internet of Things (NB-IoT) network is a crucial factor in this system.

### Bold ambitions for 2019

In 2019, Orange plans to increase its Go-to-Market coverage even further, raising awareness and providing more solutions for mid-sized businesses.

The next step in the company's business transformation is to become even leaner – simplifying and streamlining Orange's B2B interactions. Orange is taking a corporate market approach, assessing the most favourable opportunities and providing tailored solutions.

In the IoT sector, the company plans to enlarge its ecosystem of partners, focusing on specific business niches, and to further leverage AllThingsTalk, the eco-friendly IoT product platform. Orange is also an active sponsor of The Beacon – a product development hub in the centre of Antwerp focused on the key IoT domains of industry, logistics and smart city.

So, what's the overall outlook for B2B in 2019? From Bold 2 Bolder, of course!



**Orange Belgium  
renews its contract  
with Irisnet so it  
can provide the  
capital of Europe  
with new Smart City  
solutions.**

