

# Digital transformation...



## ... powers bold initiatives

Orange Belgium is transforming itself rapidly from a ‘traditional telco’ into an agile, innovative digital operator. In 2018, Orange accelerated its digital transformation efforts, whose aim is to install state-of-the-art digital solutions throughout the company.

In 2018, the IT team contributed to the company’s very good results by underpinning the development, testing and delivery of Orange products and services according to plan. In this way, the team was instrumental in supporting and sustaining the company’s bold positioning and the commercial performance of the business.

### Transforming CRM

At the same time, the team began executing the digital transformation plans that were developed in 2017. In the context of a broader CRM transformation, the team started with the customer-facing order entry system, partnering with Salesforce, the global leader in CRM, and Vlocity, a leading industry cloud company. By leveraging cloud-based solutions across Orange’s digital and assisted channels, the two companies are helping Orange achieve business agility more quickly and reduce time to market. A first proof point of this program is Orange’s new enterprise catalogue that centralizes all products and services.

### Working boldly in the new way

The heads of the IT team and the residential business team are co-leading independent product development teams to develop a programme for the business in an agile-delivery mode. The group’s members have been drawn from all over the company expressly for this project – from a business analyst and an enterprise architect, to a user experience specialist and a large staff of programmers.

**The main goals of Orange’s digital transformation are offering a simplified omnichannel experience to Orange customers and reducing the company’s time to market.**

Thus, the project is being organised and conducted according to ‘the new way of working’ principles – introducing into the company a bold new mind-set with regard to IT and business development.

### Radical simplification

A key element of Orange Belgium’s boldness is the company’s active efforts to improve efficiency through ‘radical simplification’. Indeed, the improved cable regulations help level the playing field – but to make the company’s convergent offer truly sustainable, leaner, simpler internal procedures are also required.

From collaboration and decision-making, to training, to CRM and billing processes, the Orange Belgium culture and way of working are being simplified, digitized and transformed as Orange takes its disruptive competitiveness into the future.

