

Creating new business sustainability via disruptive opportunities



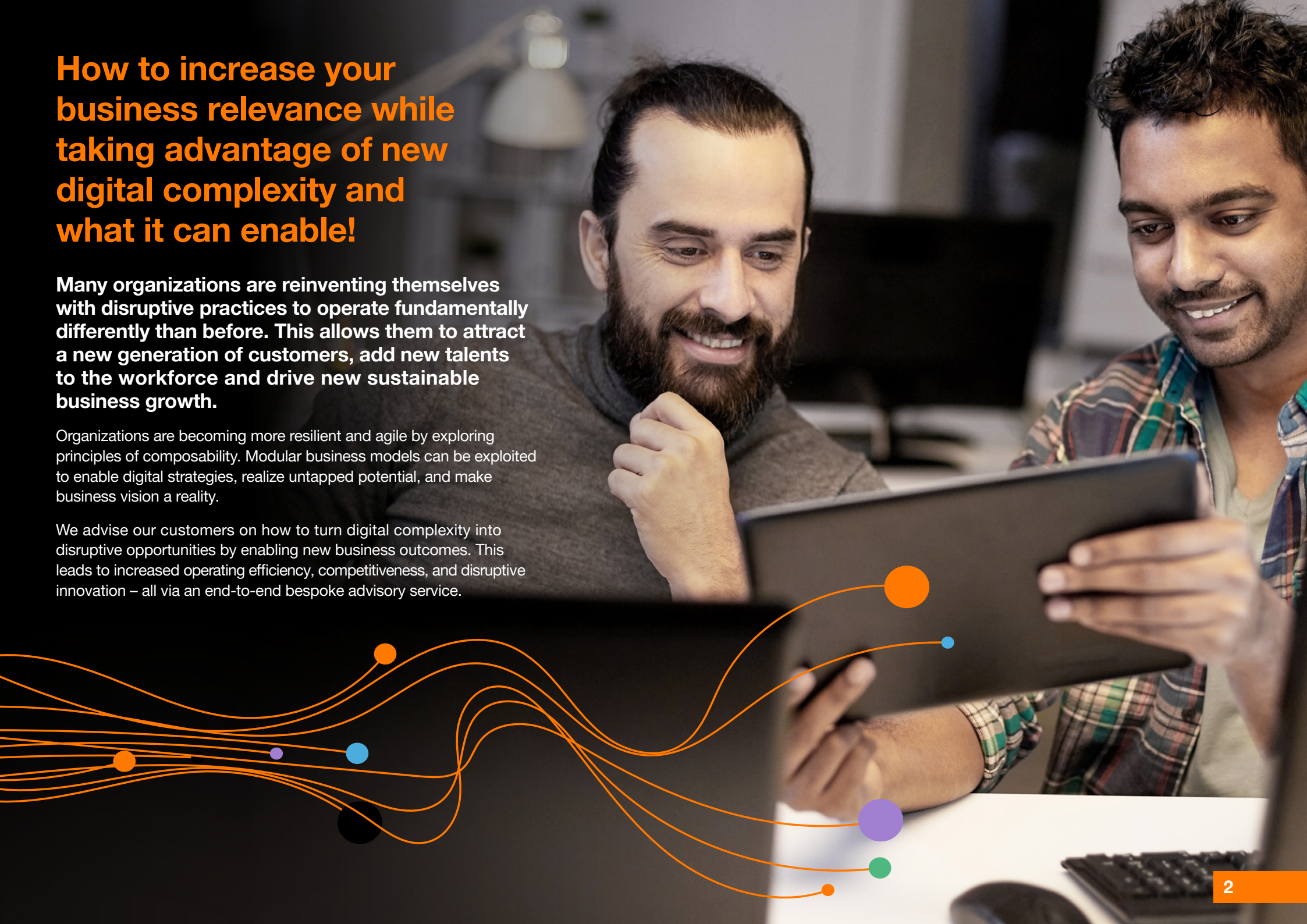
Business

How to increase your business relevance while taking advantage of new digital complexity and what it can enable!

Many organizations are reinventing themselves with disruptive practices to operate fundamentally differently than before. This allows them to attract a new generation of customers, add new talents to the workforce and drive new sustainable business growth.

Organizations are becoming more resilient and agile by exploring principles of composability. Modular business models can be exploited to enable digital strategies, realize untapped potential, and make business vision a reality.

We advise our customers on how to turn digital complexity into disruptive opportunities by enabling new business outcomes. This leads to increased operating efficiency, competitiveness, and disruptive innovation – all via an end-to-end bespoke advisory service.





Do you want to optimize your current operating models?

Where do you stand regarding your competition? Are you a leader or a follower? Is the competition disrupting you in an unexpected way? Are they coming from a new place, disrupting your sales, stealing loyal customers, or luring top talent away?

As an established company, your results may be acceptable. However, if you look closer you are probably not doing as well as you could, and might be missing out on unexplored opportunities. Or you may be one of the enterprises struggling to hold its own, let alone grow, in this disruptive market environment.

Have you tried to integrate digital technology and failed to bring the desired results company-wide? Are you agonizing over your artificial intelligence (AI) projects, watching them veer off in one direction, then another, without producing sufficient business impact? Are you wondering how to make security and compliance radically speed up your innovation and development instead of hindering it?

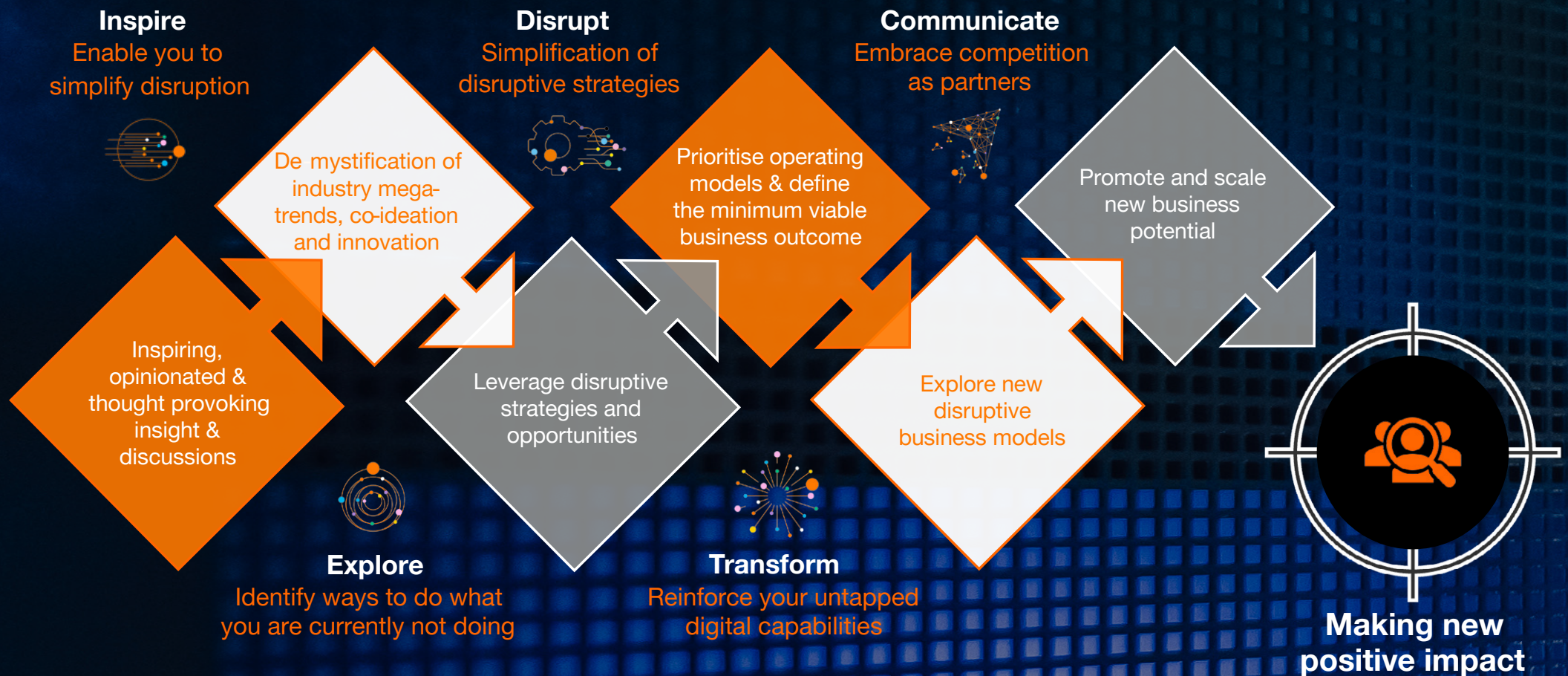
According to leading analysts, 80% of well-established and successful businesses struggle and ultimately fail at sustainable business transformation.

The Orange Executive Advisory Team can help you create new and sustainable outcomes by demystifying disruptive opportunities, providing credible inspiration and insight. This reinforces your digital strategy by effectively capitalizing on relevant disruptive opportunities.



The **Executive Advisory Approach** at Orange Business

Practical insight The **Orange Executive Advisory** program provides relevant and simplified disruption to bring untapped opportunities and business outcomes to your digital transformation journey



Creating business value from disruption

The concept of business disruption is not a new one. However, the size and global availability of the digital opportunity space has changed, enabling disruption to happen faster, from unexpected sources, and with greater market impact than before. But what if you could turn the impact of this disruption around and create exponential business relevance from it? Become a trailblazer inside and outside your industry and inspire new talent.

Digital and business transformation is happening all around you. It cannot be contained, but it can be effectively leveraged by exploring new value creation and business relevance as well as disruptive practices to enable the transformation in a sustainable way.

We will tailor the opportunity of digital disruption to what you aspire to be in the future - not only to what you think you need today!

You will benefit from new revenue streams and increased profits by operating in a new way to take advantage of these digital opportunities and disruptive forces.

To put this succinctly, if your enterprise is to succeed in the digital economy, everything you do inside that business must be tailored to speed up processes. Partners need to be an extension of your business, aligning on desired outcomes rather than reactive order fulfilment. Running a fully digital and composable business requires a different approach to enabling practices and operating models compared to that of a traditional business.



Leading the next evolution of digital transformation

We believe that every enterprise has a unique vision and business situation, and our approach is tailored accordingly, allowing you to scale in a sustainable way. We demystify and build on leading analysts research with our own insights to help you understand and explore the why, what, and how. This is designed to achieve the results you thought weren't possible.

Our model leverages business composability principles, enabling you to continuously explore in a sustainable way while reducing risks without hidden costs.

\$50 billion More than \$50 billion is spent annually on digital transformation consultancy in Europe. Yet, according to leading analysts, more than 80% of companies still fail to perform a sustainable transformation.¹

Orange Executive Advisory Team: turning digital complexity into disruptive opportunity

How we can help you tap into the business opportunities that surround disruption?

- Our Orange Executive Advisory Team consists of entrepreneurs and thought leaders.
- We enable you to leverage relevant disruptive mega-trends by simplifying the exploration of new revenue opportunities.
- The demystification of “the why” leading to a successful adoption of a digital ecosystem, new business models and sustainable revenue streams.

Our Executive Advisory Team provides in-depth guidance on turning digital complexity into disruptive opportunities. We work with business executives (including the COO, CMO, CTO and CPO), chief digital officers (CDO), heads of innovation and transformation, chief information officers (CIO), and IT leaders. This guidance also gives you the skills to “stay sticky” as your digital business develops.



The Executive Advisory at Orange Business

Providing relevant and simplified disruption, bringing untapped opportunities and business outcomes to our customers digital transformation journey



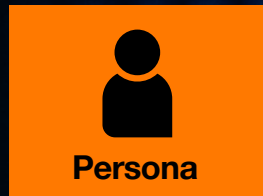
Unlock business opportunity
Build & promote



Reinforce digital strategy
Discuss & visualize



Scale business potential
Explore & drive



Business executive
CMO, COO, CTO, CHRO, CFO



Chief Digital Officer
Head of Innovation / Head of Transformation



Chief Information Officer
Vice President IT / Director IT / Head of IT



Engage in opinionated & disruptive interactions



Inspiring & thought provoking exploration



Leverage disruptive strategies & opportunities



Discover new opportunities the strategy demands



Joint co-innovation, identification of untapped business capabilities



Prioritise technical initiatives according to business priorities

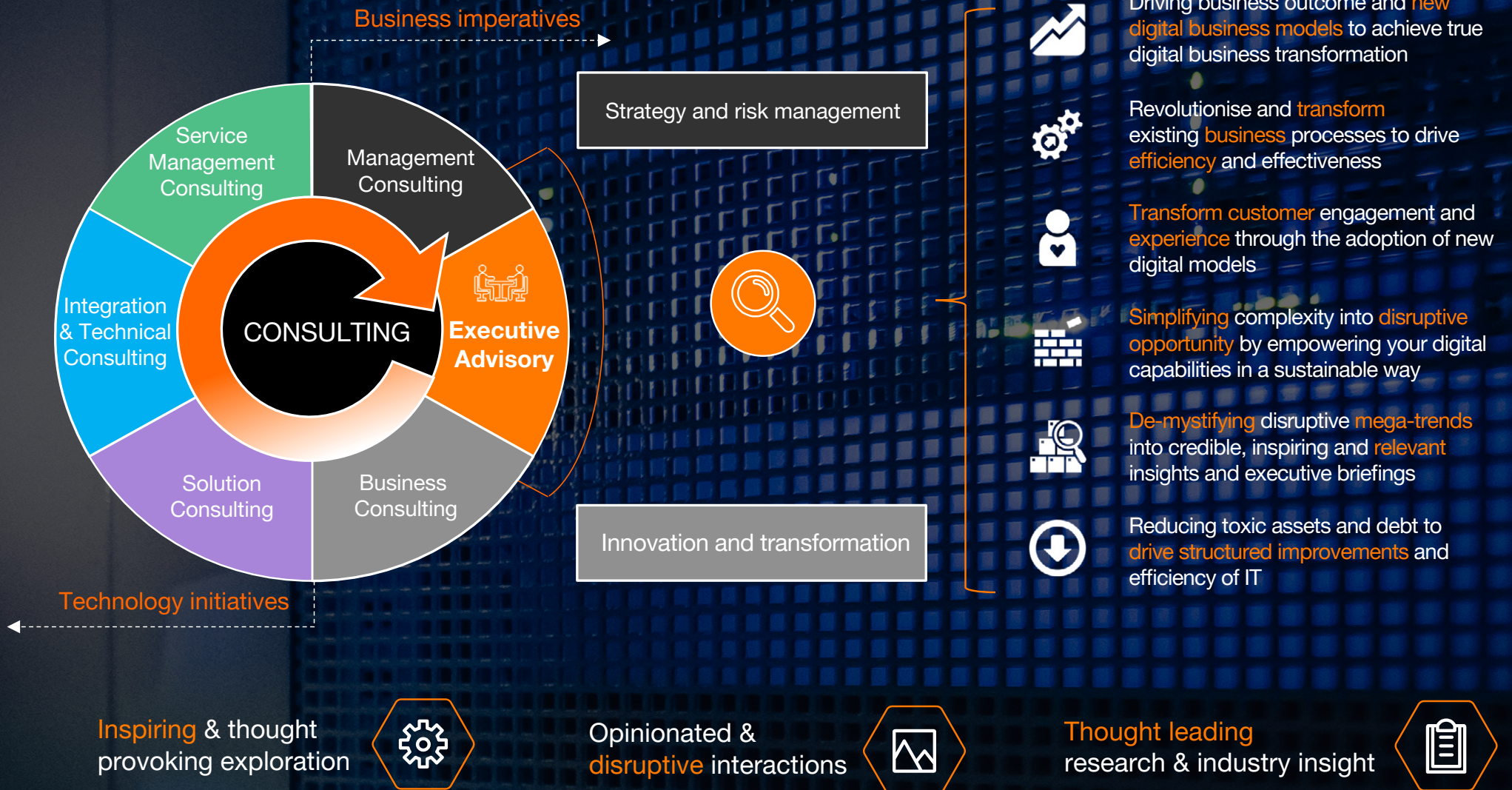
Unique opportunity to exploit the skills of a dynamic team of experts.

Based on an annual subscription model, the Orange Executive Advisory Team is designed to provide you with inspiring, relevant, and opportunistic advice, demystified market intelligence, credible inspiration, relevant exploration, and highly engaging interactions. All are tailored specifically for your business needs.

- A truly bespoke service
- Bringing inspiration and disruptive strategies to explore new revenue streams
- Helping you scale disruptive innovation from silo projects to organization-wide benefits
- Leveraging the principles of composability, unlocking agility while protecting your investments
- Matching your business capabilities with new digital delivery models and practices
- Transforming your organization from an asset-heavy to a data-driven business model
- Turning your competitors into valued partners
- Connecting digital opportunities in a scalable and sustainable way



Simplifying your business outcomes



The Executive Advisory Team at Orange Business

Providing relevant and simplified disruption, bringing untapped opportunities and business outcomes to our customers digital transformation journey



Jan Aril Sigvartsen

Jan Aril is an experienced digital transformation advisor and entrepreneur which has spent his whole career in the disruptive area of technology, value creation and digital operations. He has been a key influencer on the Service Provider industry and digital media since early 2000's. He specialises in demystifying the opportunity of disruptive ideas and practices to something tangible for humans in an inspiring way!



Stefan Månsby

Stefan is an experienced co-founder of several market leading businesses within the IT, communication and entertainment industries. He is specialised in growing and scaling niched businesses into strong brands, by focusing on customer value creation enabled by disruptive thinking and a coaching leadership. He is also an appreciated public speaker that often gives guest lectures and engages in a few but select start-ups.



Derek Galvin

Derek is an experienced leader with over 20 years of experience and a track record in supporting sustainable growth of global organisations. His expertise includes building digital capabilities, rationalising technology landscape, and leading innovation through design thinking. What makes him happy is finding new and innovative ways of delivering business value. He is also an independent board member and mentor to select start-ups.

The Executive Advisory Team is supported by an experienced team of business consultants from our Digital Business Consulting Practices:

- Smart Industries
- Sustainability & Emerging Technology
- Cloud and Data Strategy
- IT Infrastructure Transformation
- Customer and Employee Experience

Why Orange Business

Orange Business holds a unique and distinctive position as a digital services company.

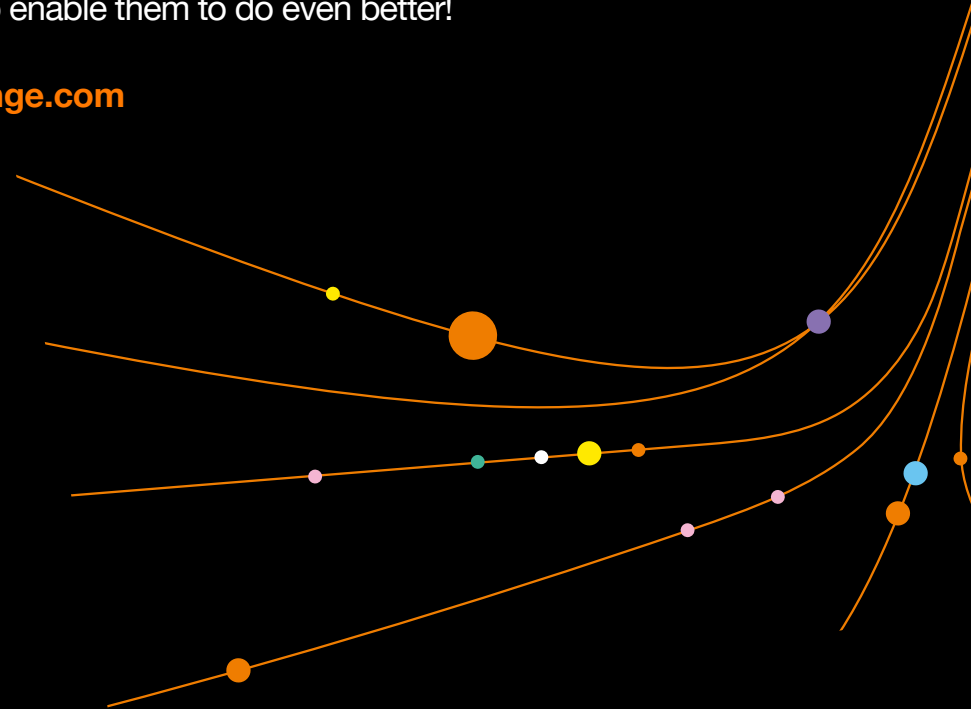
The world of work is transforming rapidly due to the influx of next-generation people and technology, which leads to new value creation and ways of operating. We help our clients embrace these disruptive changes and enable them to become more relevant in this new economy.

Our obsession lies in the ecosystem approach and co-innovation, driving value while placing our clients at the centre of their journey and tailoring digital opportunity to best benefit the acceleration of their digital strategy.

At Orange Business, we believe our clients are already doing well, and we want to enable them to do even better!

For additional information please email executiveadvisory@easymail.orange.com

¹The Economist, Forbes & Gartner



Business

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