



press release  
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## **Givaudan benefits from network performance enhancement solution by Orange Business Services**

### **Riverbed WAN acceleration solution for 74 network points of presence brings network optimization and improved performance**

Givaudan, a world leader in the fragrance and flavour industry headquartered in Vernier, Switzerland, has chosen Orange Business Services for network acceleration. A long-term customer, Givaudan is using the [Business Acceleration](#) network optimization strategy and Riverbed-based [Enterprise Application Management](#) from Orange Business Services. Orange is operating Givaudan's global wide area network connecting 130 network points of presence in 82 locations and 45 countries.

Givaudan has faced a steadily increasing need for network bandwidth for years. As a result, the company was considering the introduction of network acceleration solutions. The worldwide implementation of a new global document management platform and the potential for performance issues, particularly for remote locations, triggered a network improvement study. Orange Business Services presented acceleration capabilities on various applications and proposed a Proof of Concept to test the [Riverbed Steelhead](#)<sup>®</sup>-based solution, an award-winning product designed to overcome performance and latency issues.

According to Jean-Yves Benedeyt, Givaudan IT Global Infrastructure Manager, the test was a success: "We decided to choose Orange Business Services based on the excellent Proof of Concept. Orange is a trusted advisor in a long-term partnership and provides broad expertise in the Enterprise Application Management solution from Riverbed. We don't need higher bandwidths, because certain applications in particular are much faster now and are no longer a bottleneck in productivity."

The network optimization strategy from Orange Business Services proved to Givaudan that not only could its actual issue with the new document management platform be solved, but also most of its other business applications could be accelerated and optimized. Orange provided a fully managed, global acceleration solution that is a natural extension of Givaudan's IP VPN including deployment and management of Riverbed Steelheads on 74 network points of presence around the world.



“Orange Business Services offers managed optimization solutions at global level to meet two key business drivers – tangible cost savings for customers and increasing business productivity,” said Helmut Reisinger, senior vice president, Europe, Orange Business Services. “We have extensive experience in helping customers to optimize their network resources and to improve the performance of their applications which will increase end-user productivity and optimize user experience.”

#### **About Givaudan**

As the leading company in the fragrance and flavour industry, Givaudan develops unique and innovative fragrance and flavour creations for its customers around the world. We have approximately 25% market share and this industry leadership position is underpinned by a sales and marketing presence in all major markets. We create fragrances for personal and homecare brands that range from prestige perfumes to laundry care, and in flavours our expertise spans beverages, savoury, snacks, sweet goods and dairy products. In 2010, Givaudan generated CHF 4,2 billion in sales and employed 8,600 people worldwide.

#### **About Orange Business Services**

Orange Business Services, the France Telecom-Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in 166. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services is a four-time winner of Best Global Operator at the World Communication Awards. Learn more at [www.orange-business.com](http://www.orange-business.com)

France Telecom-Orange is one of the world's leading telecommunications operators with 170,000 employees worldwide and sales of 11.2 billion euros in the first quarter 2011. Orange is the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates. France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

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