



press release
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Orange Business Services helps Haier upgrade customer service with cloud computing

Infrastructure as a Service (IaaS) solution provides flexible virtual data center and a pay-per-use model bringing cost savings, security and scalability

[Orange Business Services](#) has won a three-year contract with Haier in China to implement and manage [Flexible Computing Premium](#), a cloud computing solution. The initial deployment will allow Haier's headquarters in China to connect with its after-sale service center in India over a cloud-based platform, enabling users to access business-critical applications anywhere, anytime.

Part of Orange Business Services' IaaS and IT services portfolio, Flexible Computing Premium is based on a modular industrialized catalog of cloud infrastructure and software management services ranging from the customer's operating systems to its applications. It frees the IT team from its day-to-day operational tasks of managing cloud infrastructure and software to focus on more strategic projects.

The solution is designed to meet stringent security, performance and availability requirements and includes a secure datacenter infrastructure. An ideal fit for business-critical applications running on Haier's network, this deployment will bring business benefits such as:

- **agility** – With Flexible Computing Premium, Haier's infrastructure is built "à la carte" and can be modified quickly and easily to meet changing business needs. The infrastructure can be customized via an easy-to-use administration portal.
- **scalability** – IaaS enables Haier to expand internationally in an agile way, easily adding or removing infrastructure as the company evolves.
- **cost-efficiency** – Using this cloud-based solution allows Haier to realize significant cost savings from a pay-per-use cost model resulting in the transformation of CAPEX into predictable operational costs.

Patrick Li, General Manager-China, Orange Business Services, said: "Chinese as well as Asian multinationals are realizing the value of cloud. We are delighted to support Haier, one of the world's most innovative companies, with our industry-leading cloud solution and our expertise as a global IT services provider. This win is a milestone for us in China, and a testament to Orange Business Services' ability to provide large Chinese enterprises with innovative communications solutions to support their expansion in India."



Orange Business Services won the Best Cloud Service award at the World Communications award two years in a row. The 2013 [Best Cloud Service](#) award recognized Orange for [Flexible Contact Center](#), a cloud based contact center solution. In 2012, Orange was awarded Best Cloud Service for [Business Together as a Service](#), a cloud-based global unified collaboration solution.

About Haier

Haier was founded in 1984. In the last 30 years, through its entrepreneurial and innovative spirit, Haier has transformed itself from an insolvent collectively-owned factory on the brink of bankruptcy into the number one global home appliance brand. In 2013, Haier's global revenue and profit reached RMB180.3 billion (USD 29.5 billion) and RMB10.8 billion (USD 1.76 billion) respectively. Profit growth was 2 times revenue growth. Based on the statistics of Euromonitor International, a world leader in strategy research for consumer markets, Haier has been the number one global home appliance brand for five years in a row. On the 2012 World's 50 Most Innovative Companies list published by the Boston Consulting Group, Haier was the only Chinese company in the top 10, as well as the top-ranked consumer product retailer. More information, please visit to: <http://www.haier.com/cn/>

About Orange Business Services

Orange Business Services, the 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 more than 160. 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 was awarded four of the telecom industry's highest accolades at the annual World Communication Awards 2013 – Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven-time winner of Best Global Operator. Learn more at www.orange-business.com or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

Orange is one of the world's leading telecommunications operators with annual sales of €41 billion in 2013 and has 165,000 employees worldwide at Dec. 31, 2013. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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