

**Business****COMPANY**

Orange Business

INDUSTRY

IT Services and IT Consulting

LOCATION

Paris, France

PARTNER CHALLENGES

- Making the complex process of cloud migration simpler
- Innovating legacy architectures to the modern-day infrastructure
- Protecting sensitive information and data during migration
- Securing the data with absolute encryption

Orange Business Builds an Airtight Cloud Management Solution with VMware Cloud Director

About Orange Business

Orange Business, part of the Orange Group, supports companies and organizations through their digital transformation with its dual expertise as a **network operator** and a **digital services integrator**. With 29,100 employees worldwide, they combine global presence with a local approach to design new business models with their clients and unlock their full potential.

Based in France, their data centers in Val de Reuil and Chartres empower many enterprise customers to migrate to the cloud and beyond.

Since its inception in 2006, Orange Business has enabled organizations to stay in sync with the future – and VMware has enabled a robust cloud footprint for their customers. Learn how Orange Business developed its data centers across the country /or/ France to serve enterprises across the globe in collaboration with VMware.

After successfully deploying VMware Cloud Director and other VMware solutions, Orange Business revolutionized its platform in 2012. The Orange Business service catalog that was empowered by VMware Cloud Director 5.0 now runs on different sub-versions of Cloud Director 10 on Cloud Avenue, Orange Business' new platform. Their services include dealing in vSphere resources like CPU, RAM, storage, and more. Their service catalog also includes NSX gateways along with prominent solutions like Disaster Recovery as a Service, vCenter on Demand, BMS and Object storage as services.

With primary data centers located in different parts of France, Orange Business plans to make the cloud a safer space while complying with the best security standards and resiliency.

Migrating Clouds is the New Mainstream

The modern cloud model thrives on the principle of flexibility. The physical realm no longer holds enterprise operations captive. Cloud operations have made it seamless to go digital by handling critical business information with maximum security. While this sounds easy, transforming architecture takes more than just drag and drop.

As enterprises adapt to the new normal of cloud computing for infrastructure and

BENEFITS OF VMWARE CLOUD DIRECTOR

- Multi-tenancy and multi-site management in a cloud environment
- Easily migrate workload from on-prem to cloud and from cloud to cloud using VMware Cloud Director Availability, which results in better ROI.
- Makes it easy to monetize services and deliver innovative self-service offerings for customers.
- Reduce the cost of customer cloud with automated workload placement and flexible resource management
- Next generation infrastructure co-existing with cloud-native applications
- High security and logical isolation of virtual datacenters and workloads

innovation the process stays vastly complicated, which means that leaving it to the professionals makes sense. But with increased security measures, ongoing market turmoil, new competitors, and rising expectations, DevOps teams at these enterprises want solid control of cloud ops. This leaves two options – either make the cloud a simple space for the customers to handle or train them to be capable enough.

When Migrating to the Cloud, Security is still a Challenge

When it comes to migrating from one architecture to another, enterprises can't comprehend the possibility of losing their precious data. Not only does this include personal, industry and proprietary information, but also the shake-ups that might happen in transferring applications between storage models. It is very important for Orange Business to provide their customers an easy way to migrate to the cloud with their legacy applications and offer complete lifecycle management in the new cloud environment.

But the biggest challenge for enterprises is moving workloads from legacy applications with virtual machines and older operating systems to a cloud-based model. Migrating a huge quantity of data is an important requirement for some of their customers. Some of these heritage applications are almost impossible to migrate unless the target cloud is very flexible. Migrating through the internet is typically easier for a limited number of workloads but migrating a large number of workloads with terabytes of data is a challenge. Currently Orange Business has 15,000 workloads in France alone and has created an efficient migration technique.

Then there's the effort involved with keeping the security up to date and let's not forget how crucial it is to maintain continuity of service during migration. Having no downtime is the goal, but it is almost superficial to avoid loss of service. Considering that cloud migration comes with some grave risks, Orange Business sets its eyes out to craft a process that makes it happen without failure. Orange Business secures their data with absolute encryption. Orange Business is in the process of acquiring the highest level of French security qualification – SecNumCloud, which is testament to the fact that the cloud provider complies with the required data protection practices.

Managing a wide array of customers with a large range of use cases, requires a personalized approach toward each one of them. Some are very sensitive due to their real-time application needs which is where specific vSphere features are a must at both ends. This involves running specific application profiles and managing the process.

Business challenge: Cloud Avenue is a robust and trustworthy cloud platform that enables users to effortlessly migrate their legacy applications to the cloud using a "lift and shift" approach. This method offers scalability and resilience without the need for significant alterations to existing IT infrastructure. By capitalizing on past IT investments, organizations can securely and confidently transition to the cloud.

Orange Business: A Holistic Cloud Provider

With the cloud-first mentality taking over enterprises, Orange Business went headfirst into mapping the right part for their customers' cloud progress. With almost 10,000 experts around the globe to manage digital transformation, they started by aligning technology with business strategies through the cloud.

For a process that most enterprises find difficult to incorporate by themselves, Orange Business created an ultra-smooth mechanism that reduces their load and gives them a stable cloud mechanism in return. Since the cloud is not a simple space, Orange Business partnered with VMware, utilized to deliver their cloud service

VMWARE PRODUCTS DEPLOYED

- VMware Cloud Director
- VMware Cloud Director Availability
- VMware Cloud Foundation
- VMware NSX-T

platform, establishing themselves as a holistic cloud provider.

Orange Business provides migration and modernization services to augment IT infrastructure to the cloud at a hub of their choice. They also optimize and manage their customers' infrastructure since many of them don't have the time and resources to focus on anything but their core business. And they make applications cloud-native to take it all together to the cloud.

Recently adding a new data center for disaster recovery, Orange Business follows VMware's astute footprint that enables them to deliver their exhaustive cloud portfolio.

Orange Business and VMware: Delivering Cloud Compatibility with Confidence since 2012

After delivering business services for 6+ years since its inception, VMware Cloud Director helped Orange Business transform its cloud solution across their customers and supply chain. Delivering Cloud Director offerings, Orange Business equips customers with infrastructure and self-service cloud resources.

With a service catalog base delivered through the Cloud Director portal they have significantly saved the time and effort of developing a portal for multi-tenant applications. The user experience has been exceptional for their end customers. The configuration features are easy to align with their services catalog and the integration with the Software-Defined Networking (SDN) layer is a huge value-add for their customers. Orange Business uses NSX-T for the SDN layer integration. Their customers access services either through the Cloud Director portal or the Cloud Director API, both of which are protected by Web Application Firewalls. The services are also available over their MPLS (BVPN) connectivity.

The VMware on-premises offering is prominent with enterprises that have not yet upgraded their infrastructure. Orange Business' compatibility with the VMware cloud stack makes it easy for them to migrate to the cloud. This enables enterprises with total control over their workloads to adapt on a new, secure platform. This also allows Orange Business to capture a new segment of customers using the VMware on-premises solutions. When their infrastructure gets old and they need to replace it, they prefer to move to the cloud and leverage the VMware platform, which Orange Business supports them with.

VMware Cloud Director: Partnering with VMware to Offer a Personalized Cloud Approach

The Orange Business experts lend their expertise to customers by following them on their onboarding journey from their existing infrastructure to the cloud. Not only that, modern Kubernetes infrastructure from the Tanzu Kubernetes Grid (TKG) delivers Kubernetes Clusters as a service, runtime insights, and more innovation upon customer's valuable data.

With over 300 customers using Orange Business' Cloud Director-based offerings, it is becoming a norm in terms of security and agility. Not only that, but they are also witnessing a 2% to 5% increase in customers every month thanks to the increased cloud transformation demand and ease of onboarding. Orange Business' dedicated cloud experts always plan to equip their customers with two to four hours of training and coaching modules every month for efficient ops and onboarding.

Enterprise customers are open to such upskilling avenues that are tailored to their architecture with new updates, features, and growth hacks.

“VMware Cloud Director, bringing multi-tenancy and an additional abstraction layer to ease application design and virtual infrastructure management, combined with NSX-T for network virtualization and micro-segmentation, are essential enablers of our Cloud Avenue offer. Our strong level of interaction with VMware allows us to bring regular new features to our customers and increase our competitiveness on the cloud market.”

CHRISTOPHE HERMANT, DIRECTOR OF
CLOUD AVENUE TECHNICAL TEAM,
ORANGE BUSINESS

It's all about gaining technological independence with VMware Cloud Director and the VMware stack, which includes managing network layers and security layers and setting up security rules. Enterprises have the freedom to manage flexibility of their cloud footprint with resource pooling, creating, updating, or deleting virtual data centers and resources.

Since VMware Cloud Director 10.3.x offers many newer capabilities around NSX Advanced Load Balancer, most Orange Business customers (about 90% to be exact) use a firewall embedded into the edge, while the rest have a virtual firewall. Orange Business is on a mission to educate and encourage its customers to adapt micro-segmentation as a measure since most malware spreads within customer domains from east to west. In fact, they've also added Veritas Netbackup software and appliances to protect data for customers, guarding against crypto-lock.

Be it helping them around with platform mechanics and compatibility, or installation and upgrades, Orange Business works as an additional hand for its enterprise customers and VMware Cloud Director makes it a seamless experience. They provide services at the beginning engagements to audit existing platform and understand the customer footprint, check compatibility and help with their migration planning.

Their two-pronged approach is brought to life with two teams – with one working on the customer's site and the other assisting them to manage migration and workloads. Standardization using VMware Cloud Foundation delivers stability and lifecycle to ensure service continuity during migration and prevent outages by opting for a warm migration with VMware Cloud Director Availability.

VMware products are universally compatible and can be leveraged with any software on the market. This guarantees that their customers' VMs and workloads will get the job done and get it done well – making it a great selling point for customers to work with Orange Business since some of their workloads don't work on public clouds.

Simplifying Cloud Transformation: The Way Forward

Orange Business believes in demystifying cloud migration in every possible way. In its latest Disaster Recovery-as-a-Service offering with VMware Cloud Director Availability, enterprises are able to migrate from on-premises to the cloud more efficiently than ever, with cloud-to-cloud and data center-to-data center service in the mix.

Orange Business' newest solution, a 'Kubernetes Cluster-as-a-Service' with TKG, runs via VMware Cloud Director and envisions to enable direct K8S cluster deployment across the cloud. By giving customers feature-by-feature rights, Orange Business plans to roll out its Container Service Extension for Cloud Director to deliver next generation Kubernetes infrastructure for customers. With this breakthrough, customers are looking at a doorway that can make legacy architectures compatible with cutting-edge technologies of the next-generation cloud.

With the dual-site solutions coming onto the scene for resiliency, Orange Business can deploy an extended LAN between two organizations or two virtual data centers. This connectivity extends across both data and in case of contingencies, the workloads can be moved to the other data centers.

With technological expertise up their sleeve, airtight security is not just a plan. Orange Business and its mission directly encapsulate VMware's vision to make the business world a cloud-smart, cloud-friendly space.