

Orange Launches a Cloud-based Telepresence

Written by Bob Snyder
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AV Telepresence integrators can be guaranteed of telco interest in their category.

Here's a perfect example of what that telco competition will look like: **Orange Business Services** enhances its video services portfolio with **Telepresence Pass**, a new cloud-based offer that delivers a "financially attractive, flexible and scalable solution for its enterprise customers."

Orange Business Services is the **France Telecom-Orange** branch dedicated to B2B services. **Telepresence Pass** is an easy-to-adopt and future-proof solution that allows companies to benefit from:

- a Telepresence infrastructure in the cloud
- a fully managed service with end-to-end quality guarantees
- a monthly subscription fee

Because Telepresence Pass is available as a service, customers do not need significant investments in equipment or in the management of their solution.

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“Our ambition is to make video available to enterprises wherever they are, with no limitations,” says Vivek Badrinath, CEO, Orange Business Services. “The key is to offer customers many video collaboration options so that they can choose the solution that best suits their business needs.”

“Of all applications, video is probably the most unforgiving,” said Nicolas Roy, head of Network Solutions Business Unit, Orange Business Services. “The Group continues to invest approximately €750 million per year for international network backbone and related IT infrastructure to ensure the coverage, bandwidth and quality required for an excellent video experience.”

Orange has Telepresence interoperability agreements with five service providers. In addition to AT&T, BT, Tata and Telefonica, Orange Business Services is announcing today its latest interoperability agreement with Verizon Enterprise Solutions.

Furthermore, Orange is driving the market toward video interoperability by chairing the Open Visual Collaboration Consortium (OVCC).

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