Orange leverages Dell EMC Support Services to boost productivity and reduce costs.

Business needs
Orange needed to reduce OPEX, gain control over lifecycle management, and ensure resiliency.

Solutions at a glance
- Dell EMC Secure Remote Services
- Dell EMC Dedicated Support Engineer
- Dell EMC Service Account Manager
- Dell EMC Migration Services

Business results
- Reduced OPEX
- Greater resiliency
- Higher productivity

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Christophe Abrial
Manager for Storage/Backup and Archiving RUN operations, Orange
Orange is one of the world’s leading telecommunications operators with 154,000 employees worldwide, including 95,000 in France. With a presence in 29 countries, Orange has a customer base of 265 million customers worldwide, including 203 million mobile and 19 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies under the Orange Business Services brand.

Resilience and availability
IT at Orange delivers infrastructures for all internal applications, including CRM and logistics, and supports mobile network applications such as data count and billing. Their key mission is to build a resilient infrastructure to maintain the highest availability. What’s more, the company wants to deliver a unique, personalized solution to each customer so IT supports big data applications to make that possible.

The infrastructure uses a wide range of Dell EMC products, including Dell EMC VMAX arrays for mission-critical applications, with Dell EMC Data Domain for mission-critical application backup. Dell EMC VNX systems support less critical applications, and Dell EMC Avamar grids back up more than 10,000 VMs.

Christophe Abrial is Manager for Orange Storage/Backup and Archiving RUN operations in France. He says Orange IT faces two major challenges—lifecycle management and resiliency. The company needs to better manage the storage infrastructure lifecycle in order to reduce OPEX maintenance costs and migrate data from old to new arrays in a timely manner. It also needs to improve its resiliency to deliver higher levels of application availability. “Dell EMC Support Services helps address these challenges and that is a great value for us,” says Abrial.

Reducing OPEX
Orange uses Dell EMC Support Services to help manage the storage infrastructure lifecycle with activities such as data migration and the implementation of new technologies.

In describing an 18-month data migration project, Abrial says, “We have migrated more than three petabytes of data from the old VMAX arrays to the new. The entire project is being handled by a dedicated Dell EMC team. They are doing all the work.”

Dell EMC Support Services also proved helpful for the upgrade of more than 300 SAN switches. “Dell EMC provided the tools and the team, completing our technology upgrade project in two months without any downtime,” says Abrial. “That was really helpful. The time and money we save with Dell EMC conducting the various projects effectively reduces our OPEX.”

Boosting productivity
According to Abrial the Dell EMC Service Account Manager (SAM) is a tremendous value for Orange. “It’s a single point of contact for everything related to service. With the SAM we have access to all the technical skills and support that we need.”

The SAM has also helped Orange to be more productive and proactive. “The input from the SAM and his focus on proactive management of our environment enables us to spend more time on projects and less time on problems,” says Abrial.

“We work hand-in-hand with our SAM and DSE. We have a very good relationship and communication has been excellent.”

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Proactive supervision
Abrial considers Dell EMC Secure Remote Services (ESRS) to be a really powerful tool. ESRS unlocks a wide range of benefits and services including automated health checks,
24x7 predictive wellness monitoring and notification for high availability remote issue analysis and diagnosis, and remote delivery of service and support. It also includes an enhanced Online Support experience with actionable, real-time data-driven insight through the MyService360 dashboard.

“ESRS gives me proactive supervision of my environment and the ability to rapidly address failures, ideally before they happen,” says Abrial. “Another very useful thing for me is that ESRS can give Dell EMC engineers access to my arrays in case of a problem. The engineer can connect and address the problem in just a few minutes. Dell EMC is continuously innovating and improving its service tools to pinpoint more effectively what really needs to be addressed.”

Working hand-in-hand
Orange entrusts the backup of its nine-petabyte data environment to Avamar. To ensure the highest levels of availability and rapid problem resolution, the IT team engaged the services of a Dell EMC Dedicated Support Engineer (DSE) to provide expert Avamar support. “It is very effective and productive to have the DSE,” Abrial reports. “Problems are addressed very rapidly. I would recommend having a DSE when there is a need for technology-specific expertise.”

Abrial considers the SAM and DSE to be an extension of the Orange team. “Even if they work remotely, we work hand-in-hand with our SAM and DSE. We have a very good relationship and communication has been excellent.”

Selecting new technologies
Orange considers service and support to be a major factor when selecting new technologies. “One of our strongest requirements is to have a strong commitment from the supplier when it comes to service and support.” asserts Abrial. “When I approach new technology, I see service and support as a critical part of the solution.”

“Weith Dell EMC, if I have a big project and need help I can ask my representative. I know things will be taken care of. For Orange it’s really important and useful because Dell EMC gives us the freedom to advance our projects and the road map to reach our goals.”

Setting the standard for support
Christophe Abrial describes the relationship between Orange and Dell EMC as not just that of supplier and customer, but more like a partnership.

“I totally trust the Dell EMC team with my environment. I know they will be proactive. I can concentrate on my deliverables because I know they will come to me if there are actions that need to be taken. The keyword is trust and, as far as I’m concerned, Dell EMC sets the standard for support. I really want all my other suppliers to be like Dell EMC.”