

Case study book



Check out how you can develop your business with Orange for Business solutions

Dear Readers,

Orange Polska Group creates innovative, comprehensive solutions to support the businesses of our customers. Every day we advise companies and institutions how to develop even better thanks to modern communication tools, digitalization and advanced technologies.

We encourage you to read our case study book. The book presents examples of completed projects for customers from various industries who decided to use our solutions and gained tangible benefits for their companies. We hope that it will inspire you to look for innovative tools to improve your business as well.



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#1 Communication

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#1.1 Castle Ryn Hotel

Client

Castle Ryn Hotel is a historic facility, and now a modern hotel and recreation complex, which belongs to the Anders Group.

Challenge

- improving the operations of the facility
- ensuring even higher guest satisfaction thanks to reliable data network and modern communication



Industry
hospitality



Company size
hotel and recreation complex
with conference rooms and a SPA area



Scale of operations
350 beds, conference rooms including the
largest one for up to 1000 people

#1.1 Castle Ryn Hotel

Solution: BVPN, Business IP Telephony, devices

- we delivered 200 standard telephones as room equipment and 20 system IP telephones to the office, reception and restaurant
- we launched the Business VPN service using a separate fiber-optic connection – thanks to this, the hotel can now use VoIP technology
- we implemented Business IP Telephony

Business benefits

- fast data, voice, and video transmission thanks to Business VPN
- reliable voice communication throughout the facility provided by Business IP Telephony that allows for:
 - centralized communication management
 - call reporting for all contacts
 - traffic prioritization
- free calls within the company network



Customer's opinion

“The comfort of our guests, visiting both privately and for business purposes, is particularly important to us. Thanks to Orange, we have gained a fiber-optic connection that provides fast and reliable data transmission for our guests and staff. We streamlined the hotel's communications thanks to modern IP telephony, which optimized the costs and allowed for efficient management of voice communications.”

Ireneusz Raczyński
Technical Department Manager, Ryn Castle Hotel

#1.2 Hydrosolar

Client

Hydrosolar Group belongs to one of the biggest wholesale networks in the heating, installation, sanitary, air conditioning, ventilation, and water treatment industries in the Polish and European markets.

Challenge

Streamlining and unifying internal communications, so that it is both easy to maintain and does not require large investments at the implementation stage.

1 Communication



Industry
retail chains



Company size
530 employees



Scale of operations
79 retail outlets,
including 68 self-service installation
wholesalers and 11 company offices

#1.2 Hydrosolar

UCaaS solution

- we integrated the corporate network
- we unified the company's telephony
- we configured solutions taking into account all employees, allowing for selection of specific features to meet the needs of particular employee groups

Business benefits

- integration of the Group's communications
- improved network security and communication stability
- full cost predictability – also in the event of further extension of the network
- MPLS links allowed greater scalability and mobility, high quality of connections and no additional costs of internal communication in the company
- security of data stored on Polish servers with guaranteed backup



Customer's opinion

“UCaaS is a flexible and secure solution that adapts to the communication needs of our employees. The solution is very easy to expand to new users without incurring the costs of infrastructure extension. We were also able to eliminate an outdated telephone exchange, whose operation caused increasing costs while limiting the improvements in company management. From our point of view it would also be extremely important to create a unified system for fixed and mobile calls together with the billing system. In the near future, we are also considering the implementation of a contact center – a special hotline to support our customers and installers.”

Marek Bajon
Managing Director

#1.3 Automotive client

Client

A leader in automotive safety. The company develops, manufactures and markets airbags, seat belts and steering wheels. These products are sold to all leading automobile manufacturers around the world.

Challenge

- efficient, unified communication
- reliable connectivity, both traditional and mobile



Industry
automotive



Company size
2,500 employees in Poland



Scale of operations
27 countries, 2 branches in Poland
in the Dolnośląskie province

#1.3 Automotive client

Solution: Mobile, IT infrastructure

- provision of mobile services and hire purchase of mobile phones
- transferring the Wholesale SMS service to the Orange network
- provision of mobile accessories
- IT infrastructure services – supply of disk arrays and network switches

Business benefits

The cooperation between the companies began in Poland – from the first deliveries of telecommunications services to advanced computer equipment.

It was then expanded to other countries and is now implemented through the company's headquarters thanks to:

- timeliness of order performance
- prices tailored to customer expectations



#1.4 RK Niedziałek

Client

RK Niedziałek is the South-Eastern Polish market leader in the comprehensive supply of car repair shops with car parts, oils, consumable fluids and tools, as well as equipment and materials needed to perform car repairs.

Challenge

- efficient communication within the company
- simplified and reliable customer contact system
- centralized communication management

1 Communication



Industry
retail chains



Company size
14 branches



Scale of operations
fleet of over 80 cars,
retail and wholesale customer service

#1.4 RK Niedziałek

Solution: Business IP Telephony

- lease of PABX
- collocation of the headquarters in the Data Center in Łódź
- Business IP Telephony
- VPN and wireless (backup) links – to 16 branches
- 96 IP phones

Business benefits

- reliable, integrated voice communication between the head office and the branches
- increased number of voice channels and an integrated phone book for all branches
- all calls made over the Internet – possible use of computer applications – Softphone and PhoneCTI
- Multimedia-class Business VPN for high-speed transmission of data, voice and video over a single IP line
- free of charge calls between branches and attractive rates for domestic, mobile, and international calls



Customer's opinion

“A modern growing enterprise requires a strong technology base. Efficient and seamless communication is key to building a competitive advantage in the market. Connecting data to the telephone database is a fundamental element that organizes the contacts between the customers and the company. It allows for better use of employees' potential, and the analysis of telephone calls leads to a significant improvement in individual customer service. Undoubtedly, such assistance contributes to faster growth of the organization. We hope that Orange S.A. will introduce newer and newer solutions and technologies in the future to help us even further improve our work and build a competitive advantage of our company.”

#1.5 URBIS

Client

URBIS Sp. z o.o. is, among others, the City Cleansing Plant and the Waste Management Plant, which operates on the basis of won tenders and engages in advanced waste management.

Challenge

Call modernization and freedom of number portability
– implementing a comprehensive, flexible communication system.

1 Communication



Industry
public utility services



Company size
nearly 300 employees



Scale of operation
processing of 56 thousand tons of waste per year

#1.5 URBIS

Solution: Business IP Telephony

- we implemented Orange Business Communication together with Internet connection in a new location
- we transferred 73 analogue numbers from the old exchange to the new service
- the service operates at all company-owned sites
- we installed new telephones

Business benefits

- a high-speed Internet connection was established
- the quality of service has improved
- flexible configuration changes are possible
- freedom of number portability between locations has been achieved



Customer's opinion

“By implementing the Orange Business Communication service, we have significantly improved the quality of communication within our company. The new solution gives us much greater flexibility in migrating numbers between our sites. In the long term, we consider expanding our cooperation in the area of improving communication and security in our company. The offer of thermal imaging cameras for field workers is also interesting.”

Mirosław Białecki
Head of the Employee and Administration Department
URBIS Sp. z o.o.

#1.6 VAN group

Client

VAN group is a company that provides a wide range of logistics services, ranging from domestic and international transport, to warehouse services, to brokerage and customs services.

Challenge

Deploying a unified, secure corporate network across all branch offices in the country – regardless of data connectivity available at the given location.

1 Communication



Industry
Transport and logistics



Company size
36 locations in Europe, including 31 in Poland



Scale of operations
a fleet of over 3000 vehicles,
nearly 100 000 sq. m of warehouse space in
several locations in Poland

#1.6 VAN group

Solution:

UCaaS, WAN MPLS upgrade, LAN upgrade

Orange and Integrated Solutions have implemented a comprehensive ICT solution (from audit, to design and implementation, to maintenance) consisting of:

- modernization of WAN network based on MPLS technology
- IP telephony, audit and upgrade of LANs
- Unified-Communications-as-a-Service

Business benefits

- improved network security and communication reliability
- one entity responsible for all communication services
- putting the infrastructure in order
- easier network management
- full cost predictability, also in the event of further extension of the network
- greater scalability and mobility



Customer's opinion

"We have been thinking about upgrading our WAN and introducing an IP VPN solution since 2005. Orange Polska and Integrated Solutions proposed a solution that was scalable enough to meet our needs not only today, but also in the future. This is because

it can be expanded very quickly, and IP telephony (including numbering) and data transmission services can be moved to another location.

If the office has to be relocated, a phone with the old number will be waiting for its employees at the new location. In the longer term, we are considering further areas of cooperation with Orange and IS, including the use of the data center in Łódź, which, in addition to excellent technical facilities, has qualified staff and impressive security systems."

Adam Kasperowicz
CIO at VAN group

#2 Cloud solutions

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#2.1 Ziemia Kaliska Cooperative Bank

Client

Ziemia Kaliska Cooperative Bank is a member of two cooperative bank associations: Spółdzielcza Grupa Bankowa oraz Spółdzielczy System Ochrony. The bank offers its products to consumers, farmers and businesses.

Challenge

- ensuring high availability of services
- fast and professional service in both traditional banking and online and mobile banking
- optimal infrastructure cost
- ensuring a high level of security

#2 Cloud solutions



**Industry
banking**



Company size
7 branches



Scale of operations
products for consumers, agriculture and
business; traditional banking and online and
mobile banking

#2.1 Ziemia Kaliska Cooperative Bank

Solution: Integrated Computing

- implementation of the Integrated Computing service from Integrated Solutions based on Orange Data Center
- the bank uses a pool of Virtual Data Center resources and a self-service Customer Panel built on VMware's vCloud Director
- The Virtual Data Center is connected to the bank's locations using Orange's WAN MPLS and Business VPN services

Business benefits

- no costs of investment in server infrastructure associated to the purchase of equipment and its maintenance
- no costs connected with equipping the whole server room with supporting infrastructure – air conditioning, security, fire extinguishing, alarm systems, etc.
- no need to hire specialists to administer and maintain hardware platforms



Customer's opinion

“By moving a significant portion of our systems to the Integrated Computing cloud, we took the security of our services to another level. We also ensured compliance with the regulator's ever-increasing requirements in this area. The solution allows for flexible management of our server resources and faster implementation of changes in hardware requirements. In an ever-changing technology landscape, this gives us tangible benefits of change management and allows us to rationally scale the hardware environment.”

Piotr Muszyński
Director of Infrastructure, Ziemia Kaliska Cooperation Bank

#2.2 FMCG industry

Client

One of the world's leading retailers with operations in over 30 countries. It is an omnichannel trading group that has been operating in Poland for over 20 years.

Challenge

Implementation of a modern solution providing a secure IT employee environment to work remotely without the need to invest in hardware and without service and maintenance issues.

#2 Cloud solutions



Industry
FMCG



Company size
900 stores in Poland



Scale of operations
various forms of activity: hypermarkets, supermarkets, wholesale and discount stores, housing estate stores, specialty stores and online store

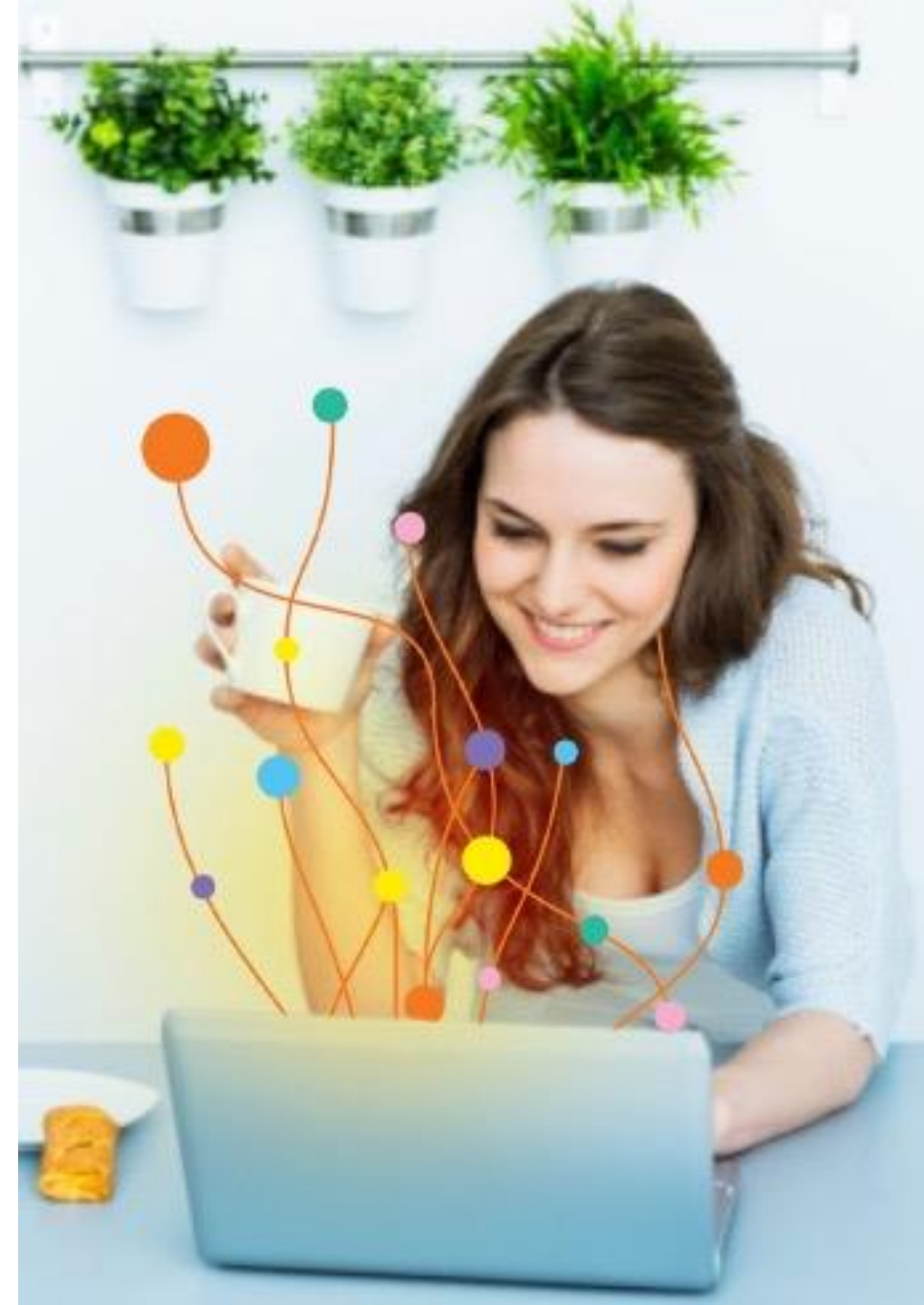
#2.2 FMCG industry

Solution: VDI or virtual desktop

- **VDIaaS (Virtual Desktop Infrastructure As a Service)** – the entire solution was implemented in the Orange Flexible Engine cloud using the Workspace service
- In the end, the company has opted for 250 virtual machines that are deactivated and restarted for the next employee when a specific person terminates their work

Business benefits

- simplify company-wide desktop management and improved data security due to centralized management
- eliminating the steps necessary with traditional desktop infrastructure, such as installing latest patches, updates and relevant versions
- thanks to the Workspace service from the Flexible Engine cloud, employees can use private computers on company resources
- reducing costs through subscription-based financing
- possibility to flexibly increase the current number of virtual desktops owned if necessary thanks to pay-as-you-go billing
- security – no data or applications are processed on endpoints



#2.3 Bunasta

Client

Bunasta is one of the largest, specialized customs brokers, providing services also at the borders of the European Union.

The company has been constantly developing since 2012 and supports transport companies in crossing state borders in the fastest and easiest way possible.

Challenge

- the need to migrate resources to one of the most popular ERP systems
- limitations in company's own infrastructure - insufficient to carry out the migration
- looking for a solution that ensures availability of resources from any location, without delays and the risk of data loss

#2 Cloud solutions



Industry
Transport and logistics



Company size
guarantee fund - 40 M EUR
30 service offices for drivers



Scale of operations
operates in such countries as: Lithuania, Poland, Belarus, Russia, Latvia, Ukraine, Estonia and at the borders of Great Britain

#2.3 Bunasta

Solution: Integrated Computing

It is a cloud service based on the VMware Cloud Director 10 platform, offered by Integrated Solutions in Orange Data Center in Łódź, which allows the user:

- to use a virtual data center (servers, mass storage, network connections, etc.)
- to manage it using the self-service Customer Panel
- to receive a complete service providing access to the physical infrastructure in the form of hardware, software, technical support services

Business benefits

- cost optimization due to the effective use of IT resources, without the cost of purchasing the equipment and equipping your own server room
- predictable subscription fees
- security of data stored in one of the most modern Orange Data Centers in the country
- flexible availability of data from any location from anywhere in the world thanks to cloud resources
- technical support - consultancy of experts and engineers both at the stage of implementation and service maintenance



Customer's opinion

„We constantly monitor new solutions, legal acts and technologies, thanks to which we can save our clients' time. We constantly invest in improving the quality of service and customer care. Thanks to the migration to Orange cloud, we have gained full security of our data, and above all, free access to it from any location. The method of billing based on subscription fees is also important - it does not require investment in own IT facilities.

The company is constantly developing and gaining new market areas - thanks to successful cooperation, we will take into account the offer of Orange and Integrated Solutions in the next steps of our development.”

Andrius Povilaitis
head of the IT Bunasta department

#2.4 CUK Ubezpieczenia

How to gain an advantage in the competitive financial market?

Client

CUK Ubezpieczenia has been operating in the insurance consulting industry in Poland since 2001, cooperating with all key insurance companies in the Polish market.

Challenge

Orchestrating the network, moving business applications and service platforms to a stable and secure cloud.

#2 Cloud solutions



Industry
insurance



Company size
330 locations



Scale of operations
offer of 30 insurance
companies

#2.4 CUK Ubezpieczenia

Solution: Collocation, BVPN, Managed UTM

- connecting CUK Ubezpieczenia's corporate network with the cloud using the Business VPN service
- arranging access to the Internet by creating a secured link in the Managed UTM service
- full, independent network addressing and improved communication with CUK branches and partners

Business benefits

High SLA (Service Level Agreement) level that guarantees the security and reliability of IT infrastructure functioning.

Use of the cloud computing model that allows to freely and easily scale the IT infrastructure depending on business needs:

- meeting the growing needs in both end customer service and cooperation across branches and partners
- increasing network security through protected access to the Internet using efficient edge routers and Fortigate devices installed in the Data Center in Łódź



Customer's opinion

“Like any company in our industry, we have our own server system, but the increased scope of operations means that our computing power is insufficient in the context of rapidly expanding facilities and introduction of new services. Expanding our own server room is not cost-effective, so we decided to migrate to the cloud. For our company, speed, continuity and efficiency of operation is extremely important to build a competitive advantage.”

Przemysław Grabowski
Member of the Management Board of CUK Ubezpieczenia

#2.5 Femion Technology

Cloud brings new opportunities for business growth

Client

Since 2014, the company has been operating as a national payment institution developing money transfer and lending services offered through a network of partners and agents.

Challenge

- new areas of activity required innovative solutions
- an additional need was full IT outsourcing at the projected cost level

#2 Cloud solutions



Industry
financial



Scale of operations

services in:

- open banking
- deferred payments
- money transfers
- lending and management of loans

#2.5 Femion Technology

Solution: Integrated Computing

Our proposal included cloud solutions based on VMware technology.

- The basis of the implemented solution is a virtual data center based on VMware virtualization technology, with a vCloud Director client panel for self-management of allocated resources.
- In addition, we have provided documentation that confirmed the compliance with formal safety requirements.

Business benefits

The implemented solution guarantees:

- improved performance of infrastructure resilient to single points of failure
- confidentiality, uninterrupted access and maintenance of data integrity thanks to encryption and professional services of Orange specialists
- maintaining costs at the current level, while increasing productivity and guaranteeing business continuity



Customer's opinion

“Larger customer volumes require absolute system reliability. Thanks to the cooperation with Orange and Integrated Solutions, we have gained not only an excellent cloud platform that fully meets our expectations, but also a guarantee that all formal requirements will be met and that we will be ready for possible inspections by superior bodies.”

Tomasz Baliński

Director of Business Development, Femion Technology

#2.6 DGP Capital Group

Client

DGP is one of the largest consortia in Poland that provides outsourcing services for business. It specializes in the security and cleaning industry. It has been providing services to enterprises, institutions, state administration and military institutions for over 30 years.

Challenge

- Internal communication conducted mainly via e-mail, slowing down the work by sending multiple versions of the same document
- Difficulties with uploading large files, making teamwork difficult and delaying reporting on the effects of the Sales Department's work

#2 Cloud solutions



Industry
outsourcing services



Company size
network of branches and local offices
throughout the country,
over 9,000 employees



Scale of operations
services:

- cleaning
- security
- catering
- hotels

#2.6 DGP Capital Group

Solution: Corporate cloud drive

Orange and Integrated Solutions proposed a solution based on the FILR system developed by Micro Focus, which is made available in the form of a cloud computing service: Corporate Cloud Drive.

It allows:

- file transfer and storage,
- the ability to edit Microsoft and Libre Office files, even if the user does not have special software. Editing of documents is possible via a browser,
- sharing the document with other colleagues.

Business benefits

The implementation of the system systematized the reporting method, improved communication between field employees and the headquarters, and ensured the security of sensitive data.

- no investment costs related to the construction of IT infrastructure
- monthly subscription fees for actually used resources
- data storage in Orange Polska Data Processing Center - security confirmed by numerous certificates
- high level of SLA
- relieving the IT department

[#2 Cloud solutions](#)

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Customer's opinion

„Thanks to the cooperation with Orange and Integrated Solutions, the problems faced by our employees have been eliminated. We offer our services to state administration and military institutions, so the choice of a partner with the reputation on market and with certificates crucial for our clients, is not accidental. In the near future, we plan to expand the use of the Corporate Cloud Drive in other departments of the company.”

Krzysztof Wójciak
Head of IT Department of DGP Capital Group

#2.7 Van der Vlist

Client

Van der Vlist specializes in areas such as oversize and heavy haulage. Using his experience with different transport methods and guaranteeing control over all stages of the order, the company ensures proper organization of abnormal transport.

Challenge

Speeding up the flow of transport documentation allowing for unobstructed transportation within the EU.

#2 Cloud solutions



Industry
Transport and logistics



Company size
330 locations



Scale of operations
25,000^{sq. m} of storage space
Various types of vehicles: tractors, trailers, pilot cars. Services: oversize goods transport, customs documentation, permanent cargo permits, pilot services, GPS vehicle tracking and more

#2.7 Van der Vlist

Solution: Corporate cloud drive

- Orange and Integrated Solutions have deployed the **Corporate Drive cloud** solution based on the Micro Focus FILR file-sharing system, deployed on Integrated Computing virtual cloud servers.
- Access to corporate resources is provided via a web browser on workstations, while for mobile employees (drivers) – via a tablet application.
- Management and control of mobile devices is made possible thanks to the provided Mobile Device Management class system – Famoc Cloud.

Business benefits

- radically reducing the time of documentation flow, which significantly improves efficiency and effectiveness of the company's operations
- improved communication between employees translates directly into reduced costs and improved cash flow
- reduced time to invoice improves cash flow and significantly increases customer satisfaction
- in case of unforeseen problems on the road, the driver quickly obtains the necessary transport documents and can store and show them on their tablet
- data is stored on Orange's secure servers



Customer's opinion

"The solution from Orange and Integrated Solutions came at the right time, when delays in delivering shipping documentation reached a critical point and noticeably started to affect the company's health. Providing drivers with access to documents in the cloud, most of all the oversize transport permits, provides security in the event of an inspection, while the driver's ability to take a photo of the load or damage gives immediate access to documentation to all office personnel. Crucially, taking photos of waybills allows us to issue invoices and send them to customers on the day of unloading. With this implementation, we eliminated delays, resulting in a positive impact on our financial result. Positive effects of the implementation encourage us to extend the solution to other companies from the Van der Vlist Sp. z o.o. group."

Karol Zieliński
General Manager at Van der Vlist Polen Sp. z o.o.

#3 Internet of Things

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#3.1 Alfamedica

Client

Alfamedica provides services in the medical industry and operates the “Słoneczne Wzgórze” retirement home. The company currently has one location in Łódź.

Challenge

- ensuring safety through automatic patient monitoring to improve the work of the staff
- implementing an easy-to-use and reliable communication system for resident emergencies

#3 Internet of Things



Industry
medical



Company size
retirement home – single facility



Scale of operations
care and nursing services, medical care,
rehabilitation

#3.1 Alfamedica

Solution: Medical wristbands

Monitoring of residents with a full management and data transmission system. The implementation included:

- delivery of devices/wristbands
- device licenses
- administration panel for system management available in a web browser and as a smartphone app

Business benefits

- constant monitoring – patient location
- emergency calls – easily made by seniors in the event of an emergency
- scheduling alerts according to the calendar of appointments, activities such as taking medication, etc.
- remote patient calling, e.g. for an examination
- easy wireless charging of the devices
- easy and clear management via the system administrator level
- convenient access to the panel via Internet and mobile app



#3.2 Hydrosfera Józefów

Client

Hydrosfera Józefów ensures continuous water supply of appropriate quality, as well as reliable sewage disposal in the city.

Challenge

- elimination of water losses
- shortening the time of detecting and removing failures in the water supply system
- improving the financial liquidity through continuous collection of water consumption data, elimination of cases of illegal water abstraction

#3 Internet of Things



Industry
public utility services



Company size
1. Water treatment plant
2. Sewage treatment plant



Scale of operation
Production capacity of the water treatment plant is about 5000^{m3}/day.

#3.2 Hydrosfera Józefów

Solution: Smart Water

- we delivered 1700 water meter caps together with a wireless data transmission service to monitor water consumption
- in total, the project at Hydrosfera Józefów will include approx. 10 000 measuring points
- in the case of coverage problems, the so-called femtocells were installed, allowing for signal amplification

Business benefits

- improving the collection of charges for water used, more accurate information on water consumption per month, sealing the system to minimize uncontrolled water leaks
- quick response to water supply system failures or irregularities in its operation
- reducing user abuse
- reducing the need for individual reading of water meters
- utilizing the experience of collectors for other tasks, e.g. servicing water meters, installing caps



Customer's opinion

"Thanks to the Orange Smart Water system, we can now check how much water we have delivered to a given area and whether this is consistent with the amount of water we have injected into the water network.

In turn, customers don't have to worry about the reading, wait for the collector or provide the meter reading by phone. They can also receive invoices more often, even by email, if they wish."

Stanisław Zdanowicz
President of the Board of Directors of Hydrosfera Józefów

#3.3 KPWK Krosno Odrzańskie

Client

Krośnieńskie Przedsiębiorstwo Wodociągowo-Komunalne Sp. z o.o. as established in 2008 and its main activities are:

- collection, treatment and supply of water,
- sewage disposal and treatment,
- collection of municipal waste from the commune area.

Challenge

Water balancing was a priority for the company, because it provides information on how water consumption is distributed in the network, and allows you to check on a daily basis whether there are any water losses and how large they are.

Before the implementation, the company used the traditional reading of water meters by the collector, which resulted in:

- the invoicing and settlement period was extended,
- customers' debt increased because they received their invoice once every few months,
- the financial liquidity of the company had been deteriorating



Industry
water supply and sewage



Scale of operations
serves the City and Commune of Krosno
Odrzańskie

#3.3 KPWK Krosno Odrzańskie

Solution: Smart Water

All 3,762 main water meters were covered by the GSM network reading system. The technology consists in sending information about water consumption using the mobile network.

By using the possibilities offered by the GSM network, data is sent from overlays working even in hard-to-reach places, such as basements or closed rooms. This system also registers and receives alarms sent from overlays.

Business benefits

An ecosystem for managing a digital city has been created, which:

- savings - thanks to lower water losses, higher sales, lower operating costs, shorter billing periods,
- security - ensured by the highest security standards of the collected data, operator's licensed GSM band, separate LTE-M network to support IoT devices, encrypted communication,
- monitoring - in the form of effective zone balancing, current information on failures, consumption spikes, daily simultaneous reading of water meters and flow data, alarms, e.g. on reverse flow, mechanical interference, potential abuse, disassembly.



Customer's opinion

„We chose the Smart Water solution not only because we believe it is the best technology available on the market, but also because it enables us to achieve the goals we set for ourselves. We are the first commune in Poland that has a fully remote reading of water meters fully buttoned up. Already during the implementation, we noticed that this solution is a great convenience for both our water consumers and the company. The current state of the water meter can be read without the participation of collectors in the absence of the property owner or when access to the property is difficult. This is another element with which we contribute to building an information society in our commune.”

Aleksander Kozłowski,
President of Krośnieńskie Przedsiębiorstwo Wodociągowo-Komunalne
Sp. z o.o.

#3.4 Bolesławiec

Client

Bolesławiec is a city in Lower Silesia that is famous for its pottery – local stoneware is known on all continents.

Challenge

Increasing the efficiency of city services and companies and allowing for a more sustainable city.



Industry
city



Company size
nearly 39 thousand residents



Scale of operations
16.5 thousand properties, nearly
5 thousand business entities

#3.4 Bolesławiec

Solution: Smart City

The scope of the implementation was the E2E delivery of:

- Smart Bike – 4th generation urban bicycle system
- Smart Water – remote reading of water meters
- Smart Lights – smart lighting management system
- Smart Sensor – air pollution sensors

Business benefits

An ecosystem for managing the digital city was created that:

- improved residents' safety and quality of life
- resulted in measurable savings in lighting operation and failure recovery
- reduced carbon dioxide emissions
- resulted in more efficient management of the water supply system



Customer's opinion

“Our cooperation with Orange is almost exemplary – we have full support for each project, and all our requests are processed immediately. The implementations gave us better control over our municipal utilities, reduced our costs, and most importantly improved the quality of life for our residents. Due to the plans for modernization and replacement of existing lighting fixtures, we look forward to further cooperation.”

Robert Rzepnicki
Deputy Head of Public Procurement
and Municipal Investments

#3.5 Włocławek

Client

It is one of the largest cities in the province.
What made Włocławek most famous are the factories of faience, whose images were put on the city's bikes to commemorate them.

Challenge

Popularizing a healthy and environmentally friendly mode of transportation, which is important to both the city and its residents.

#3 Internet of Things



Industry
city



Company size
more than 109 thousand residents



Scale of operations
number of businesses:
over 11 thousand.

#3.5 Włocławek

Solution: Smart City

Together with Roovee – a Polish manufacturer of city bikes – we have implemented an innovative system of city bike rentals, named after the city: “WŁOWER”:

- 19 virtual stations
- 20 physical stations
- 220 bikes, including 20 bikes with child seats
- intuitive mobile app and dedicated website

Business benefits

- simple operation via mobile app (including technical support, also available in a foreign language for tourists)
- parking anywhere thanks to virtual stations
- promoting a healthy lifestyle
- affordability
- promoting environmentally friendly solutions



Customer's opinion

“The WŁOWER city bike-sharing system, which we have the pleasure to co-create, is a three-year project. It covers the entire city of Włocławek, with nearly 40 bicycle stations and 220 bikes, including 20 bikes with child seats. The technology provided by Orange and Roovee greatly simplifies the rental and return of bikes and gives our residents unlimited mobility – in reality, you can leave your the bike anywhere you want! A good indicator for further cooperation and development of the system is the fact that in the first month of its operation, i.e. in June 2020, we drove more than 100 thousand km together!”

Dr Marek Wojtkowski
Mayor of Włocławek

#3.6 Miejski Zakład Komunalny in Stalowa Wola

Client

Miejski Zakład Komunalny in Stalowa Wola is a leader in the field of innovative applications serving the protection of the natural environment. The company carries out investments to protect water resources, manage solid waste, and recover recyclable materials and energy from waste.

Challenge

- promoting active recreation among residents
- reducing public transport and, as a result, improving air quality
- promoting the region and bicycle paths among tourists

#3 Internet of Things



Industry
public utility services



Company size
9 independent utility service units



Scale of operation
257.58 km – length of the water supply system
48 thousand Mg – waste collected annually
2244 million – number of passengers carried annually

#3.6 Miejski Zakład Komunalny in Stalowa Wola

Solution: Smart Bike

The so-called 4th generation bike rental system

- 12 bike stations
- 120 bicycles equipped with GSM and GPS modules
- mobile app and website
- IT platform for bicycle communication

Business benefits

- a single contractor responsible for an end-to-end solution
- immediate maintenance and service by Orange and Roovee
- the latest technology in the market
- high security
- effective engagement of residents



Customer's opinion

"Bicycles are one of the many Smart City elements that are present in many Polish cities. In Stalowa Wola, bikes are embedded in the history of the founding of the steel city, as part of the pre-war idea of the Central Industrial District. In the pre-war years and then until the 1980s, bicycles were a key mode of transportation in the city and region. That's why our residents use them so willingly and frequently: they see its advantages for both short trips within the city and longer sightseeing excursions. Personal transportation takes on special importance in the age of pandemics. With bicycles, it is possible to keep a safe distance and minimize the risk of infection, especially during the period of restrictions on the number of passengers on public transport buses. The city's bike-sharing system is, therefore, an ideal complement to our public transportation and this trend will certainly continue."

Paulina Jurkiewicz
Head of Project Implementation,
Miejski Zakład Komunalny Sp. z o.o.

#3.7 PGKiM Hrubieszów

Client

The company's activities include water, sewage, and waste management, as well as real estate administration.

Challenge

- shortening the time of collecting water consumption data
- streamlining customer billing
- reducing water losses

#3 Internet of Things



Industry
water and sewage, utilities



Company size
4 plants: water supply plant,
sewage treatment plant, municipal
services, housing and renovation



Scale of operation
Length of the active water supply system:
123.78 km

#3.7 PGKiM Hrubieszów

Solution: Smart Water

We delivered 1,500 water meters and caps together with a wireless data transmission service to monitor water usage.

Business benefits

- accurate and immediate data on water consumption
- streamlining customer billing
- reducing user abuse
- reducing the need for individual reading of water meters



Customer's opinion

“Thanks to the implementation of the water consumption measurement system, we gained the ability to collect all the information at the same time, which is necessary for efficient and accurate customer billing. The solution also eliminates unintentional reading errors made by collectors. Moreover, the time and workload associated with water meter readings has been significantly reduced.”

Małgorzata Bocheńska
President of the Management Board of Przedsiębiorstwo
Gospodarki Komunalnej
i Mieszkaniowej in Hrubieszów

#3.8 Zakład Komunalny Utylizacji Odpadów Komunalnych Izery

Client

The main activities of the municipal waste disposal plant include municipal services, such as collection, processing and disposal of waste, as well as water supply, sewage disposal and treatment.

Challenge

- caring for the environment and reducing air pollution
- limiting energy price increases

#3 Internet of Things



Industry
public utility services



Company size
water collection and transmission, sewage treatment, waste disposal



Scale of operations
services provided to 4 municipalities:
Gryfów Śląski, Stara Kamienica and Wleń

#3.8 Zakład Komunalny Utylizacji Odpadów Komunalnych Izery

Solution: Smart Energy

- we have implemented photovoltaic installations at three different locations of ZUOK Izery which showed the highest demand for electricity
- the total power of the installations is 100 kW, with more than 300 photovoltaic panels
- the solution includes the complete service, i.e.: design, installation, implementation, commissioning, management and maintenance

Business benefits

- day-to-day control of energy production and consumption
- efficient energy management
- cost stabilization
- promoting renewable energy
- one contractor responsible for implementing and delivering the service



Customer's opinion

“Orange representatives listen to our needs and always try to respond to them. The most gratifying thing is that our partner introduces new technologies to its offer, which is very useful and measurably improves our work. Orange suggests interesting ideas and solutions, thanks to which our plant and residents gain real benefits. In the case of this implementation, the image aspect is also of great importance – thanks to the panels, we developed the unused land created when the landfill ceased to operate.”

Wiesław Gierus

President of the Board of Zakład Utylizacji Odpadów Komunalnych Izery
in Lubomierz

#4 Network and data transmission

- 4.1 [Alior](#) | WiFi, Metro Ethernet
- 4.2 [Atut Rental](#) | Hybrid SD-WAN, WiFi
- 4.3 [Bania Hotel](#) | Business VPN, optical fiber connection, Cisco Meraki, virtual Contact Center
- 4.4 [Gołębiewski Hotel](#) | LAN net
- 4.5 [Gemini](#) | Hybrid SD-WAN, ONS, BVPN, Cisco Meraki
- 4.6 [Miasto Tomaszów Mazowiecki](#) | Metro Ethernet
- 4.7 [Miele](#) | 5G campus network
- 4.8 [PERN](#) | Hybrid SD-WAN



#4.1 Alior Bank

Client

Alior Bank SA is one of the largest banks in Poland. It offers banking services to both individual and business clients. From the beginning of the war in Ukraine, Alior Bank has been actively involved in aid initiatives. To meet the needs of refugees from Ukraine, Alior Bank allocated 4,000 m2 of office space in its building in Warsaw.

Challenge

The client was looking for a trusted business partner who would provide a reliable and stable WiFi service to the newly established help center in the shortest possible time.

#4 Network and transmission



**Industry
banking**



Company size
nearly 200 branches throughout the country
+ Internet banking



Scale of operations
over 4 million customers, including 180
thousand companies

#4.1 Alior Bank

Solutions: WiFi, Metro Ethernet

Orange has provided a comprehensive WiFi service and two symmetrical Metro Ethernet connections with a total bandwidth of 1.3 Gb /s:

- appropriate equipment has been selected
- access Points have been installed
- two symmetrical connections 500 and 800 Mb /s have been installed

Business benefits

- Beneficiaries (refugees) can quickly obtain the necessary information from the Internet with no additional costs (e.g. roaming)
- Also, employees of Caritas, Warsaw City Hall, aid organizations and Alior Bank have access to fast wireless and free internet
- There is also - depending on the phone model - the WiFi calling function



Customer's opinion

„ From the very first day of Russia's aggression against Ukraine, we have all been trying to help the victims. Help Center at ul. Towarowa in Warsaw is therefore the next and at the same time the largest real estate that we have adapted to support our neighbors. With the help of partners, we have created a unique place where everyone in need will be able to obtain the necessary information and care.”

Grzegorz Olszewski
president of Alior Banku

#4.2 Atut Rental

Client

Atut Rental has been supplying construction equipment for over 30 years. Starting as a small family business, at that time it developed its activity - it currently covers the entire territory of Poland and employs over 400 employees. It comprehensively serves customers in the field of rental, sale and service of construction equipment.

Challenge

The need to improve the network caused by:

- no Wi-Fi network management system
- ineffective operation of data transmission links
- lack of backup mechanismsbrakiem systemu zarządzania siecią Wi-Fi



Industry
rental of equipment



Company size
employs over 400 employees



Scale of operations
covers the entire territory of Poland

#4.2 Atut Rental

Solutions: Hybrid SD-WAN, WiFi, Premium Wireless Internet

Atut Rental decided to implement the Hybrid SD-WAN along with the launch of the Wi-Fi network.

The solution was implemented in 25 locations, where the following were installed:

- 25 SD-WAN routers
- 25 backup links - Premium Wireless Internet
- 25 access points and switches and a Wi-Fi network management system – Managed LAN

Business benefits

- an advanced solution for building distributed corporate networks - a centrally managed hybrid SD-WAN network,
- convenient management of the Wi-Fi network through a special portal (e.g. resetting passwords, separating Wi-Fi networks - external for customers and internal),
- improvement of work efficiency in each branch,
- continuity of work, no breaks in data transmission thanks to the use of a second backing connection - Premium Wireless Internet - LTE Internet connection with improved quality
- security, stability and highest performance of critical applications in a network secured by many built-in security options.

[#4 Network and transmission](#)

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Customer's opinion

„Data is the lifeblood of any business, but it is also a key asset. Thus, a smart and fast network is essential for any company that wants to provide proper customer service. There are many benefits of a smart data network, including increased security, stability, and performance. Thanks to the implementation, we have obtained reliable operation of our company's branches, and the key advantage of implementing the SD-WAN network is the ability to manage the work of branches from one place. The efficient implementation of the project confirmed that Orange is a reliable partner that we will take into account while planning security solutions.”

Jarosław Pałac,
IT administrator at ATUT RENTAL Sp. z o.o.

#4.3 Bania Hotel

Client

Bania Thermal & Ski Hotel in Białka Tatrzańska welcomed its first guests in the 1920s. Today it is one of the most popular hotel complexes in the vicinity of the Tatra Mountains with a wellness & spa area.

Challenge

- reliable network connection in every place part of the complex
- easy management of the entire telecommunications and Internet infrastructure

#4 Network and transmission

[Watch the video](#)



Industry
hospitality



Company size

Bania Hotel complex equipped with a wellness & SPA zone, mini-park for children, conference area, connected with the Termy Bania aquapark



Scale of operations

1000 conference seats, 14 conference rooms, 275 rooms and suites

#4.3 Bania Hotel

Solution: BVPN, VoIP, Meraki, Contact Center

- we implemented the Business VPN service (2 x 6 Mbps)
- we installed fiber optic link with speed up to 800 Mbps
- we transferred analogue telephony to the VoIP platform
- we implemented the CISCO Meraki system
- we upgraded the hotel's contact center by moving it to the Orange Data Center platform

Business benefits

- we unified the communication of the Bania Hotel
- we increased the comfort of using the network by guests
- the solution has improved the quality of the Internet connection from any place within the complex
- uniform communication has increased employee efficiency



Customer's opinion

"Bania is a hotel that particularly cares about the level of guest service.

Hence the decision to choose the best solutions in the market and ensure our guests' comfort. The new investments represent a big change in Internet accessibility and link stability.

For us, this is a key concern, as there are currently 1.5 devices connected to the network per guest. It was a big challenge, which we managed to meet thanks to the cooperation with Orange.

At the same time, the efficiency and comfort of our employees' work has been improving – our goal is to ensure that the person logged into our system has a full overview of all communication channels. By design, the call center to be implemented will serve as a CRM system, which will allow us to manage contacts with our guests. All communication between guests and staff will take place in a "single place" and will be settled with a single provider. This is a significant advantage, especially as we also use mobile telephony from Orange, which proved to be extremely reliable in recent years."

Karol Pilch, Sales Director at Bania Hotel

#4.4 Hotel Gołębiewski in Pobierowo

Client

Gołębiewski Hotels is a network of the largest luxury hotels located in Masuria, in the mountains, in Podlasie and Pomorze. The hotel in Pobierowo is the largest hotel in Poland, which:

- has two underground and 11 above-ground floors,
- will accommodate 3.5 thousand. guests in 1100 rooms,
- will offer full infrastructure of an aquapark, a SPA complex, a complex of recreational and sports fields (tennis, volleyball, mini-basketball, a climbing wall), conference rooms (including the largest one for 2.5 thousand participants).

Challenge

Reliable and secure data transmission is needed to support digital and innovative hotel services. A reliable LAN network is the basis for the smooth operation and service of the entire hotel.

Such a network was needed by the newly built hotel in Pobierowo, which focuses on the highest quality of services and guest comfort.

#4 Network and transmission



Industry
hotel



Company size
a hotel complex equipped with a Wellness & SPA zone, an aqua park, a complex of sports and recreation pitches, a conference area



Scale of operations
1,100 rooms and suites for 3.5 thousand guests

#4.4 Hotel Gołębiewski in Pobierowo

Solution: LAN network

To build the LAN network in the hotel, Orange and Integrated Solutions provided modern network devices - about 100 LAN switches (access and aggregation).

Business benefits

Orange and Integrated Solutions deliver a comprehensive solution to the newly constructed hotel, combining the roles of: consulting and advisory, operator and integrator. As a result, the hotel gained:

- cost savings - world-class network devices at an attractive price for a luxury facility,
- optimization of expenses thanks to a comprehensive solution - providing not only data transmission services, but also devices integrating the LAN network on the client's side,
- security - secure network access control with unified access technology - network security policy management.
- high network performance - monitoring and quick response thanks to efficient failure detection and root cause analysis,
- convenience - one operator and one invoice for both data transmission services and the infrastructure provided; combination of advisor, operator and equipment supplier functions



Customer's opinion

„The hotel in Pobierowo should meet the expectations of the most demanding guests. Therefore, it also needs reliable communication and data transmission. For this purpose, we used a network solution from Orange and Integrated Solutions, which guarantees the security and efficiency of the network. There was an additional advantage – efficient implementation with quick delivery of network devices.”

Robert Skraburski, director of the Gołębiewski Hotel in Pobierowo

#4.5 Gemini Polska

Smart data transmission network at Gemini Polska

Client

The Gemini brand has been present in the Polish market since 1990. For more than ten years, it has also been providing convenient online sales for patients, available at 24 hours a day. Today, approximately 200 branches located throughout the country operate under the Gemini brand.

Challenge

Connecting the facilities to a single logical structure with reliable Internet access, ensuring business continuity and security.

[#4 Network and transmission](#)

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Industry
pharmaceutical



Company size
approx. 200 brick and mortar outlets



Scale of operations
brick and mortar sales and 24/7 Internet sales

#4.5 Gemini Polska

Solution: Hybrid SD-WAN, ONS, BVPN, Cisco Meraki

- Business VPN to link all the locations together
- Orange Network Security – a service providing a high level of protection when using the Internet and a centralized security policy for all locations
- Hybrid SD-WAN – an advanced solution for building a corporate network that guarantees business continuity thanks to reliable transmission regardless of the access technology, as well as traffic prioritization and access to an administration panel that allows for monitoring of all applications in all locations
- Cisco Meraki – a service responsible for the maintenance of WiFi networks

Business benefits

- reliability of data transmission network, which translates into better business continuity
- minimizing the risk of downtime resulting from failures, which means reducing the risk of financial losses caused by interruptions in Internet access
- increased bandwidth – a 4-fold increase in speed (from 10 Mbps to 40-50 Mbps) was achieved in nearly 80 locations where the solution was implemented,
- automatic backup



Customer's opinion

“Gemini is a modern company. We are open to innovation and willing to invest in advanced solutions and technologies. We focus on innovation, and we are happy to reach for solutions that help us increase the level of customer service. With Hybrid SD-WAN provided by Orange, we don't have to worry about Internet service interruptions that could result in our patients' needs not being met.”

Marcin Szczepanowski

IT Systems Maintenance Manager
Gemini Polska

#4.6 Tomaszów Mazowiecki

Client

Tomaszów Mazowiecki covers an area of 41.3 km² and is inhabited by over 60,000 inhabitants.

The city has been developing intensively. In addition to numerous monuments and attractions, family housing and infrastructural investments are being built here, such as Ice Arena - a multifunctional sports facility that can serve as a huge entertainment hall.

Challenge

- elimination of paper handling of subordinate units
- improving security by creating a secure separate network for the administration
- elimination of failures resulting in the lack of access to the Internet for technical reasons

#4 Network and transmission



Industry
Public institutions



Company size
area of 41.3 km², over 60,000 sq. m.
inhabitants



Scale of operations
number of business entities: over 5.7
thousand

#4.6 Tomaszów Mazowiecki

Solution: Metro Ethernet

A fiber optic network is being installed at the Tomaszów Mazowiecki City Hall and a hardware and software solution has been designed to provide advanced, secure remote service access to the installation.

Installation includes:

- 32 fiber optic links Metro Ethernet in the 100Mb link option. + 3.3 GB in a central location
- Firewall Stormshield SN 1100
- 33 Ubiquiti Networks UniFi Pro 24-Port managed switches

Business benefits

- thanks to higher connection speeds, the comfort of work will definitely increase
- communication with employees will be significantly improved
- more matters will be handled online - frequent trips to subordinate facilities have been eliminated
- network maintenance and operation costs will be reduced
- the commune will have a centralized network to manage subordinate facilities



Okiem klienta

„Fiber optic technology from Orange will allow us to be more efficient. We gain a uniform, efficient network in all units, which will streamline processes, reduce costs and strengthen the digitization of our office. Tomaszów Mazowiecki is developing dynamically, the actions taken are an essential element in achieving the appropriate quality of service for residents.”

Marcin Witko,
President of Tomaszowa Mazowieckiego

#4.7 Miele

5G campus network in the factory of the future

Client

Miele is the world leader in the production of premium household appliances. The company focuses on the production of home appliances as well as business products and medical devices (“Miele Professional”).

Challenge

Manufacturing companies, including an industry leader like Miele, face numerous challenges such as:

- looking for new development opportunities
- increasing competitiveness and employee productivity
- optimizing production and operation processes
- dealing with frequently changing customer expectations
- quick reaction to changing market conditions

#4 Network and transmission



Industry
household appliances



Company size
More than 20 thousand employees (global)



Scale of operations
Representative offices in 47 countries worldwide

#4.7 Miele

Solution: 5G campus network

A high-speed, state-of-the-art 3.6 GHz 5G campus network with data transfer at speeds of more than 750 Mbps.

This end-to-end implementation includes design, delivery, installation and configuration of the network, as well as maintaining its high performance and reliability.

Business benefits

The 5G campus network from Orange will enable, among others:

- production automation and optimization of operational processes
- digitalization and automation of the quality control of created products
- launching large-scale employee training using virtual reality (VR)
- using autonomous vehicles on site
- support for a large number of IoT sensors
- remote expert support using augmented reality (AR)



Customer's opinion

"In the future, we want to use the 5G network Orange is building to support autonomous vehicles, a large number of IoT sensors and remote expert support using augmented reality (AR).

This is all aimed at driving the digital transformation of our factory and increasing its operational efficiency. We have also invited startups with whom we want to implement and test new 5G solutions. We hope to successfully apply them to our facilities in other countries as well."

Dr. Sven Schumacher
Managing Director at Miele Ksawerów

#4.8 PERN

Smart data network improves fuel depot logistics

Client

PERN is a strategic treasury company guaranteeing Poland's energy security in the area of oil and fuels. The company manages a network of oil and product pipelines, as well as crude oil and fuel depots.

Challenge

- building a high-capacity, reliable data transmission network, whose quality will not depend on field conditions
- real-time control of quality parameters

#4 Network and transmission

[Watch the video](#)



Industry
fuel



Company size
more than 1600 employees



Scale of operations
40 million tons of crude oil and liquid fuels
per year at the marine transshipment
terminal

#4.8 PERN

Solution: Hybrid SD-WAN

Implementation of a basic and backup WAN connecting two central locations – the headquarters in Płock and the office in Warsaw – the PERN data center and 19 production locations (fuel and transshipment depots)

Business benefits

- significant improvement of the management system for the technological process crude oil supply and wholesale distribution to refineries and fuel depots
- flexible and optimal use of bandwidth
- high performance of business applications
- integration with private and public cloud solutions
- managing the whole network from a single location
- making immediate changes in delivery and application performance



Customer's opinion

“Due to the strategic nature of its activity for the country, PERN cares about reliability and safety of the implemented solutions. We are eager to use innovative technologies that allow us to better serve our customers and – in the long run – improve the efficiency of our operations. Hybrid SD-WAN is an integrated, redundant system for all databases, which serves as a transport layer for other services. This allows us to easily integrate other solutions.”

Mateusz Wodejko
Vice-President of PERN responsible for IT and other areas

#5 Digital Business

- 5.1 [AM Okna](#) | e-commerce
- 5.2 [FMCG industry](#) | e-commerce
- 5.3 [Golebiewski Hotels](#) | Hotel TV reception system
(AMStream DVB-C headend), Internet, PABX)
- 5.4 [MPWiK Wrocław](#) | HAB Workforce management
- 5.5 [Sailovnia](#) | Audit of online store
- 5.6 [Trans-Bas](#) | Telematics



#5.1 AM Okna

Client

The company has been operating since 2005 and sells its products on the Polish and foreign markets. The offer includes:

- production of aluminum and PVC windows and doors
- accessories for windows, external blinds, facade blinds
- garage doors, exterior doors
- Smart Home integrated systems

Challenge

So far, the company has not carried out direct activities in the B2C sector, and addressed its offer to companies through distributors.

The aim of the project was to create a fully functional online store, along with a proprietary configurator for selecting windows.



Industry
e-commerce



Company size
a wide range of construction products



Scale of operations
domestic and foreign market

#5.1 AM Okna

Solution: online shop

We have launched an online store offering windows and patio doors on the German market. The perfect match to the customer's needs was ensured by the window selection configurator, which:

- performs calculations in real time
- guarantees a simple shopping path
- selection options depend on initial decisions (e.g. for windows that do not open, does not offer a handle)
- it has a user-friendly interface
- allows the system administrator to manage it easily

Business benefits

The implementation enabled the launch of a new, effective sales channel for individual customers. Thanks to its functionalities, customers can finalize their purchase online. Implementation benefits:

- product prices can be calculated in real time, without the need to involve employees
- the website is easy to navigate and use and it's safe and reliable
- the site is mobile friendly



Customer's opinion

"Thanks to the cooperation with Orange, the online store is a new, effective sales channel for the company's products to individual customers. It is an important source of revenue and opens up interesting business opportunities for us."

Krystian Szymkowiak, co-owner of AM Okna

#5.2 FMCG industry

Client

Polish company that is the largest producer and exporter of cosmetic products in the country.

Challenge

The company's goal was to improve the purchasing process and increase conversion in the online channel by:

- improving the product search process
- increasing involvement of users on the store's website thanks to personalization of product offer



Industry
FMCG



Company size
Products of this brand are available in 70 countries around the world



Scale of operations
wide distribution in stationary stores and the online store

#5.2 Branža FMCG

Solution

Orange, together with QuarticOn, proposed a solution that allows personalizing the entire space of the online store thanks to intelligent algorithms that:

- record behavioral data of each client
- create his individual purchasing profile
- display products tailored to his needs, interests and expectations

Business benefits

- Increasing conversion by improving the process of searching and matching products
- quick implementation of the solution
- convenient and intuitive customer panel with extensive reports and the ability to monitor the most important KPI parameters
- free monthly consultation of QuarticOn specialist in the field of optimization of used strategies
- reliable and experienced technology provider
- convenient payment



#5.3 Gołębiewski Hotels

Client

Gołębiewski is a chain of modern hotels with complete infrastructure for business guests – banquet, conference, and congress rooms – for organizing training, conferences and formal banquets. Thanks to numerous attractions and activities, as well as the Tropikana zone, the hotels also attract crowds of individual guests.

Challenge

Comprehensive upgrade of telecommunications infrastructure – Internet, television, voice calls.



Hotel Gołębiewski



Industry
hospitality



Company size
chain of the biggest luxury hotels in Poland located in Masuria, in the mountains and in Podlasie



Scale of operations
4 hotels with conference infrastructure and Tropikana zones – water parks

#5.3 Gołębiewski Hotels

Solution

Our implementation in the hotel in Wisła included:

- AmStream DVB-C headend
- cloud-managed news feeds
- DVB-T channels sent with an AmBroadcaster device via the Internet provided by Orange
- new PABX – the single scalable system includes integrated Internet, voice, and data communications

The implementation at the hotel in Mikołajki included channels managed by the hotel staff via the cloud.

Business benefits

- full information for guests about the facility is available at any time in the rooms
- savings on printing and distribution of brochures and current activity programs
- quick delivery of any content to all or selected recipients
- opportunity for business guests to present information about their companies, events, agendas
- service management from a single location
- a tool that allows to generate additional revenues from services offered via TV channels

[#5 Digital Business](#)

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Customer's opinion

“The solutions implemented by Orange fit into the strategy and mission of the development of our hotels, as our goal is to further increase the satisfaction of our guests. A stable system for TV reception and management is a reliable promotion channel for our hotel, and at the same time a simple and modern way to communicate with our guests.”

Agata Michałek
Marketing Director
Gołębiewski Hotel Wisła

#5.4 MPWiK Wrocław

Client

MPWiK Wrocław is a municipal company with over 150 years of tradition, which provides water and collects sewage, and its activities cover not only Wrocław, but also several neighboring municipalities. It uses innovative technologies to provide services at a high level.

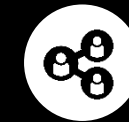
Challenge

Service of orders based on the printout of orders from the master, resulted in:

- problems in the flow of information,
- slowing down the order processing process,
- lack of complete photo documentation and reports on completed events,
- waste of time, paper and money



Industry
water and sewage industry



Company size
sewage treatment plant, 68 sewage pumping stations, 2 water production plants, water treatment plant



Scale of operations
handles nearly 8,000 events a year - including breakdowns and planned works on the water supply and sewage network, and 40,000 renovation tasks in the company's facilities and technological devices

#5.4 MPWiK Wrocław

Solution: HAB Workforce Management

BlueSoft - part of Orange Polska - has implemented a solution for managing teams of field workers - HAB Workforce Management at MPWiK Wrocław.

Business benefits

- improving the efficiency of the task management process and increasing the satisfaction of the end customer with the quality of service, thanks to shortening the time of task execution
- cost optimization by increasing the number of tasks handled by one brigade, shortening the travel time, better planning of work and selection of materials necessary to perform the task,
- access to current information on completed and planned tasks and the ability to manage all teams from one place,
- conducting control and supervision by collecting detailed information about processes, creating rankings of teams with the possibility of defining their "specialization,,
- improvement of work ergonomics by:
 - an intuitive mHAB application on phone or tablet for the team,
 - selecting the composition of brigades based on information about the presence at work, planned leaves and current absences of employees



Customer's opinion

„ MPWiK Wrocław manages over 2 thousand kilometers of the water supply network and over 1.5 thousand kilometers of the sewage network, handles nearly 8 thousand operational interventions on both networks that need to be diagnosed and planned. One of the company's priorities is to minimize the failure duration. In the implementation of this task, MPWiK supports, among others, HAB, mHAB and rHAB systems, which are used by over 200 employees.”

Piotr Słomianny

CFO/CIO MPWiK S.A. , Wrocław

#5.5 Sailovnia

Client

Sailovnia is a stationary and online store based in Gdynia, offering various types of goods related to the sailing industry.

Challenge

- change of brand identification,,
- improvement of customer experience while using the e-store and increase in the value of purchases,
- increase in traffic and final purchases in the store



Industry
e-commerce



Company size
Provides professional equipment, chemicals and preservatives, clothing and footwear, rescue and belaying accessories



Scale of operations
distribution in a stationary and online store

#5.5 Sailovnia

Solution: audit

The conducted audit included:

- positioning the store in search engines (SEO),
- customer experience and ease of navigation within the website (UX / UI),
- activities in social media (Facebook Ads, Google Ads),
- the method of distinguishing the company's products in advertising campaigns (the so-called USP).

Business benefits

Thanks to the implementation of post-audit conclusions, Sailovnia will gain:

- better website quality and visitors friendliness,
- faster product finding by the customer,
- strengthening the positioning of the website in search engines (SEO),
- increasing website traffic,
- increasing the likelihood of purchase,
- strengthening customer relations,
- increased trust in the brand and its better recognition.



Customer's opinion

„ The very need for an audit resulted from our experience and the conviction, that certain activities could be performed better, differently. We knew that we didn't know enough about running a shop to handle everything ourselves. We were also aware that some things were done badly or not professionally by us, but we had difficulties in diagnosing specific problems and in particular finding solutions. So we needed professionals who, on the one hand, would show us what was wrong and needed improvement, and on the other hand, would know how to fix mistakes. It is good practices or specific solutions to the shortcomings indicated that are the greatest value of an audit for us”

Rafał Milarczyk, managing director, Sailovnia

#5.6 Trans-Bas

Client

The main activity of Trans-Bas – the company that is located in Zamość – is transport of goods. The company supports one of the nationwide chains of grocery stores and refrigerated transport in Europe.

Challenge

- lack of reliable fuel consumption control,
- no possibility of remote reading of data from the tachograph and driver card,
- problems with data transmission to the SENT GEO system (transfer of vehicle location data).



Industry
Transport and logistic



Company size
fleet of 46 trucks,
50 skilled workers



Scale of operations
service of a nationwide chain of grocery
stores, refrigerated transport in Europe

#5.6 Trans-Bas

Solution: Telematics

The implementation of the solution covered the following modules:

- fuel consumption control - accurate and detailed analysis of the amount of fuel in vehicle tanks,
- working time alert - remote, current reading of information about the driver's working time
- remote reading of DDD files that store all vehicle-related data on the truck's digital tachograph - full support and automation of information download

Business benefits

- reduction of fuel consumption by 4-5%,
- substantive settlement of disputes without unnecessary discussions with drivers thanks to constant monitoring,
- the ability to accurately check the driver's working time, vehicle condition and current fuel level in the tank,
- determining in real time the probability of the vehicle reaching the destination with the current fuel level,
- savings resulting from better and more efficient fleet and journey management.



Customer's opinion

“Our industry is constantly faced with a number of challenges – primarily rising costs and a shortage of skilled workers. That is why we are looking for solutions that will help to automate and optimize many processes to make each journey as efficient as possible. Telematics from Orange has helped to significantly optimize fleet management, fuel consumption and driver working time.”

Jacek Rozsypał, IT manager, Trans-Bas

#6 Cybersecurity

6.1 [PEC Gliwice](#) | Cybersecurity audit, SIM cards – M2M



#6.1 PEC Gliwice

Client

PEC Gliwice is responsible for production, transmission and distribution of heat in Gliwice. Production takes place in the Gliwice Heat Plant and in two local boiler plants.

Challenge

Securing PEC Gliwice's infrastructure against future hacking attacks.



Industry
heating



Company size
251 employees



Scale of operation
heat supply to institutions,
industrial plants, commercial facilities
and residents – 100 thousand inhabitants of
Gliwice

#6.1 PEC Gliwice

Solution: security audit

- we conducted a security audit
- we presented the report with action recommendations
- we increased the safety of the heating network in Gliwice

Business benefits

- obtaining an objective opinion on the condition of audited facilities, prepared by external experts
- identifying any deficiencies and risks associated with the IT infrastructure
- recommendations in identified areas of potential improvement of security systems
- indication of opportunities to streamline processes, improve efficiency, rationalize activities and optimize costs
- security improvement expenditures with no impact on charges paid by system heat consumers
- the changes introduced had a positive impact on personal data handling and protection



Customer's opinion

“In my opinion, the audit was conducted very professionally, and the results were very rigorous, which is exactly what we wanted – both the security solutions and equipment were criticized. After reviewing the results, we made the recommended changes and re-audited after another 4 months. I believe that a re-analysis of security is necessary to properly assess the effects of the changes made and the current level of security. Moreover, we intend to conduct another security audit next year. This is particularly important as our company may be qualified by the Department of Security and Crisis Management at the Ministry of Energy to the group of key operators, which means increased security requirements. In such a situation, our cooperation with Orange will become even closer.

Krzysztof Szaliński
Deputy Director for Technical Issues at PEC Gliwice

#7 Big data

7.1 DataMasters | Mobile Targeted Advertising



#7.1 DataMasters

Client

DataMasters is a team of experts specializing in creating e-commerce solutions for 10 years. He has completed 100 projects, ranging from Google AdWords campaigns, Programmatic ads, through positioning, e-mail marketing, to device multiscreening.

Together with DataMasters, we implemented a marketing campaign for a dealer of a premium car brand.

Challenge

For the car dealer, it was a challenge to reach customers - specific recipients planning to buy a premium car.



Industry
e-commerce consulting



Scale of operation
100 completed projects

#7.1 DataMasters

Solution: Mobile Targeted Advertising

The implementation included:

- planning and execution of a marketing campaign that ensures the maximization of the assumed goals, i.e. sales, brand promotion,
- consultancy and marketing and legal support in the preparation of announcements and regulations,
- execution of quantitative reports from the campaign.

Business benefits

Using targeted mobile advertising, it was possible to effectively reach a wider audience compared to traditional forms of advertising. What's more, it could be implemented quickly while maintaining a reasonable level of expenses.

Goals achieved:

- increase of traffic on the website in the selected target group
- increase of product sales,
- collecting leads,
- product advertising,
- image campaign.



Customer's opinion

„Thanks to the campaign carried out with Orange, our client increased the sales of his products. Reliable and rich data from Orange guaranteed reaching the right recipients and the success of the campaign. It was the first joint campaign of this type, and its positive results encourage us to plan further similar projects.”

Magdalena Jargilo
President of the Management Board, DataMasters

Thank you!

