

# Choice Case Study

## Datacenter Consultancy for Orange Business Services

### Inside This Case Study

Project Background	1
Project Challenge	1
Formulation of the Deal	2
Project Implementations Plan	2
About Choice Solutions	3

### Project Background

Orange Business Services, the business communications arm of France Telecom, is the main telecommunication company in France and the third-largest in Europe. Orange Business Services has been present in India since 1969, when SITA, (Societe Internationale de Telecommunications Aeronautiques SC), was created to meet the need of the airline consortium. Since then, the company has transformed substantially after the acquisition of Equant by France Telecom in 2000 and the rebranding of the group's business communication services into Orange Business Services in 2006.

OBS' annual revenue is in excess of Euro 7.721 billion and the prestigious clientele includes 2/3 of top global 100 companies and 50% of Fortune 100 in Europe.

One of the key objectives of Orange is that it's commitment to working with customers, partners and the IT industry to develop technology that will create greener businesses. In India Orange Business Services at present represents the leadership of Equant in international IP networks, the experience of Orange's existing mobile solutions and the strong background of France Telecom's leadership in business communication services.

### Project Challenge

Orange Business Services was looking for a credible and experienced partner to work with them for one of their client who is into telecom operations. The client was Sistema Shyam TeleServices Limited-a joint venture company between Sistema (LSE: SSA) of Russia and Shyam Group of India. Sistema, which has a controlling 73.71% stake in the venture brought the globally renowned brand MTS to India. Sistema Shyam TeleServices Limited has licenses and spectrum to provide mobile telephony services on the CDMA platform in all the 22 circles across India.

The end user was planning to roll out the mobile services across country and wanted professional help to design high availability server room and telecom switching center that will help them to provide quality services to their customers. Sistema Shyam TeleServices Limited had a tight schedule to roll out their services across country and the need was to create a design that is easy to replicate. Orange also wanted the design to be scalable, adaptable to market dynamics and one that's highly available. Most importantly, Orange wanted the partner to turn around at lightning speed.

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*The client was Sistema Shyam TeleServices Limited - a joint venture company between Sistema of Russia and Shyam Group of India.*

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## Formulation of the deal

The startup of the deal happened when Vilas got a call from the project manager of Orange Business Services to help him in electrical and DC related consultancy. A reply was send back requesting the scope of work. From the scope it was found that, it was regarding consultancy for building DC/MSC room which included power, cooling, DG and Security system.

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*The revised proposal was accepted by Orange and negotiations were held on the price front.*

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Next, the scope of work was shared and discussed with Sreekanth from Choice Solutions Ltd. and a proposal was send to the client. After going through it the client requested a revision of the proposal after incorporating some changes to the scope of work. Sreekanth along with Jagdish from Choice Solutions Ltd. met the client and submitted a revised proposal for their review.

The revised proposal was accepted by Orange and negotiations were held on the price front. Choice Solutions Ltd. was finally able to acquire the confirmation from the client and an official mail confirmation was received acknowledging the order. Currently the DC consultancy service is under progress.

## Project Implementation Plan

Choice Solutions Ltd. will be designing the sites in 15 locations which will include server racks and MSC (mobile switching centre's that is a part of a mobile network that is the equivalent of an exchange in a fixed network, plus everything extra needed to handle mobile stations).

Choice Solutions Ltd. is further engaged in designing the complete physical infrastructure which will support the IT and telecom equipments in each of the site's. Site assessment, planning, designing the specifications and acceptance test of all the components to commission the site will also be addressed along with this.

The anticipated duration of the project is 4 months and Choice Solutions Ltd. needs to finish all the 15 sites.

Along this line, opportunity is also abound for Choice Solutions Ltd. in the core Datacenter project.

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*Choice Solutions is further engaged in designing the complete physical infrastructure.*

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## About Choice Solutions

Established in 1991 Choice Solutions Ltd. is a leading IT and Facilities solutions provider. Choice Solutions Ltd. business comprises of Six different practices, namely

### IMS

- Desktop, Server, Network, Storage, Support, OS, Assets, Apps, Non IT
- Hardware - A-Add, M-Modify, I-Install, C-Change, R-Repair
- Assets, Security, Software Distribution, Upgrades

### Networking

- Packaged Services Monitoring & Management
- Products, Security, Design, Deploy, Maintain
- Auditing & Compliance, SOC

### Datacenter

- DC Audit, Monitor & Manage, Training
- Assess, Design, Built, Deploy, Disaster Recovery

### Consulting

- Business Consulting, CIO & Technology Services, Physical Security, Power Devices, IT Consulting
- DC Consulting, ERP, CRM & Custom Apps

### Cloud Computing

- Cold Site – Backup, Disaster Recovery
- Hot Site – HaaS, Software, Manage
- Public Cloud, Private Cloud, Hybrid Cloud
- CaaS, License Software, IaaS
- Disaster Recovery

### Power

- Power Audit, Equipment Management
- Physical Security, Power Devices
- Power Saving Devices
- Design & Audit
- Renewable Energy Products