



Orange partners with mxData to power Orange Local

Orange is one of the world's leading communications companies. The Group serves more than 170 million customers in five continents, of which two thirds are Orange mobile customers (109.6 million). In the UK, Orange provides high quality GSM coverage to 99% of the UK population. At the end of June 2008 Orange had 15.8 million active mobile customers in the UK.

The Challenge

Orange wanted to provide a mobile friendly service for its millions of users – Orange Local – which would be like a personal concierge service, finding you everything from the nearest cash point to a place to eat with just a couple of clicks. Orange wanted to provide this local search and mapping service free to increase usage so they could search for and locate businesses, amenities and information but generate revenue from advertising.

The Solution

Orange approached mxData to develop and manage the Orange Local service. Orange Local uses the underlying search and discovery features of the Local Search and Discovery Engine to deliver a compelling user experience to identify the nearest businesses and amenities that meet the needs of Orange World users.

Once a business, amenity or item of local information has been identified, the user can also obtain rich content about many locations by 'deep linking' to the appropriate page of existing Orange World 'local' content services. This service can be supported by advertising revenue relevant to the location and the users enquiries.

Orange Local offers a map of the area local to your mobile, with access to detailed information from over 2 million services and amenities in the UK, including restaurants, hotels, bars and cash points, plus more "dynamic" information such as traffic, travel and entertainment listings. There are also maps of how to get to each place, plus photos so you recognise them when you get there.

The Benefits

Orange Local provides a free service to millions of users and enables them to find, store and share millions of services across the UK.

mxData's LSDE service and mapping expertise means that Orange can offer a seamless and simple personal concierge solution direct to the mobile phone for all their customers and generate revenue from relevant advertising and product placement.



"The LSDE's 'made for mobile' user experience and seamless integration make mxData market leaders in mobile local search."

Steve Ricketts - Head of Third Party Services, Orange

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