



Atos 
Origin

SMART ORGANIZATION

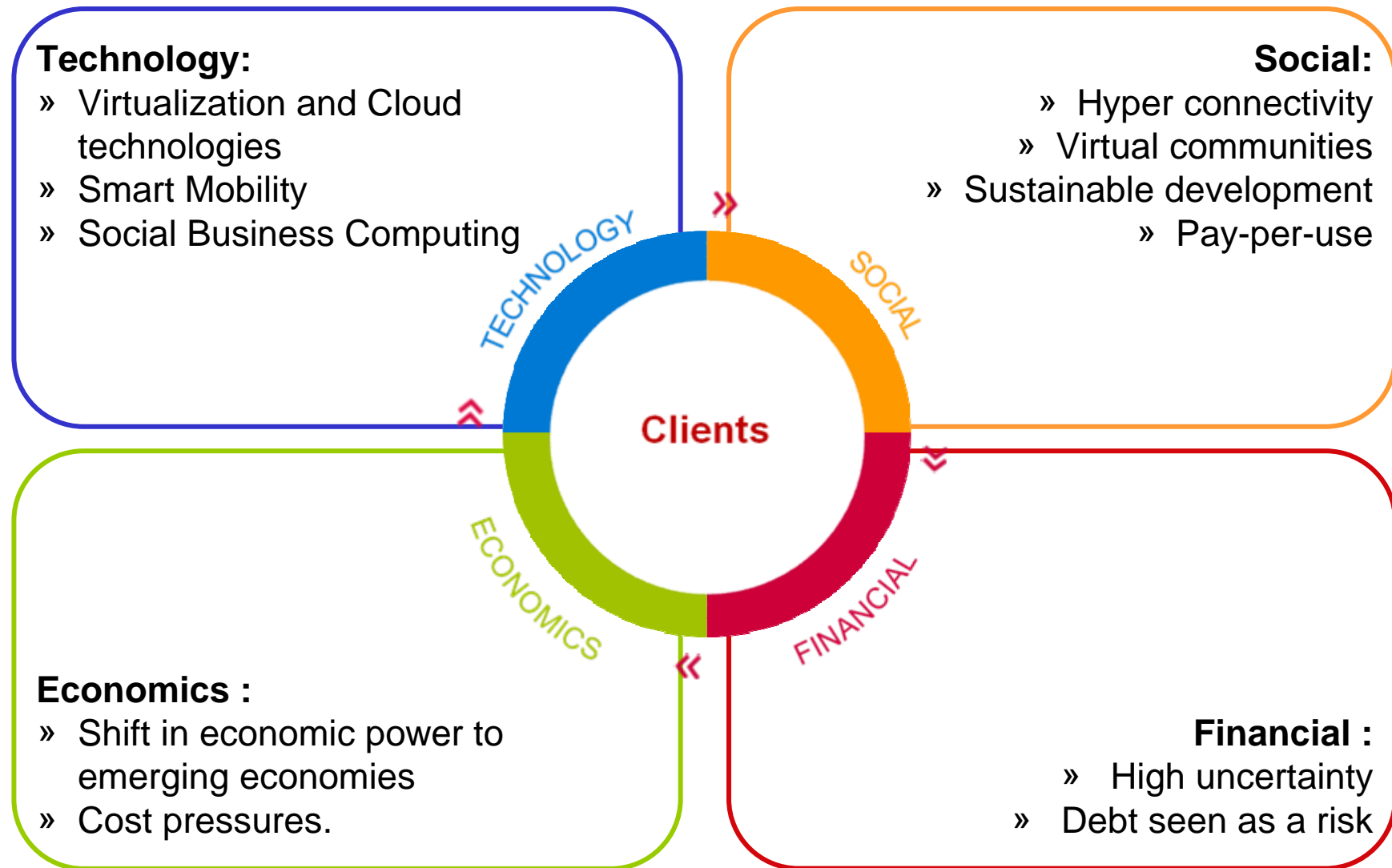
Transforming the World of Work

Innovation press Conference
Thierry Breton
7th of February, 2011

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Atos 
Origin

In a Post Crisis environment a new area for reinventing the Business Model



Strategy designed to develop the 2 segments of the IT services market

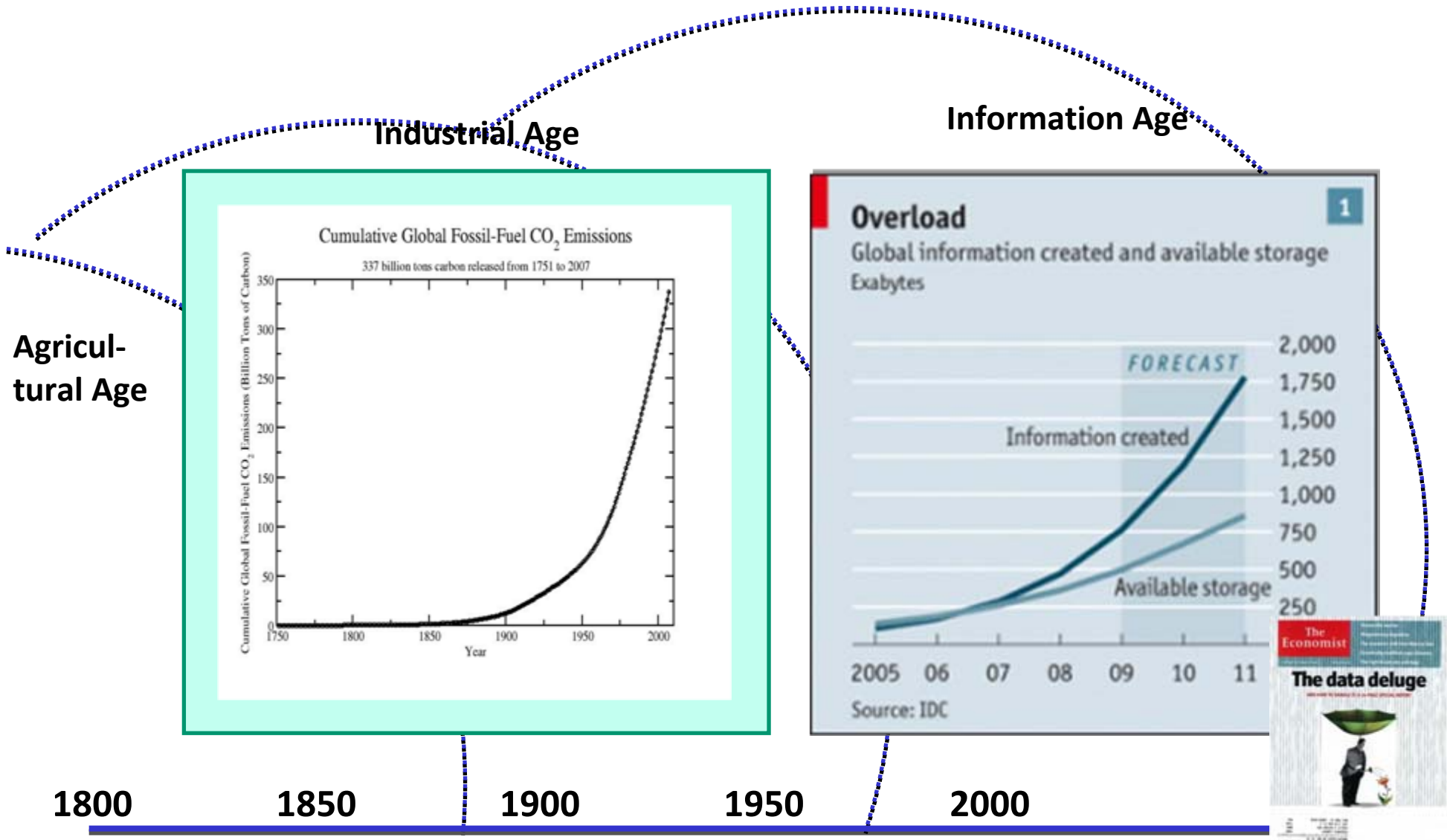
BUSINESS CRITICAL IT

- » IT services to support customers' top line growth for their :
 - Competitive positioning
 - Time to Market
 - Innovation
- » Atos Origin answers :
 - Industry expertise
 - HTTS portfolio roll out
 - Key Offerings, Atos WorldGrid, ...

FUNDAMENTAL IT

- » IT services for support systems delivering :
 - Lower TCO's
 - Standardization
 - Pay as you Go
 - Agility & Reliability
- » Atos Origin answers :
 - Global factories, Global tooling
 - Offshore ramp up,
 - Atos Sphere

Data deluge is to information age what Carbon emission is to the industrial age



Data Overload is resulting in Information Pollution at Home and at Work

We produce a massive amount of data...

- » **5 Exabyte's** of data were created between the dawn of civilization and 2003 - equal to the **amount of data created in the last two days.**
- » The volume of business data **doubles every 18 months**
- » 2010: corporate user receives **200 emails per day** of which 18% is SPAM
- » Into 2009 the average American was **exposed to 34 Gigabytes each day**

We are always online...

- » Online **social networking** is now **more popular than email**
- » Managers spend **more than 25% of their time searching** for information
- » **71% of employees are searching on the Web than on internal systems**
- » Knowledge workers **spend up to 20 hours per week reading and sending emails**

New generation communicate differently at home and will expect the same at work

Three questions for every organization

1. How to get the maximum value from all the information available?
2. How to create a working environment where information is a real business value and asset, not a burden ?
3. What is the first step to tackle the challenge of information overload?

Atos Origin is launching Digital Content Marketplace

Digital Content Marketplace platform is a **social business solution** that increases the value of information and can easily be adopted and integrated by organizations.



Available on **traditional** or **pay-per-use** models, using the Atos Origin Cloud solution, Atos Sphere™

Digital Content Marketplace

A Multi-Billion Euros Market by 2015

A new set of **services** and **tools** to support **private and public organizations** to become **Smarter**.

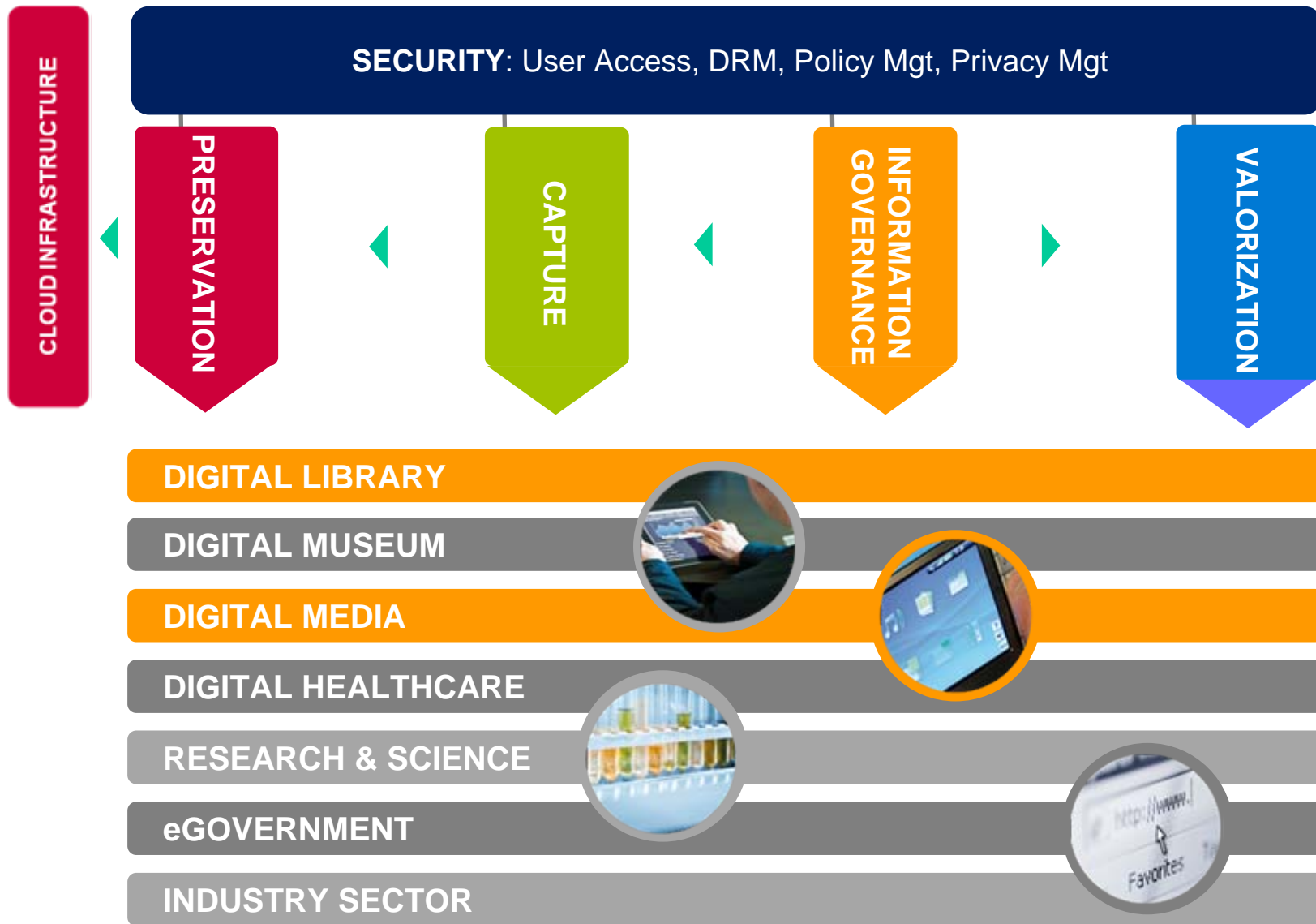
Three areas included under a single common **Governance**:

- » **Capture** - physical or digital information flows
- » **Preservation** - availability for more than 100 years
- » **Valorization** - integration with social networks, other media.

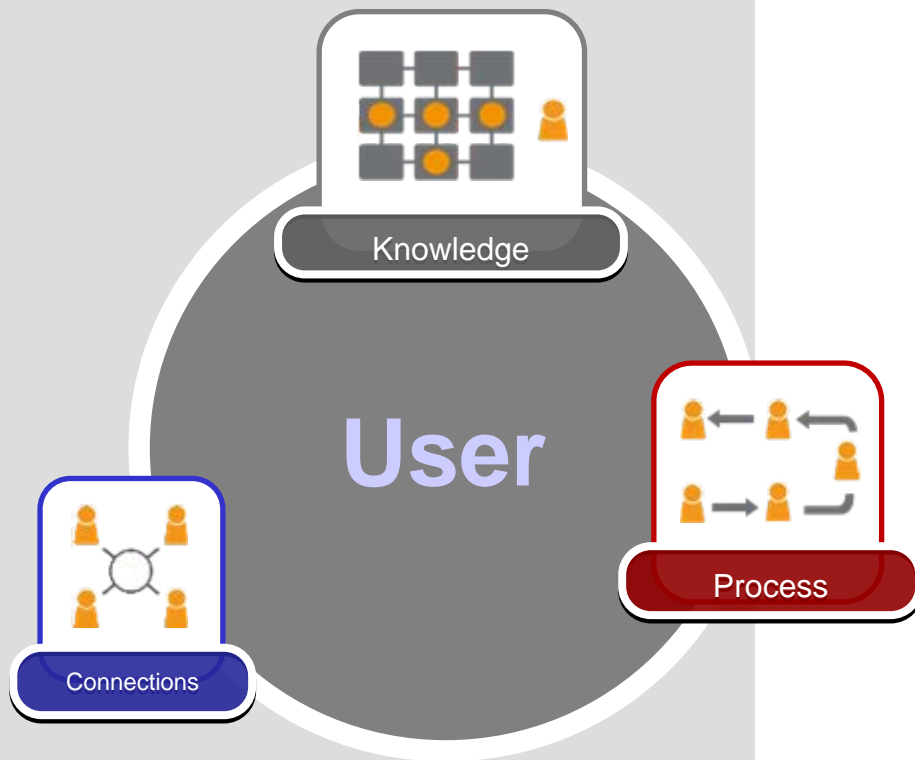
Available on **traditional** or **pay-per-use** models, using the Atos Origin Cloud solution, Atos Sphere™, and Oracle technologies for digital libraries



Roadmap for expanding in different Markets



One Example..



{ BnF



Business Issue

- » Securing long term preservation and fast Access of BNF historical manuscripts, books and legal documents

Our Solution

- » Implemented an information management system
- » Developed Electronic Archiving solution built on Open Source

Result

- » Long-term availability of more than one billion documents
- » Consolidation of data storage, ensuring availability, and access control for an unlimited period of time

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Atos Origin launches a Smart Organization Portfolio

A full **Social Business Portfolio** built on **ECM** and **Collaborative Technology** providing more personal, more immediate and cost effective means to manage and share information



Smart Organizations facilitate business functions at different levels by connecting people with relevant content



Supporting People, Organizations and Data

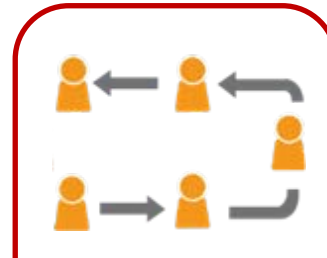


Connections

Increased number of people connected & concerned



People



Process

Processes go beyond geographical boundaries and often beyond enterprises



Organizations



Knowledge

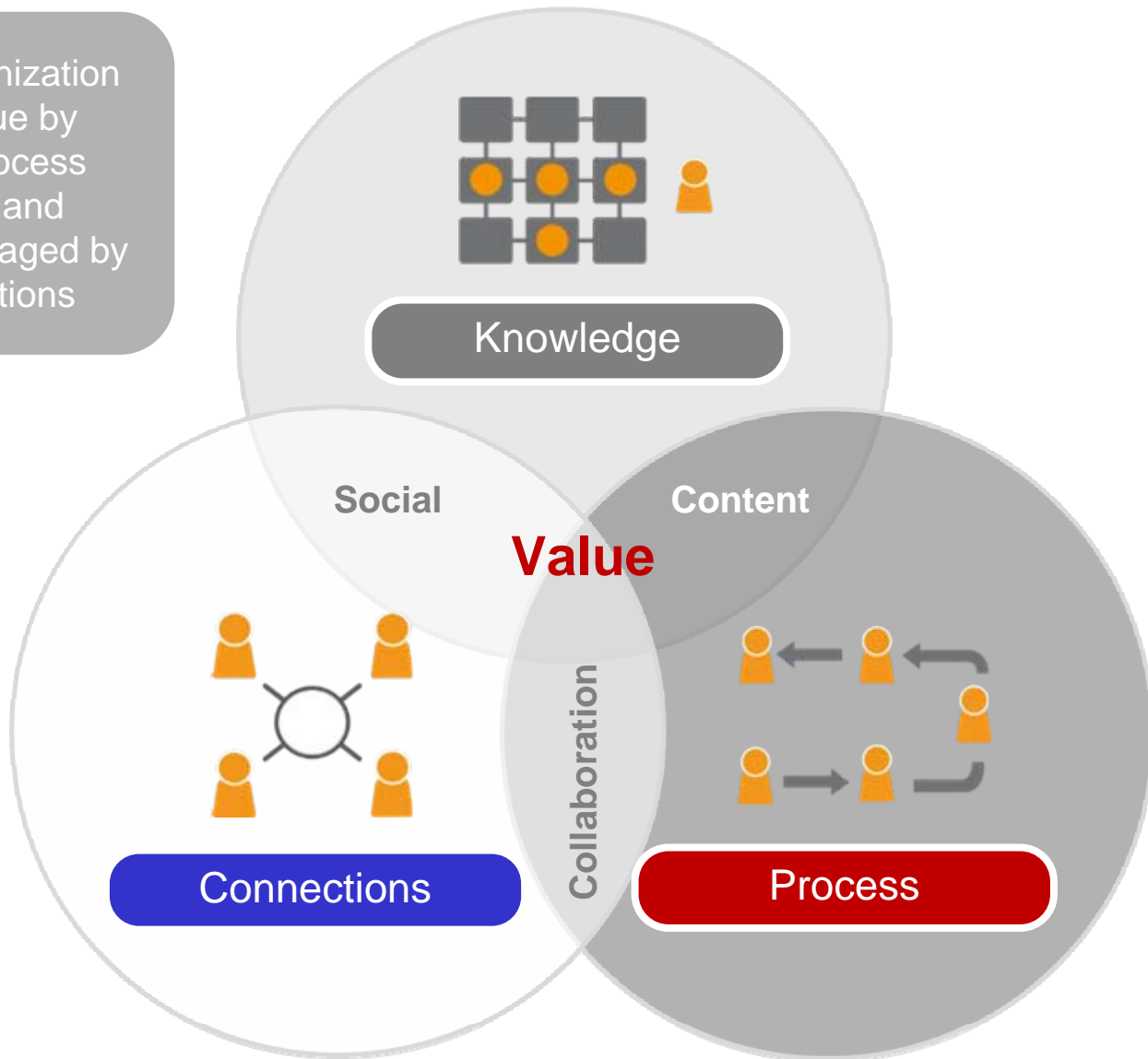
Explosion of the volume of content to manage & store for business and / or compliance reasons



Data

The Smart Organization Equation

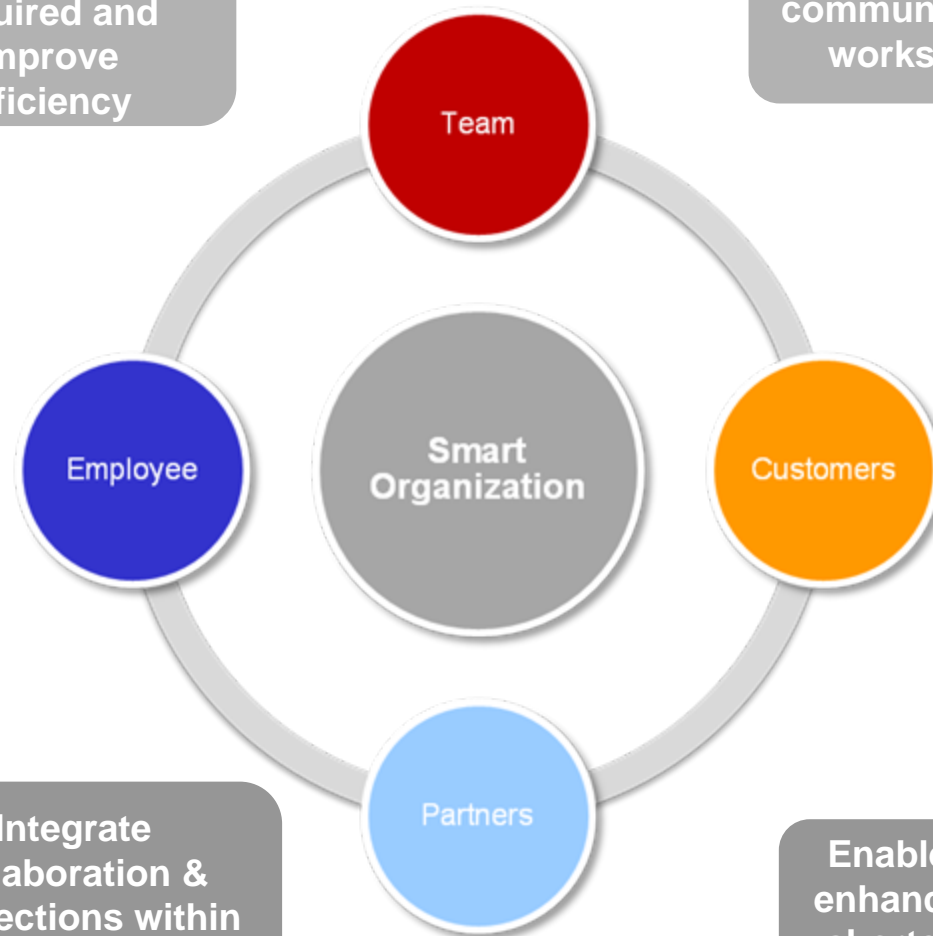
The Smart Organization increases value by maximizing process performance and knowledge, leveraged by social connections



Smart Organization Engages all Stakeholders

Get the right
content when
required and
improve
efficiency

Business-driven
communities and
workspaces



Integrate
collaboration &
connections within
all business
processes

Enable product
enhancements &
shorter time-to-
market

Our Smart Organization Portfolio

From Basic to Enriched Solutions in Three Suites



Smart Organization Value >>

Suite 3: Social Business Solutions

Internal and external information and collaboration leads to direct business value; connections between people are key

Smart Organization Value >>

Suite 2: Collaboration Solutions

First level of collaboration to structure content and exchange knowledge across the enterprise

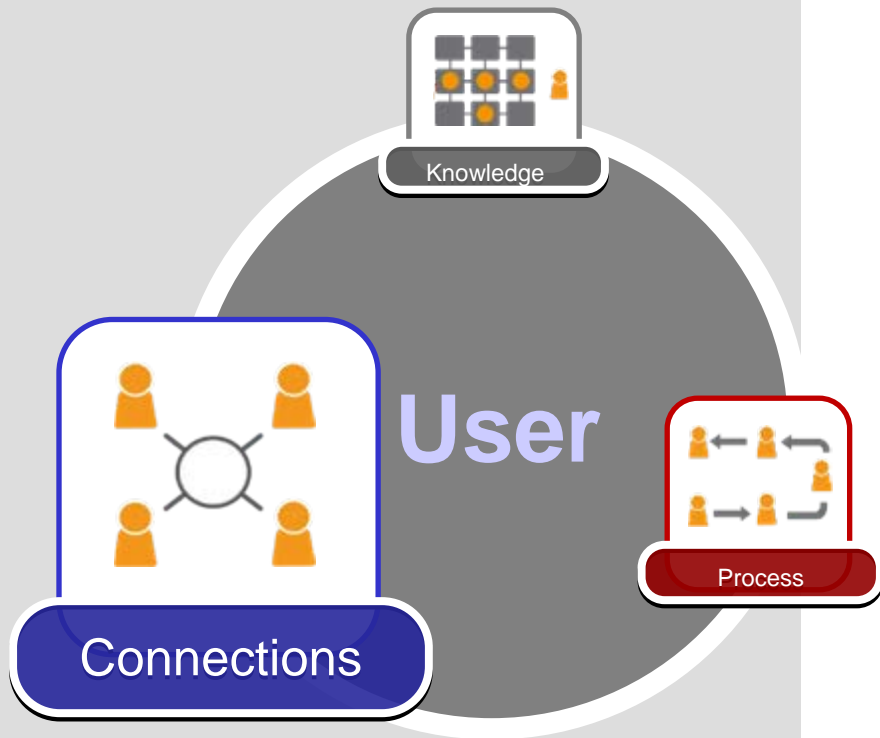
Smart Organization Value >>

Suite 1: Organized ECM Solutions

Adaptive workplace solutions and Infrastructure services for content: capture, access, storage, and retrieval of content

Consulting and Change Management are Key to Successful Implementation

Collaboration through e-Documents and Video Conferencing



Business Issue

- » A reduction in costly delays caused by defendants failing to turn up during hearings and paperwork not being available

Our solution (pilot)

- » Collaboration technology with use of a secured video conferencing systems for a virtual court
- » Linking Police, HMCS, Probation Services Crown prosecution

Result

- » Dramatically reducing of time between charge and first hearing leading to cost savings

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Atos Origin is announcing its ambition to be a zero e-mail company within 3 years

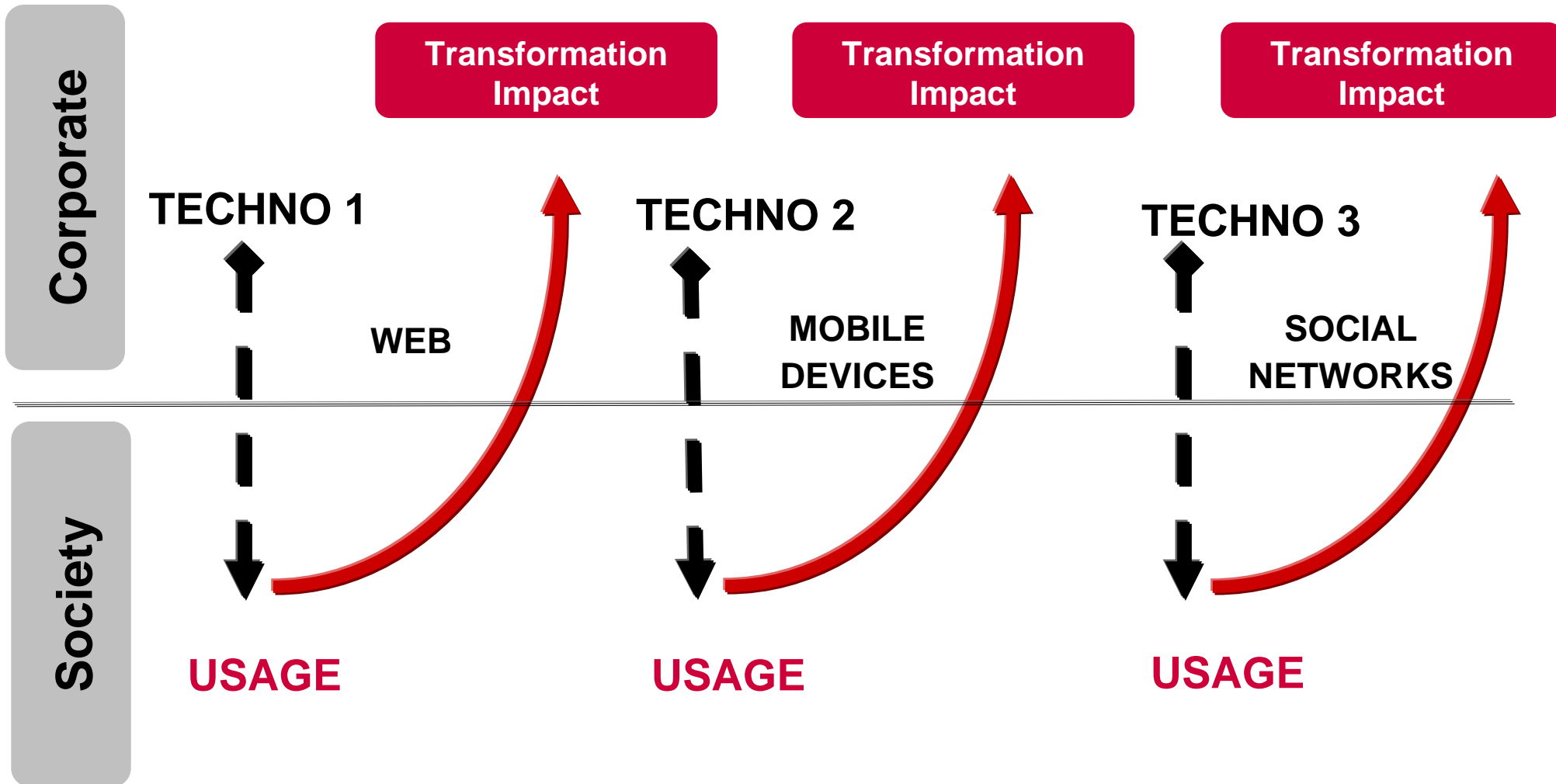
The volume of emails we send and receive is unsustainable for business.

We are adopting **innovative social business solutions** to bridge the ‘**social business gap**’ and provide a more personal, immediate and cost effective means to manage and share information.

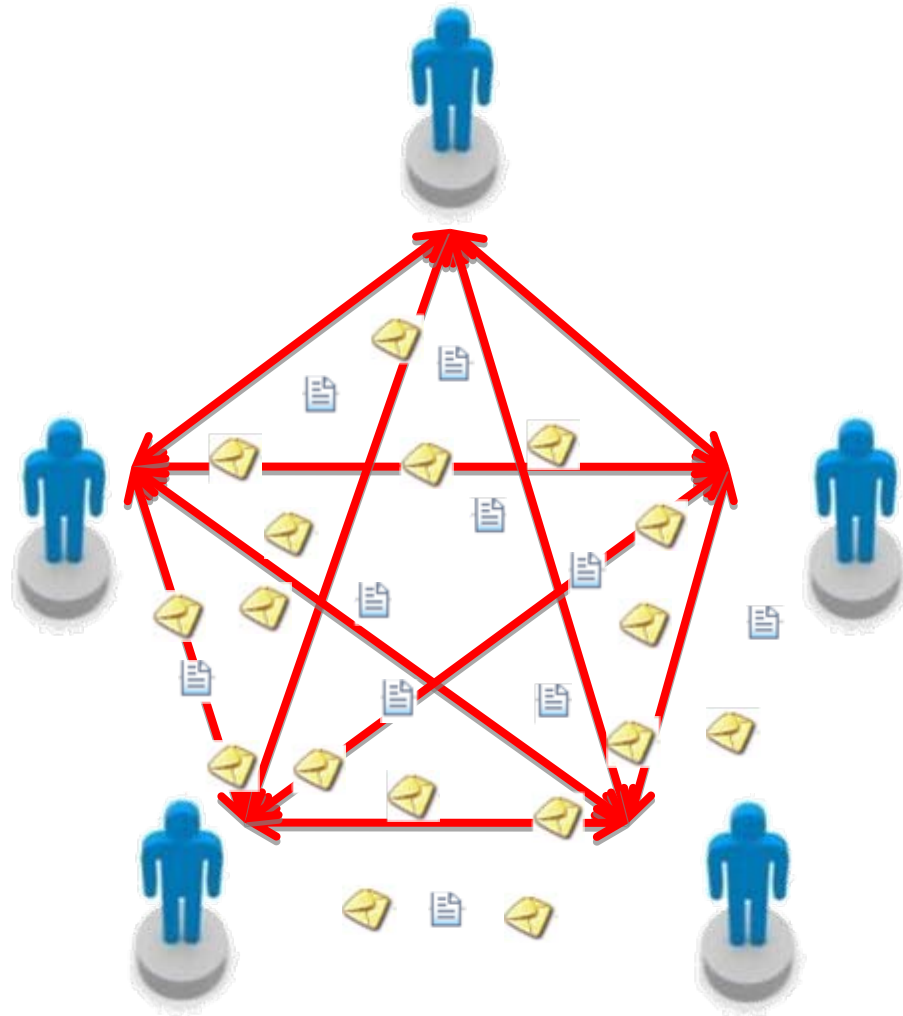


Only 11% of 13 to 19 year olds use email to communicate with their friends

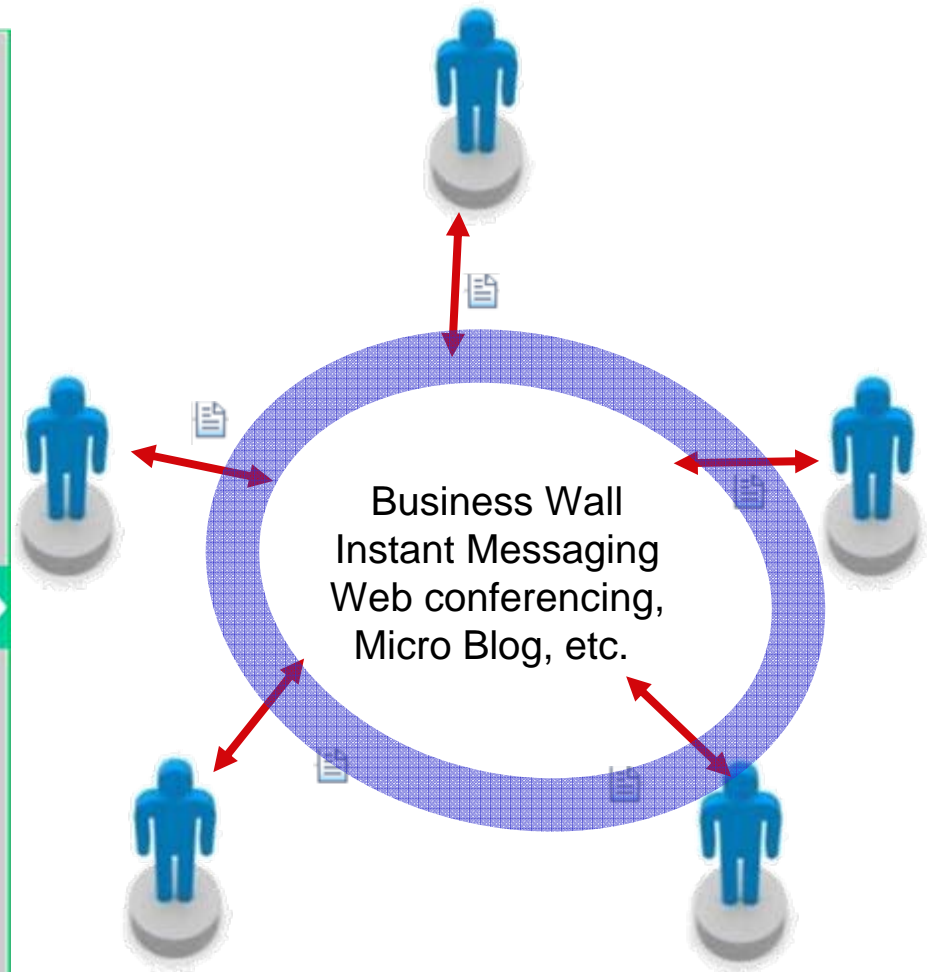
Organizations should get ready for next wave of digital change driven by consumer behavior



Easing information pollution with our zero-email ambition



Ongoing email 'storm'



Different Collaboration Technologies

From a « general purpose » use of emails to a zero email company

Email Common uses

Document Transfer

Archiving

Process implementation

Chat, virtual dialogue

Management tool / giving instruction

Messaging

Alternatives

Electronic Content Management Tools

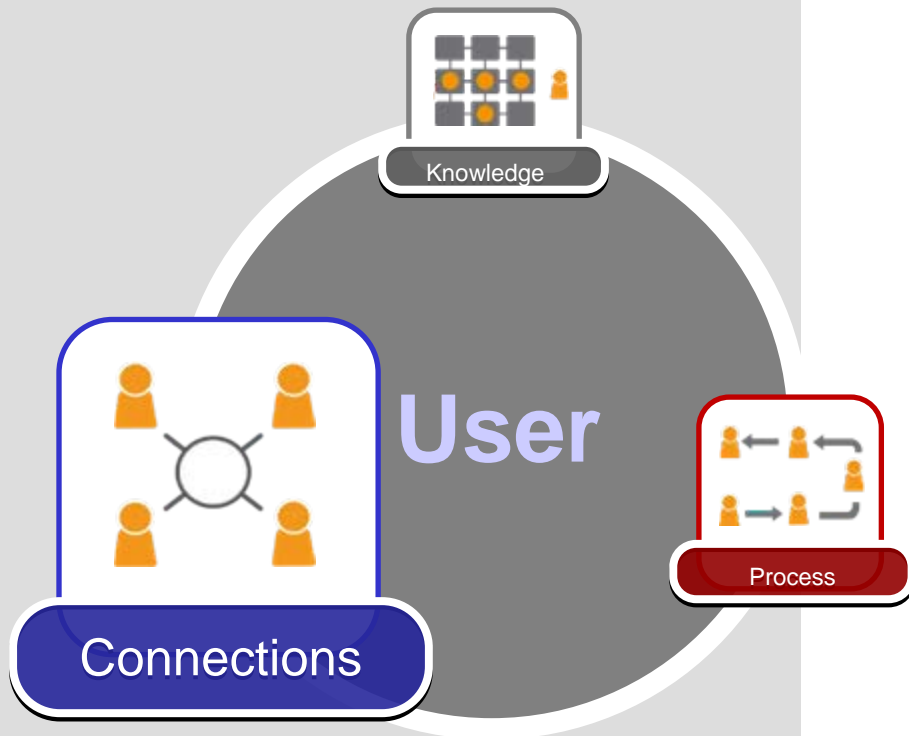
Workflow Management systems

Instant messaging, Webphone and web conferencing

Web conferencing, Workflow

Structured messaging in Social networks or collaboration tools

Our Social Community Platform **with direct impact !**



- » **FISH** is the Atos Origin online platform to share ideas internally to strengthen our Group. It is a quick, easy, and fun way for all our employees to join the discussion and rank all the excellent ideas.
- » Initiated by the **Scientific Community** to booster collaboration between the members
- » The best ideas are implemented and supported by TOP Management.
- » Ready for **Open Innovation**

Thank you