



# Atos: making major events happen

## Redesigning experiences in events

Atos delivers seamless experiences for your event-goers, across every media, web, mobile and social channel – delivering valuable, exciting information before, during and post attendance. Our advanced information systems, notice and interaction platforms and seamless social, web and mobile apps ensure rich, powerful experiences, for everyone enjoying your event.

Our portfolio includes:

- ▶ Information diffusion systems
- ▶ Broadcast and media solutions
- ▶ Real-time data.

## Ensuring protection, trust and security in events

Atos ties together every aspect of event security. We deliver advanced behavioral monitoring and identity management, ensuring only the right people attend. We protect payments and transactions, and coordinate transport, access and emergency services so at every stage, everyone is safe.

Our portfolio includes:

- ▶ Identity and access management
- ▶ Cyber security
- ▶ RFID, biometrics and authentication.

## Ensuring excellence and resilience in event operations

Atos delivers complete command and control systems to ensure smooth operations from the first to the last moment of your event and every interaction around it. We tie together media and multichannel information, ticketing and attendance information, crowd and people monitoring systems together with multi-modal travel planning, ticketing and access; we deliver real-time data around events, delivering real-time information, results, updates and safety and traffic factors.

Our portfolio includes:

- ▶ Games management systems
- ▶ Information diffusion, real-time information management
- ▶ Advanced IT Infrastructure.

## Enabling digital transformation of events in a connected world

Atos ensures events are fast-flowing, omnichannel digital occasions – just as today's event-goers demand. We drive digital connectivity and real-time data through simple collaboration platforms and communications, so that central organizers, teams and individual workers can work effectively. Our digital transformation enables everyone in your organization to be more productive, serve people better, and respond to incidents faster.

Our portfolio includes:

- ▶ Advanced, real-time data analytics
- ▶ Adaptive workplace
- ▶ Mobile, social and media tools.

## Citizen Stories – Enabled by Atos

### Atos makes it easier for Max to get to the gig of the summer

- ▶ Max wants to get to the gig and accesses the event website, and makes a secure, simple purchase. He's also offered relevant upgrades, extras and service at the same time
- ▶ Just before the event Max gets automatic updates on any changes, relevant information on stars and songs, and the day before, a simple update of itinerary and travel conditions
- ▶ En route, Max is offered location-based deals on facility information, a map of the event and parking/entrance information
- ▶ As he goes through the gates, the attendant greets him by name. Using the event app, he sees that his friends Lorna and Jacqui are already there.

### Atos makes enjoying the atmosphere easier for Lorna

- ▶ Lorna rushes into the venue. Her event app tells her where to go – and she enters easily thanks to her digital ticket on her phone
- ▶ Integrated apps and signage tell Lorna where she can get refreshment easily – using a cashless card (more secure, easier, faster)
- ▶ All around her event staff move smoothly and easily to deliver services and respond to any incidents; they are using advanced collaboration platforms to coordinate more easily
- ▶ Lorna's app also helps her to locate her friend Jacqui – and together they wait for their mutual friend Max, and get ready to have fun.

### Atos enables Jacqui to leave the event – and enjoy it, even though it's finished

- ▶ After the gig Jacqui uses her event app to find the easiest way out, and accesses updated transport timetables
- ▶ She gets on the train quickly thanks to her digital pass; as she relaxes, an automated event stream begins giving her selected highlights from the night, and a download option
- ▶ The next day her loyalty program kicks in, offering her free downloads, more tour information for the band – and she's invited to a social media platform the band have just set up
- ▶ Jacqui and her friends, old and new, are going to remember the event well!

