

- » BOOST PERFORMANCE
- » REDUCE COST
- » INCREASE AGILITY
- » ENHANCE CRM
- » SHORTEN TIME TO MARKET
- » DRIVE INNOVATION
- » IMPROVE EFFICIENCY
- » INCREASE ADAPTIVITY
- » ENABLE BUSINESS TRANSPARENCY
- » REGULATE REGULATORY COMPLIANCE



CONSULTING > SOLUTIONS > OUTSOURCING

Insights into Atos Origin's Innovation Capabilities

Dominique Rérat - SVP Innovation, Atos Origin

December 2007

Agenda



» 1 | Introduction

» 2 | Innovation capability

» 3 | Helping clients with Innovation

» 4 | Innovation value creation: Case study

» 5 | Q&A

A common understanding of Innovation?



» “Innovation is”

Agenda

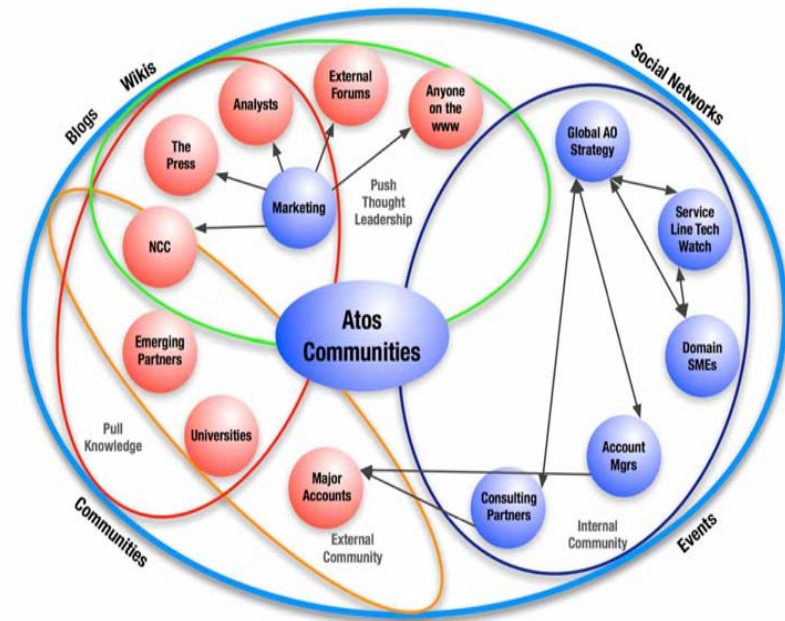


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- » **2** | **Innovation capability**
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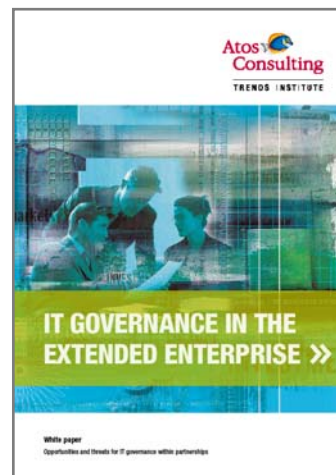
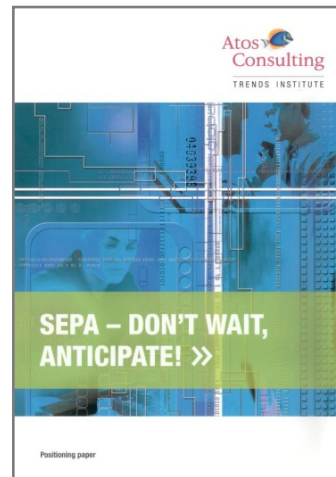
Atos Origin is establishing a global innovation community led by Consulting



- » Creating a collaborative view of innovative topics across all our business, sectors and countries
- » Seen as innovative in the markets and with our clients
- » Known by all Atos Origin colleagues worldwide, and represented by all our major countries
- » Using one common knowledge base, giving easy access to knowledge and experts
- » Using common practices and processes for data collection, publication, service delivery, governance, financing
- » With a common language for global deliverables
- » With named ownership of topic areas



The Trends Institute publishes thought leadership reports and seeds books and publications



Books on...

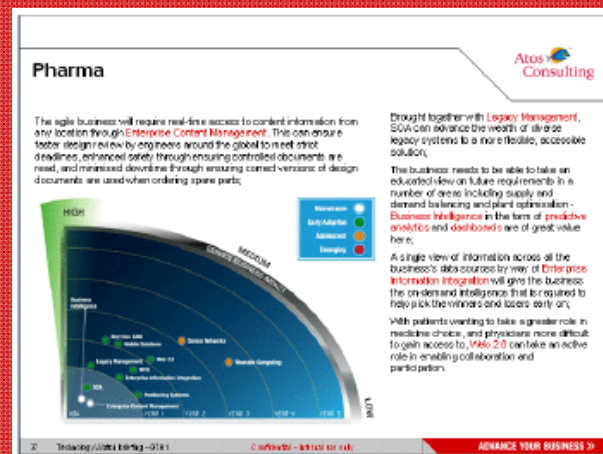
- » Programme and Project Management – annual Benchmark
- » Shared Service Center – Best Practices
- » Enterprise Systems in Government
- » Result-oriented Governmental Organizations
- » The Role of the CIO in contemporary organizations
- » The Role of the CFO in contemporary Organizations

Tech Watch provides us and our clients with a proactive lookout for innovative technology trends



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A new step in managing Innovation



- » Innovation is now managed at Group level
 - » Steer priorities and investments
 - » Develop the culture of innovation and associated best practices and processes
 - » Drive disruptive innovation

- » The Innovation capabilities remain in the countries, close to customers and delivery teams
 - » Business Development
 - » Offering teams
 - » R&D Labs
 - » Innovation [events](#)



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Caja Madrid innovation workshop generated ideas to address the SME market

Disrupt-It – Opportunity Recognition Workshop (ORW)



Business Challenge

- » Getting new clients in the SMES segment.
- » Foster new business with existing clients

Our solution

- » Opportunity recognition workshop
- » We worked with Caja Madrid to find innovative solutions from alternative perspectives, challenging boundaries and context of the problem

Benefits

- » Generation of new innovative ideas
- » Innovation Department trained to manage periodic internal creative sessions.



Spain's largest savings bank

EDF → Innovation as strategic catalyst for EDF distribution transformation program



Creative Workshop EDF – Atos Origin



Vision of the future



Localization Decision Tool



Enhanced Navigation System



Multimedia Collaboration System

Business Challenge

- » Adapt to French Energy Deregulation Laws
- » Optimize intervention costs
- » Increase Productivity of 30 000+ field technicians
- » Increase Quality of Service

Our solution

- » Consulting mission to define recommendations and change management
- » Innovation workshop as strategic catalyst

Benefits

- » Alignment of 60 stakeholders
 - » Identification of major pains and dreams
 - » Benefits of new technologies
 - » Benchmark of Best Practices
- » Vision of the future : day life of technicians in 2020
- » Define the change management

By adopting IPL software **Endesa** accelerated its innovation process

Disrupt IT – Ideas Pipeline (IPL)



Largest electricity company in Spain.

Business Challenge

- » Increasing the rate number of innovations
- » Leveraging their value in the whole company

Our solution

- » Process definition and its tooling (IPL)
- » Open Idea submission
- » Idea follow-up process
- » Calls for ideas

Benefits

- » Managed awareness of disruptive innovation.
- » Increased motivation of employees towards an innovation culture, 2700 employees
- » After 1 year: 7,020 ideas managed by 482 people in 9 countries.

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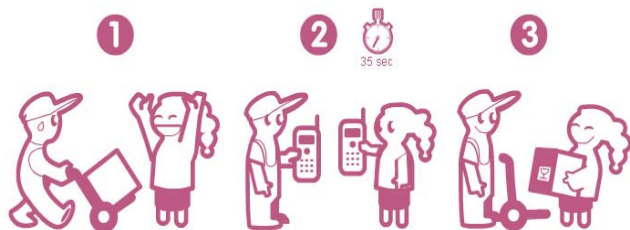
Banxafe Pay2Me (Belgian telcos & banks)

→ Innovative Collaboration to create a new mobile Belgium payment system



www.m-banxafe.be

Payer et être payé en 3 étapes



Your bank card has a phone number !



Business Challenge

- » Propose a more friendly mobile-based payment system for uncovered market
 - » P2P, merchant without POS (doctors, taxis, ...)
- » Minimize fraud and cost for prepaid top up

Our solution

- » Initiate a collaborative and quick iterative process to define the payment platform (Third trusted Party)
- » Highly secure SIM phone application

Benefits

- » Launch in 2007 on Belgian market
- » Multi-mobile, multi-bank, 100% secure solution
- » 2007 Syntec / Orange Innovation Award : “New usages” won

Flora Holland

➔ through RFID improving the workflow for flowers



FloraHolland is a co-operation of 8,000 flower and plant growers worldwide.

Business Challenge

- » Manage within 4 hours daily the receiving, auctioning, and expedition of flowers.
- » Guarantee the freshness of the flowers.
- » Handle in 4 hours 500+ trains over 40 choke points in the warehouse with the size of 100 Football fields.

Our Solution

- » Special RFID to monitor trains
- » A scaleable RFID Middleware Architecture to enable a reliable management

Benefits

- » Scaleable RFID Architecture that enables simulation and rapid development of RFID Solutions.
- » Improvement and monitoring of the Flower Logistics and Auctioning process.

Landstede

➔ Workplace Transformation based on Intel vPro



Landstede is an entrepreneurial education organization.

Business Challenge

- » Remote maintenance of infrastructure
- » Reduce operational costs
- » Higher performance and quality of service

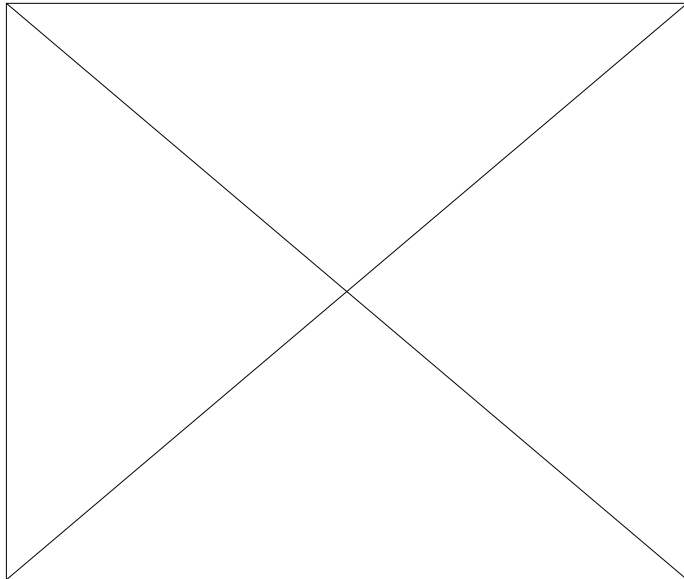
Our Solution

- » Atos Workplace solution
- » Use of brand new Intel vPro capabilities
- » Pilot to gain knowledge about the product & business benefits

Benefits

- » Faster deployments : more agility and cost savings
- » Pro-active security of the workplace
- » More performance, less energy consumption
- » Ready for Voice over IP (VoIP), 64-bit applications, Windows Vista

SNCF → Ticketless service for SNCF passengers designed with Atos Origin R&D



SNCF is the French national rail transport company

Business Challenge

Offer new facilities to buy ticket with mobile phone

- » Increase sales capabilities
- » Reduce cost distribution and fraud
- » Offer an innovative service to customers

Our solution

- » Support R&D SNCF to implement new kind of services
- » Provide strong expertise on mobile development (NFC, embedded software), messaging and payment systems
- » Full BPO solution

Benefits

- » 2 POCs launched (MMS and NFC)
- » Clients can order a ticket by mobile, receive electronic ticket by MMS controllable by PDA.
- » NFC : Impact assessed, generalization when the technologies will be more mature

World's leading oilfield services company

➔ How Atos Origin help implement Web 2.0 concepts for concrete Enterprise challenges



Business Challenge

- » Shortage of people and ageing workforce : improve collaboration and Knowledge Management
- » Secure B2B client-server solution attacked by competitors

Our solution

- » Redesign the KM system and boost it with web 2.0 collaborative tools (Wiki...)
- » Replace the client-server solution by a Web 2.0 site with cutting edge RIA features, real-time collaboration tools ...

Benefits

- » Knowledge management system improved by 30%
- » Gain market share and Improve innovative & leading image



Awards...



**IPSOS –most innovative
IT services Company**



**among the best 100
company to work for ...**



**Most innovating product for
Bank / Finance and Retail**



**among the companies with
more future...**



**Secure payment
solution**



**Service company
of the year in Spain
Computerworld 2007**



**Innovative walk-in
care centres**

Computable

**Erasmus MC : Best ITproject in
the healthcare sector**



**Transport Direct, Multi-
modal transport portal**



**best outsourcing
company ...**



Leader company to work for



**New usages award for
Mobile Payment solution**

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