

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



CONSULTING > SOLUTIONS > OUTSOURCING

## Enterprise Content Management The New Business Currency!

Barrie Boulton – ECM Business Development Director

December 2007

## How we see ECM developing...



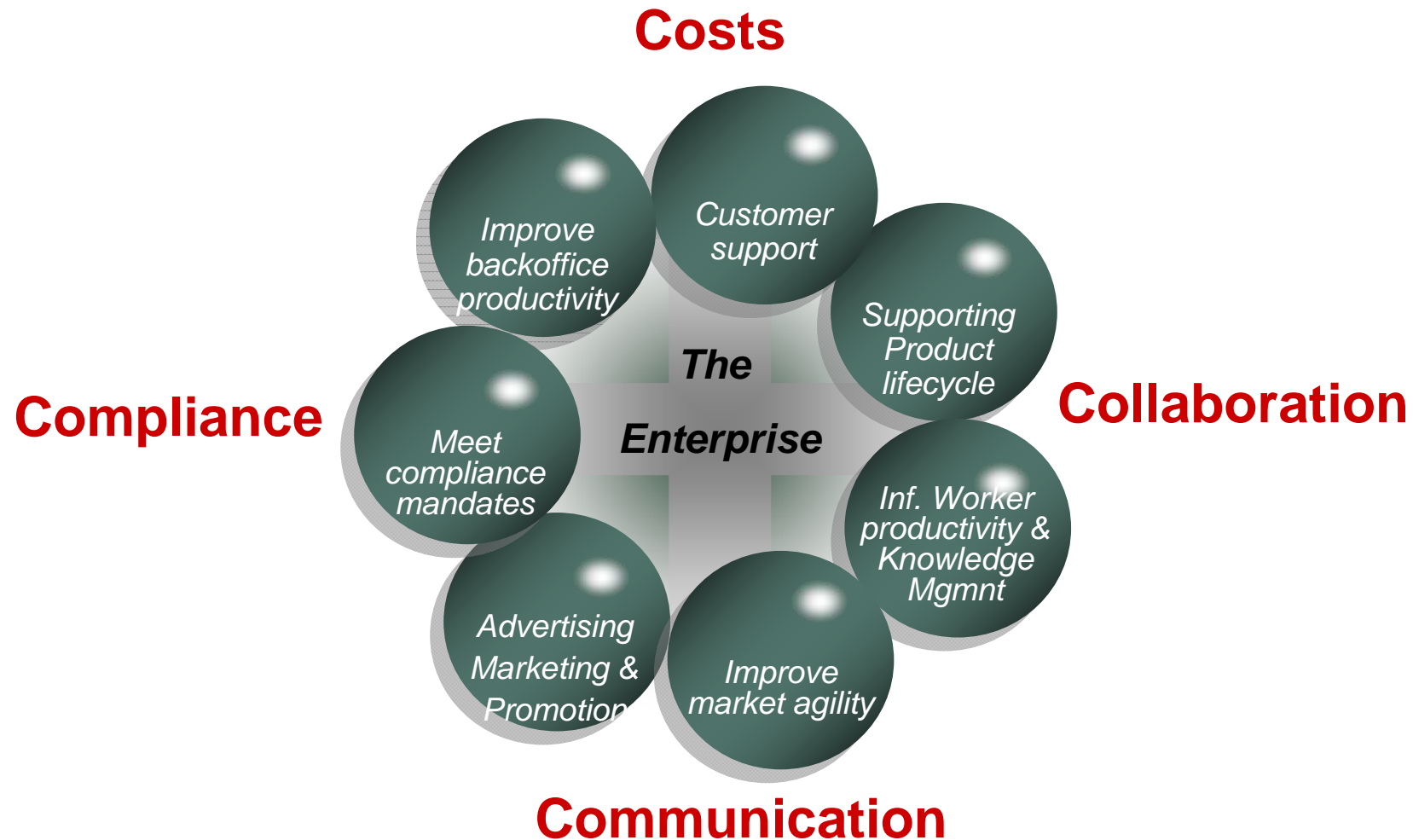
- » Ongoing regulatory compliance has pushed content management higher up their priority list
- » Content is increasing at a much greater rate than the cost of storage is decreasing
- » Recognition that there can be competitive advantage in being able to access and use content efficiently (Collaborate and distribute)
- » Content resides in multiple un-integrated repositories within our customers' organizations
- » Growing interest in alternative business models to deliver solutions (e.g.SaaS)

**“In the next 3 years, services revenue from ECM and ECM related services in EMEA is expected to grow to 5+ billion euros”**

## Planning for Growth...

- » Our ECM scope: ✓
  - » ECM opportunities for Atos Origin
- » Market potential: ✓
  - » ECM & related services
- » Resources: ✓
  - » Inventorise our capabilities and best practices in the big 5 countries (FR, NL, UK, GCE, SP) and how to internally organize to be able to best support the customer (ACSIMO)
- » Continuous Product (Solution) development:
  - » Solution building – Infrastructural solutions, Horizontal solutions, Content-enabled vertical applications
- » Alliances: ✓
  - » Consolidate around key partners
- » Sales: ✓
  - » Create specific integrated go-to-market Approach (Enterprise ECM)
  - » Key sectors

## Our ECM scope: Business issues and content-intensive initiatives





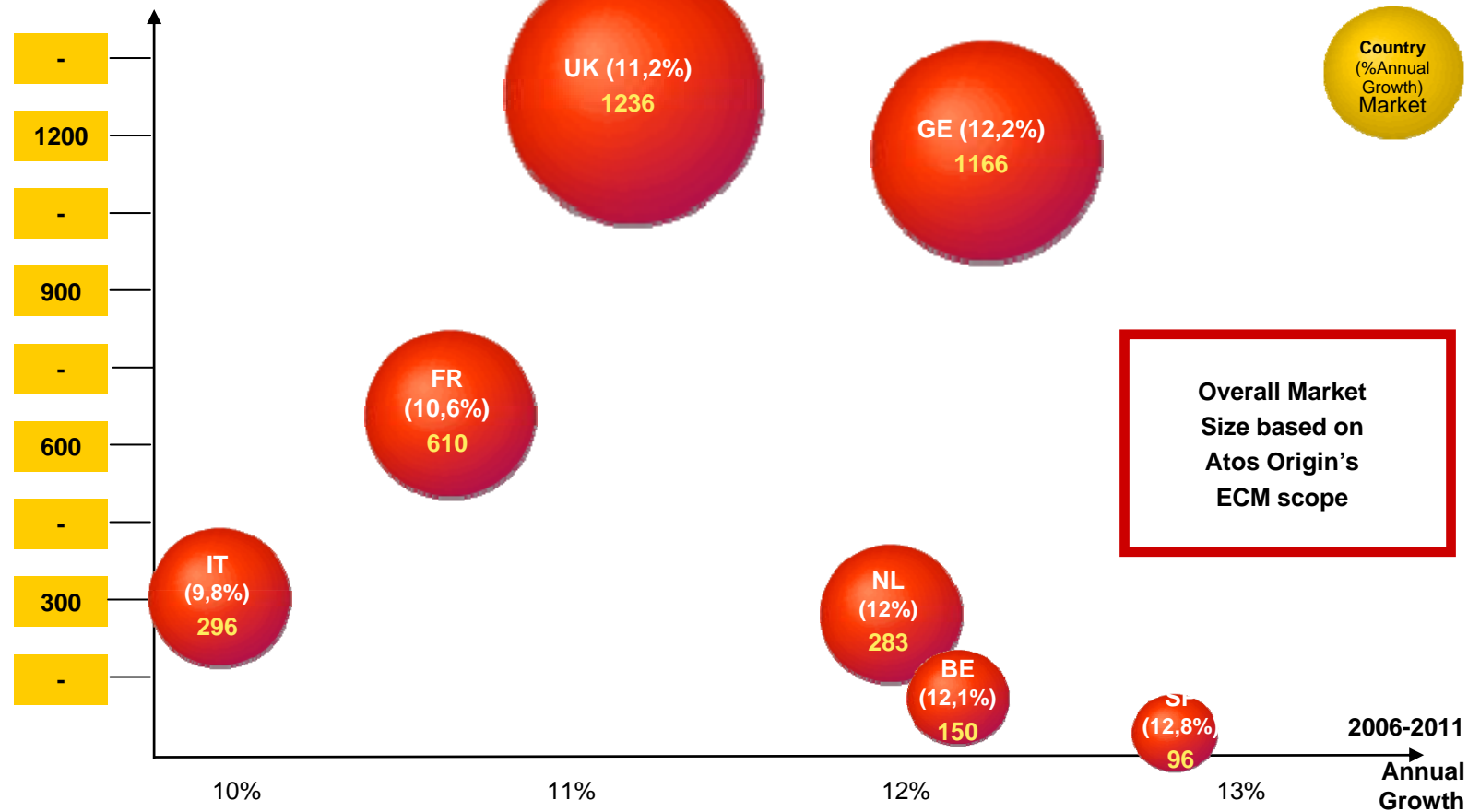
# Market potential

## Expected ECM Market Size in EMEA in 2008



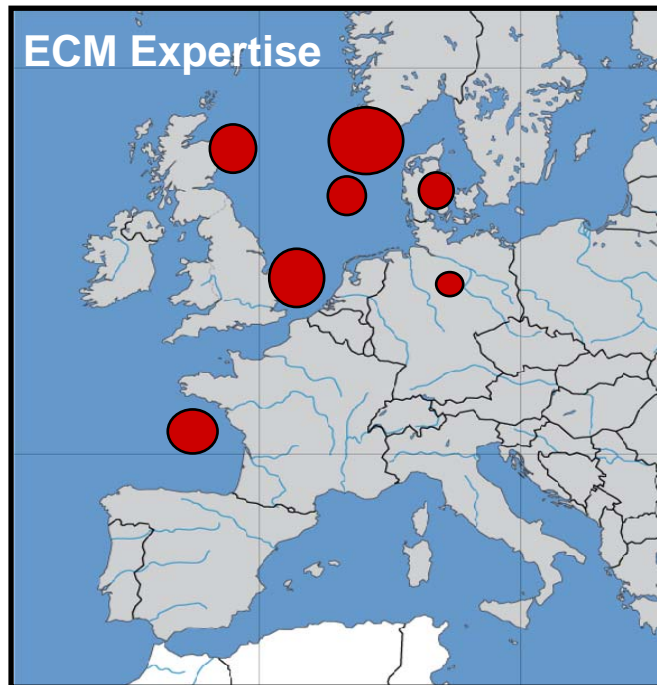
Consult, Build & Operate Services

Market Size M €



“ECM growing at 12% CAGR!”

# Resources - Solutions - Alliances



- » 500+ resources in 5 main geographies
- » Key expertise in Documetum, FileNet and Sharepoint
- » 70+% resources medium to expert
- » Extensive training programs in progress
- » Aggressive recruitment and offshoring

Domains / Solutions	Finance	Public Sector	Manufacturing
	H	H	H
Solutions overview	ECM Scan ECM Framework MiFID (Static data mngmnt) Sharepoint integration	ECM Scan ECM Framework Digital MailRoom	ECM Scan ECM Framework OPIDIS Tech doc mngmnt SAP Doc. Mngmnt PLM Integration
Improve backoffice productivity	H	H	M
Meet compliance mandates	H	H	M
Inf. Worker productivity & Knowledge Mgmt	H	H	H
Customer support	M	M	M
Supporting Product lifecycle	M	L	H
Improve market agility	M	M	M
Advertising, Marketing & Promotion	M	M	M

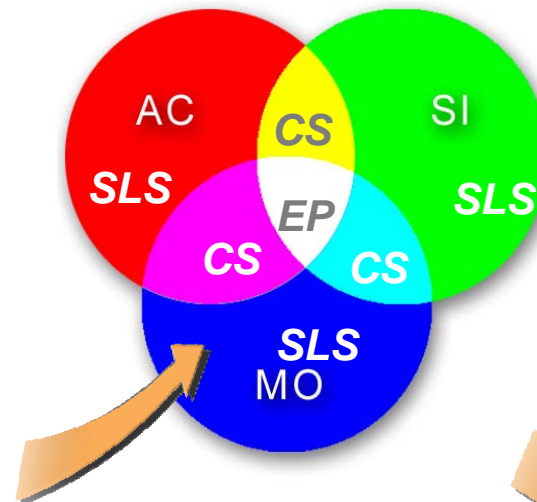
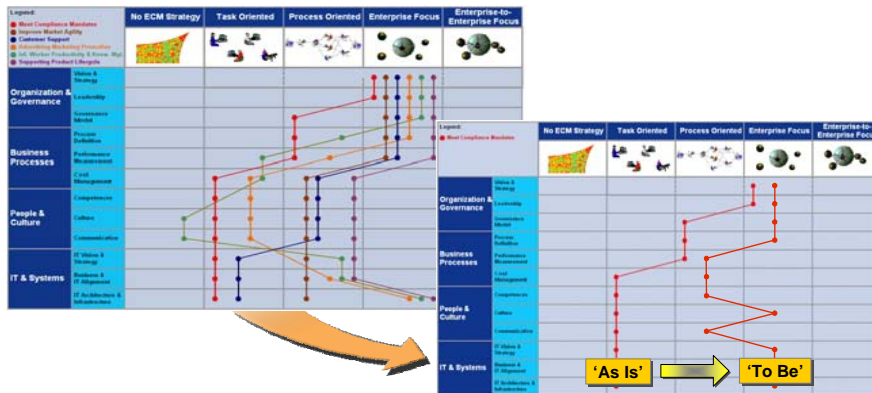


**Microsoft®**

**EMC<sup>2</sup>**  
where information lives®

*Strong alliance management*  
*Joint solutions development*

# Sales approach: Go-to-Market

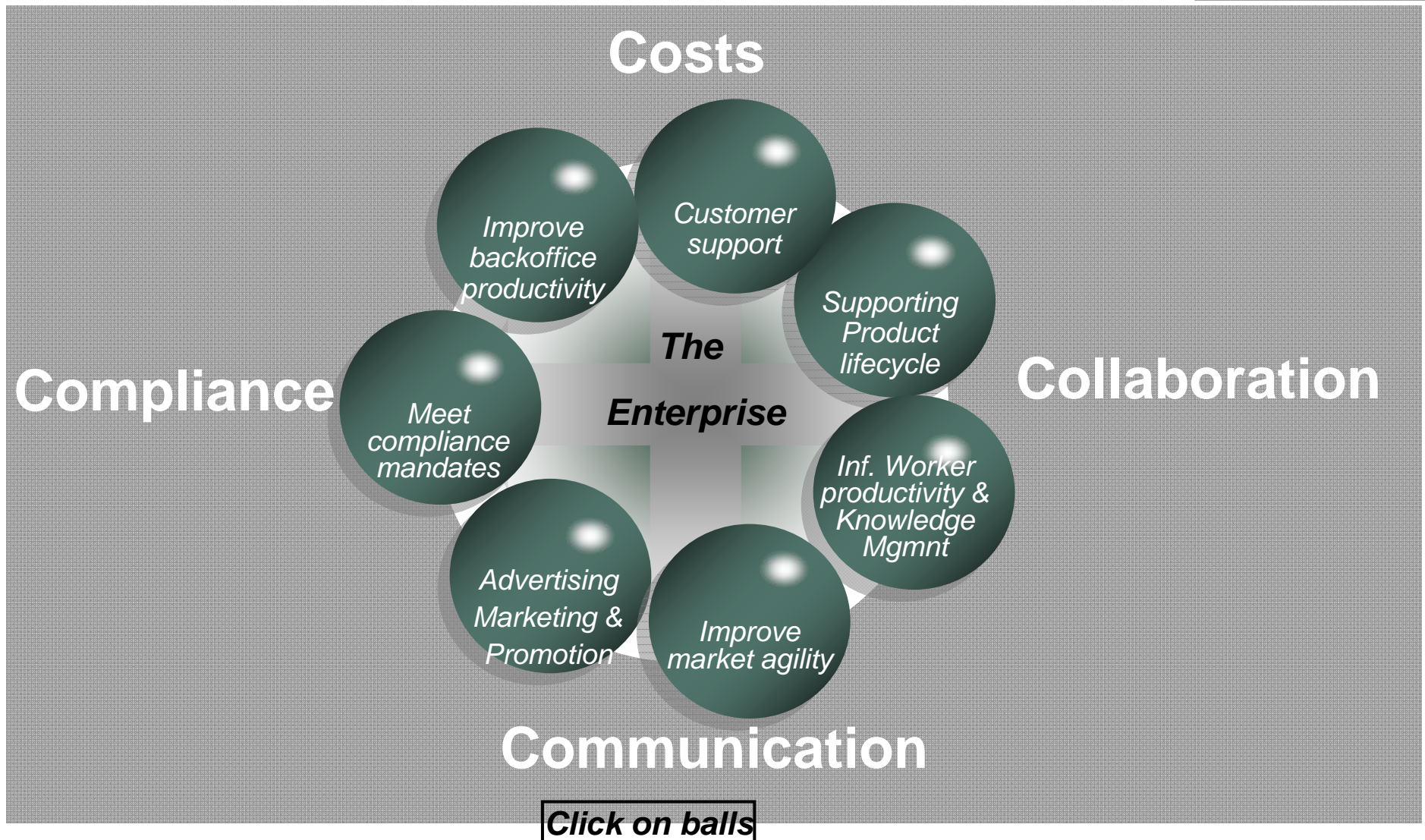


**SLS= Service line sale**  
**CS=Cross sale**  
**EP= Enterprise program**

- » **ECM Maturity Scan**
- » **Focus on Bottom up/Top down approach:**
  - » Business As Usual
  - » Enterprise ECM programs ([Consult, Build and Operate](#))
- » **Key sectors:**
  - » Financial services/Manufacturing/Public
- » **Integrated solution set:**
  - » Infrastructural solutions
  - » Horizontal solutions
  - » Vertical solutions (CEVAs)
- » **Alternative pricing models:**
  - » SaaS

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	H	H	H
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Customer support	M	M	M
Supporting Product lifecycle	M	L	H
Improve market agility	M	M	M
Advertising, Marketing & Promotion	M	M	M

## References



# Summary



Atos Origin will grow its ECM business substantially over the next 3 years in the 5 main geographies by:

- » Utilising the ACSIMO model
- » Focusing on sectors: Financial services & Manufacturing + Public
- » Delivering an integrated set of replicable solutions developed with strategic partners for global deployment

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