

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



Seeing things differently in Business Transformation

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Vision and Mission of Atos Consulting



Vision

- » Atos Consulting is a leading business consulting firm in the European market, able to accompany its European Global customers throughout the world
- » Representing the 'design'-part of the 'design-build-operate' business concept of Atos Origin

Mission

- » We guide our clients through the turbulence of the ever changing market conditions and evolving needs, to reach their goals and fulfil their ambitions by applying the Atos Origin 'design-build-operate' principle
- » We do this by building on our existing strengths, by being in the forefront of the next generation of business and technology consultancy and by providing market leading world-class solutions to our client
- » We have our own brand in the market and operate via two directions:
 - » own (solution) sales, working actively together with Sales & Client Management
 - » close cooperation with SI, MO and Worldline to acquire design-build-operate contracts

Leveraging the capabilities of Consulting (C), Systems Integration (SI) and Managed Operations (MO)



Nine year contract; C/SI/MO are working together to provide business consultancy, managed services, business applications, and change management



A large EAI programme focused on redesigning business processes and migrating many applications onto Tibco platform. SI and MO worked jointly to deliver the supply side of this programme



C developed new business and logistics processes and worked alongside SI to refine functional requirements. C and SI worked over a 4 year period to deploy and implement SAP



C designed the business and IT governance processes, SI and MO have taken over responsibility for all IT. Initial focus was on optimizing the application portfolio, now we work on the IT strategy as a whole



C manages programme management and business process redesign in support of the implementation of a new document management approach. SI works on the technical aspects of implementation. MO is running the systems

Atos Consulting - an increasingly essential service line of (and for) Atos Origin

- » Strong in NL, UK, SP, FR (some 2.500 business consultants, with business sector knowledge and expertise, on average 7 – 12 years sector experience, combined with functional expertise). Revenue 360 M€
- » Growing presence in Atos Origin's key geographical area's, especially in Germany, Belgium, Asia (incl. China)
- » Increasingly globally harmonized in terms of business model; business development and marketing, sales approach, competence development, innovation and research(Institute), staffing of engagements
- » Organized in a matrix:
 - » Primary 4 Lob's/sectors: CIM, TUM, PS, FS (P&L responsible in the countries)
 - » Secondary 6 Centers of Excellence: Strategy, OT, FMS, P&C, ES & ET (competence responsible)

Atos Consulting – Impression of client base by Solution



Strategy



Financial Management



People & Change



Operational Transformation



Enterprise Solutions



Enabling Technology



Growth will depend on our HR Strategy



- » 3 building blocks:
 - » **Recruitment:** Expected revenue growth in coming 3 years is almost 40%:
 - To 25% more direct staff (net)
 - From 2 500 direct to 3 100 direct, + 600
 - » **Education:** We are establishing the Atos Consulting Academy:
 - To provide a global, consistent and coherent curriculum, contributing to a high level of professionalism and encouraging one way of working
 - To leverage the experience at training in different skills in the several AC countries and provide a common base portfolio based on best-practices for everyone
 - » **Retention:** Our global retention program needs to achieve attrition below 15%. We have a global program in place
- » Our HR strategy will be managed globally:
 - » Global coordination, target setting and reporting (with local execution)

We see things differently! Three compelling and competitive business themes



ADVANCE YOUR BUSINESS »

A photograph of a white piece of paper with a list of business goals written in black marker. The paper is slightly crumpled and has a red shadow at the bottom. The list includes: BOOST PERFORMANCE, REDUCE COST, INCREASE AGILITY, ENHANCE CRM, SHORTEN TIME TO MARKET, DRIVE INNOVATION, IMPROVE EFFICIENCY, INCREASE ADAPTIVITY, ENABLE BUSINESS TRANSPARENCY, and ENSURE REGULATORY COMPLIANCE.

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- » **Business Innovation:** Radical, significant improvements in products, processes or services. Innovation is linked to performance and growth through improvements in efficiency, productivity, quality, competitive positioning and market share
- » **Business Transformation:** Essential to any organization in implementing its business strategy dealing with dramatic changes in markets, competitiveness, positioning in chains and networks, and *business agility*. Business agility is a true measure of both managerial execution power and corporate success
- » **Business Transparency:** the process of continuously sharing a consistent, transparent, multi-dimensional view on business' internal practices, processes and results with clients and other stakeholders, including regulatory bodies

Atos Consulting's view on Business Transformation across all service lines of Atos Origin



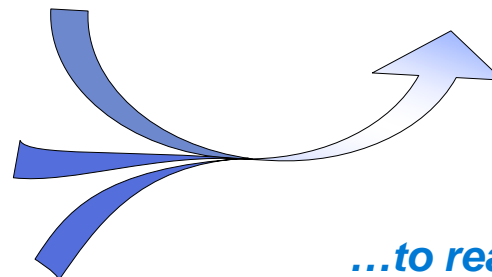
The process of **business transformation** is required for every company that wants to be an **adaptive, agile enterprise**.

Atos Origin works together with customers in realizing their BT ambitions, aspirations and objectives, delivering **solutions which offer significant business value** (innovation, revenue optimization and cost minimization).

We offer a unique & comprehensive **roadmap** based upon our suite of **proven design-build-operate services**. These roadmaps are currently rolled out on a global basis, and further productized / industrialized. Examples are ECM (Enterprise Content Management), EAI (Enterprise Architecture Integration, APR (Application Portfolio Rationalization). These propositions link and align (fully cycled) Business Strategies with IT Solutions (**design – build – operate**)

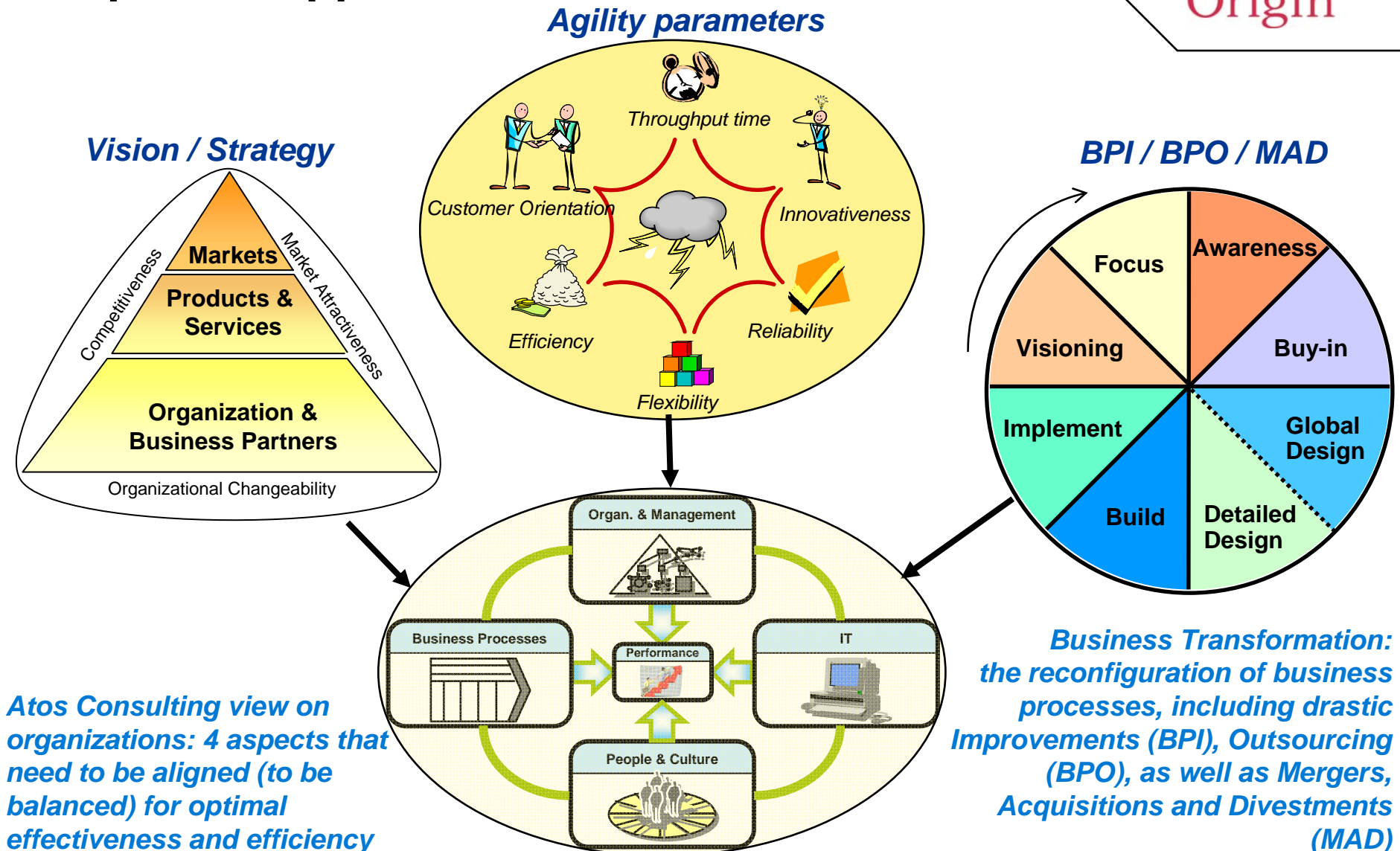


Seeing things differently...



...to realize significant business value

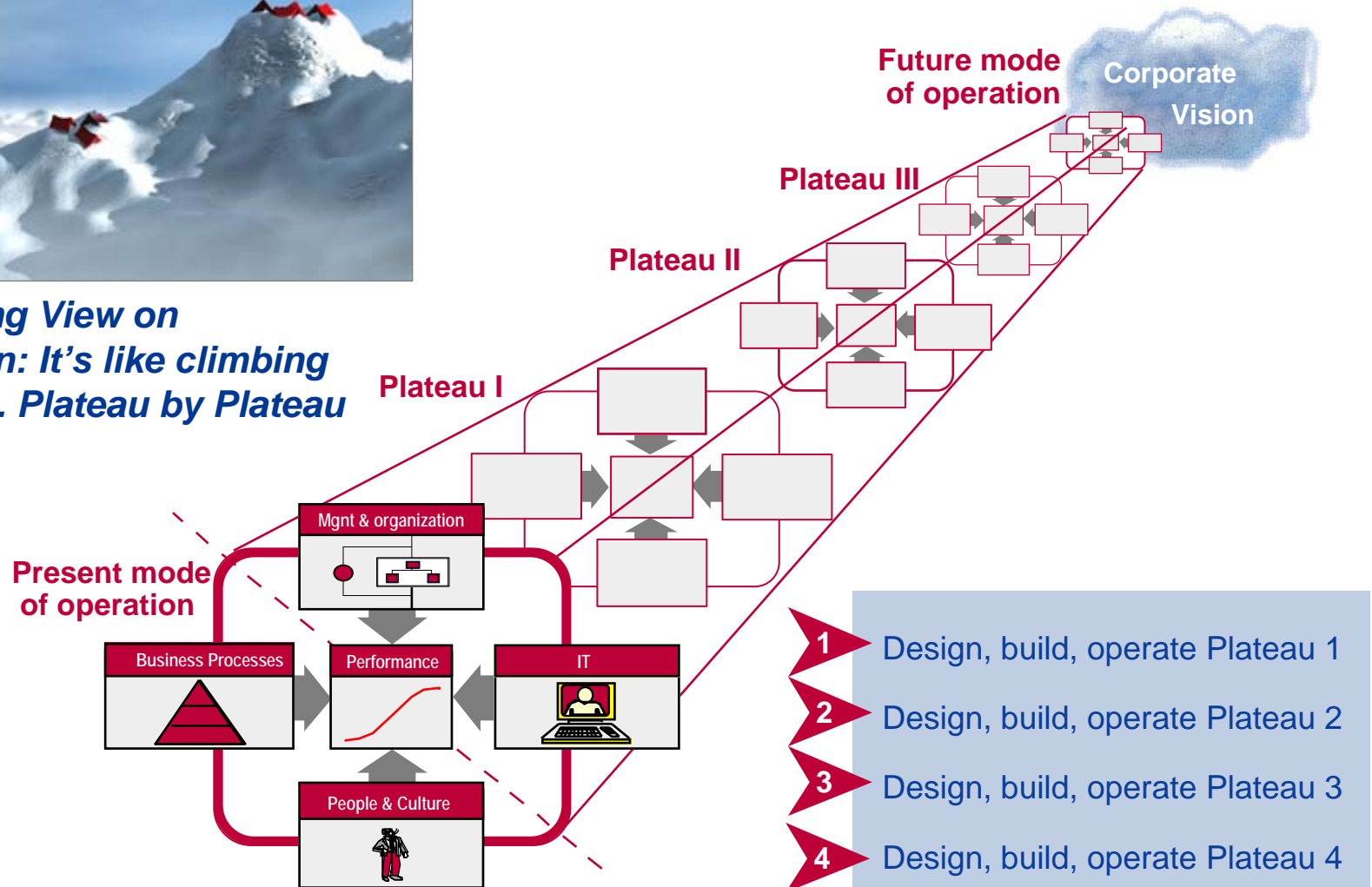
Our proven approach



End-to-End, plateau-based implementation process, leveraging all AO capabilities throughout



Atos Consulting View on implementation: It's like climbing Mount Everest. Plateau by Plateau



DSMStore – EDM Implementation



Business challenges

- » Increased set of Rules and Regulations (license to operate)
- » Effectively managing documents due to increasing complexity and volume of documents

Solutions

- » Global implementation of proven, standard document management system
- » Hosting and Application Management
- » Storage capacity offered “on demand”

Benefits

- » Highly controlled document management environment
- » Imposed workflow, also increasing (site) security
- » 24/7 availability, worldwide
- » Increased flexibility and cost transparency and control

- » DSM worldwide in life science products, performance materials and industrial chemicals. annual sales of around
- » EUR 8 billion revenue
- » About 23,000 employees worldwide
- » A leading worldwide player in many of its markets



Business Transformation Case: Large University



- » Large Dutch University
- » 8000 employees
- » 28000 students
- » Broad range of faculties

Business challenges

- » How create efficiency and value by restructuring finance processes and the finance organization

Solutions

- » Design and implementation of a Financial Shared Service Center
- » Redesign of key finance processes
- » Redesign of steering information and implementation of new reports and scorecards
- » Design and implementation of new cost models

Benefits

- » Efficient finance processes
- » Staff reduction up to 30%
- » Improved management information
- » Improved transparency of management information

Business Transformation Case: ChemChina



- » Chem China Phase 1: Transformation Consulting:
 - » Major entry into large State-Owned-Enterprise (SOE)
 - » Trusted Advisor, Consulting led approach is working well; resulted in major pull-through; non-competitive
 - » Phase 1 completed September 2007
- » Chem China Phase 2: Transformation Implementation:
 - » 6 projects now commenced, 4 Consulting Transformation Programmes Finance, Procurement, Continuous Improvement, Master data management, SI ERP Pilot, SAP BI. New Business Model and IT Infrastructure being finalised
 - » Potential downstream of €60-100M for 2009-2011
 - » Strategic Partnership Agreement signed on Sep 11
- » Huge Impact: Accelerates Growth; Doubles Size of Atos Origin China:
 - » Significant downstream business of €60-100M in Consulting, SI & MO
 - » Strong reference to penetrate other large SOEs in China
 - » Establishes Atos Consulting China
 - » Accelerates SAP Practice growth in Manufacturing sector supported by MMT

Consulting Led; Accelerates Growth; Doubles Size of Atos Origin China

We see things differently!



- » We work **together** with our clients, advancing their businesses through **clear thinking** and **strategic advice**, leading to **pragmatic actions and doable execution**
- » The formulation of strategic initiatives and the selection of IT that have to make them work are always **fully aligned**; our knowledge of the two domains is inherently linked through the **seamless collaboration** of the three Service Lines C-SI-MO
- » Atos Consulting will play a crucial role in realizing the goals of Atos Origin, by **taking the lead** in major Business Transformation contracts. We're confident to be able to build that capacity over the next coming months, globally

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