

Atos

2015 Analyst Day

Offering digital journey to our customers

Patrick Adiba

*Chief Commercial Officer and
CEO Olympics & Major Events
& team*

All our customer markets are engaged in digital transformation with growing risks of “uberization”

The markets

-  Telecom & Medias
-  Financial Services
-  Retail
-  Transports & Travels
-  Manufacturing
-  Healthcare
-  Utilities & Home
-  Public & Defense



The digital disrupters



KICKSTARTER

ING  DIRECT



amazon



Booking.com



TESLA

Google^[x]



nest



OpenStreetMap



Towards economy of data: we address tangible customer transformation challenges



**continuous
engagement**

multi-channel

mobile

community

**aligned
supply chain**

**360°
experience**

**personalized
relation**



**integrated
payment**

disintermediation

connectedX

**digital driven
business model**



Big Data

**internet of
everything**

innovation

smart city

automation

grid

**digital
back office**

**real-time
integration**

devops

cloud

**customer
business
processes**

automation

agility

industry 4.0

**continuous
improvement**



privacy

detection-prevention

**digital
security**

**customer
information**

**legitimate
data usage**

zero day

liabilities

recovery

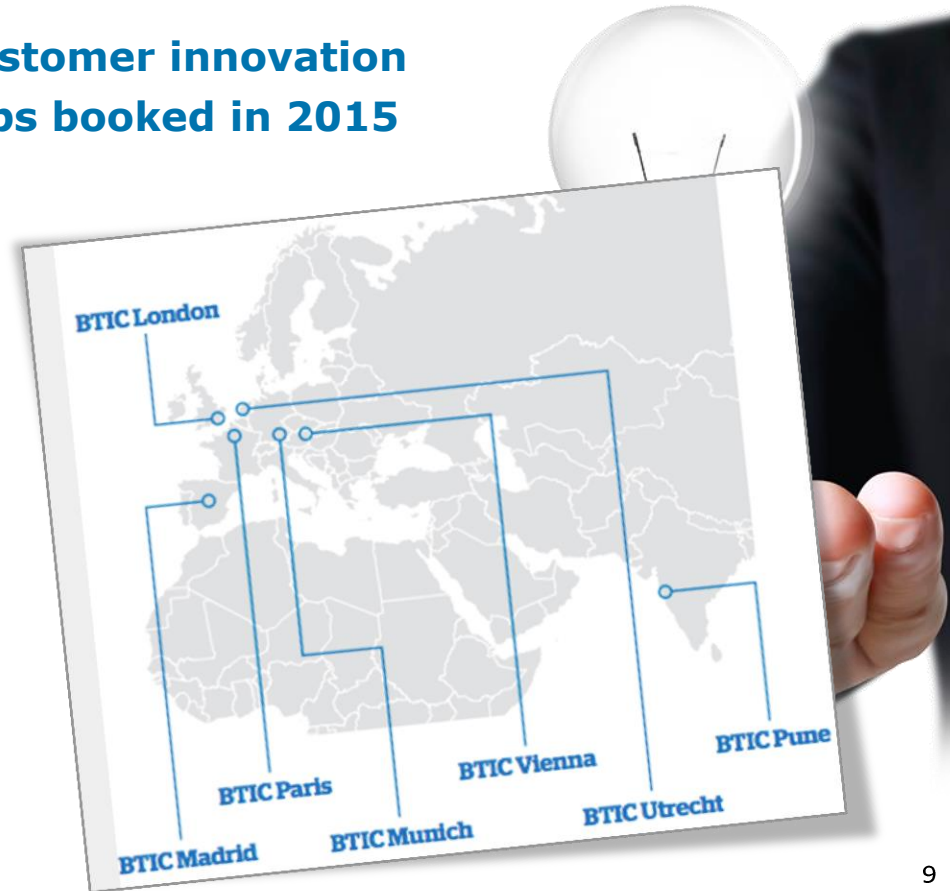
protection



Towards economy of data: addressing digital transformation through customer co-innovation...



250+ customer innovation workshops booked in 2015



Towards economy of data: we focus our business expertise on 4 types of digital business models

Manufacturing, Retail & Transportation

2014 revenue:
€3.0bn

34% of total Group

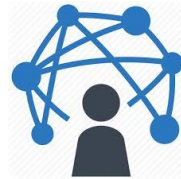


**Digital from supply
chain to distribution
channel**

Telcos, Media & Utilities

2014 revenue:
€2.0bn

22% of total Group



**Network business
models**

Financial Services

2014 revenue:
€1.6bn

18% of total Group



**Real-time
Complexity trust**

Public & Health

2014 revenue:
€2.4bn

26% of total Group



**Data based
customer centric**

Our go-to-market: focus on large organization to enable digital transformation from their business perspective

Atos delivers solutions for a tailored transition path to digital business



Digital transformation in motion with Atos



Market evolution by sectors Selling digital transformation

Manufacturing, Retail & Transport

Philippe Miltin

2014 revenue: €3.0bn **34%** of total Group

WE ARE

.....
**#1 European IT
services
provider**
to the EMEA
Manufacturing

WE HAVE

.....
the leading
position
to drive clients'
**digital
transformation**

WE BRING

.....
business
technology
& **engineering**
mindset to
customers

Right now, we power the progress of leading manufacturers worldwide



**e-order
e-payment
e-pickup**



**Building the
Digital
Factory**

PACCAR



**Co-creating
new digital
services**



**Security &
Penetration
Testing**

DAIMLER

Market evolution by sectors

Selling digital transformation

Telcos, Media & Utilities

Bruno Fabre

2014 revenue: €2.0bn **22%** of total Group

WE ARE

Top 3 IT
services
provider in
Europe
#1 OT/IT
integrator in
Europe

WE HAVE

17,000 business
technologists
dedicated to the
TM&U industry

WE BRING

innovative
industry-
specific services
for the **real-time**
& connected
enterprise

Right now, we power the digitization of European Leaders

Atos addressing Digital Transformation Challenges



Telco &
Techno

Multi-platform OS and devices
to protect end-user digital life



Energy &
Utilities

Predictive maintenance
monitoring with Big Data

Schlumberger

Identification and security
control of trading platform

swissgrid

Media

Open broadcast to
real-time advertising

Disney | **abc**
Television Group

Atos addressing Digital Transformation Challenges



Telco &
Techno



Telefonica

Energy &
Utilities



Schlumberger



swissgrid

Media



Atos @ the heart of Telco Transformation



Atos Commerce Solution T...

New Customer Relationship

OMNICHannel



Atos Convergent Billing O₂

New Pricing Model



Atos NFV SFR

New Network Architecture



Atos Realtime Telco Data Analytics

New Customer Intelligence



Activity	Environment	Location	Devices	Knowledge
What am I doing?	What about me?	Where am I?	What am I using?	What should I know?

Market evolution by sectors

Selling digital transformation

Financial services

WE ARE

#3 top IT and
Business Process
Services provider
#1 in
ePayments

WE BRING

innovation to existing and
new customers **globally**
leveraging the key FS
offerings and global
sourcing propositions

WE HAVE

18,000 business
technologists **dedicated**
to the Financial Services
industry

One of our proudest claims is creating your path to **becoming a more connected and intelligent financial business**, across every process and interaction, **through our Now Banking, Now Insurance vision**

The global client base we support operates in the **Banking (80%)** and **Insurance (20%)** submarkets

Revenue of € **1.6 billion** euros and **18%** of the Group Revenues

Market evolution by sectors Selling digital transformation

Public & Health

WE ARE

A leading IT
services
provider to
Public & Health

WE EMPOWER

Public and
Health
organizations
in their
journey to
Digital

WE HAD

Significant ER
growth of
6.8%
(2014 revenue)

We have led the project for the development of **Distance Early Warning System to detect tsunamis in the Indian Ocean**

We protect Europe's coastline borders – **reducing incidents by 80%** through real-time Big Data

We have developed solutions to enable organizations to effectively **predict and control the spread of epidemics** thanks to real-time information and data analytics.

The global client base we support operates in the **Central and local Governments , Health, Education sectors**

26% of the Group Revenues (€ 2.4 bn in 2014)

Digital Transformation for the Olympic Games

Patrick Adiba

*Chief Commercial Officer and
CEO Olympics & Major Events*

Atos and the IOC embracing Digital Transformation

Turning one physical event into a global and fully connected experience

Long-term
relationship
based on trust and
proven performance since

Barcelona
1992

Extended until
2024

Equivalent
to a business of
200k employees
4 billion customers
operating **24/7**

in a new territory,
Every 2 years

30,000
Media

0
IT security impact

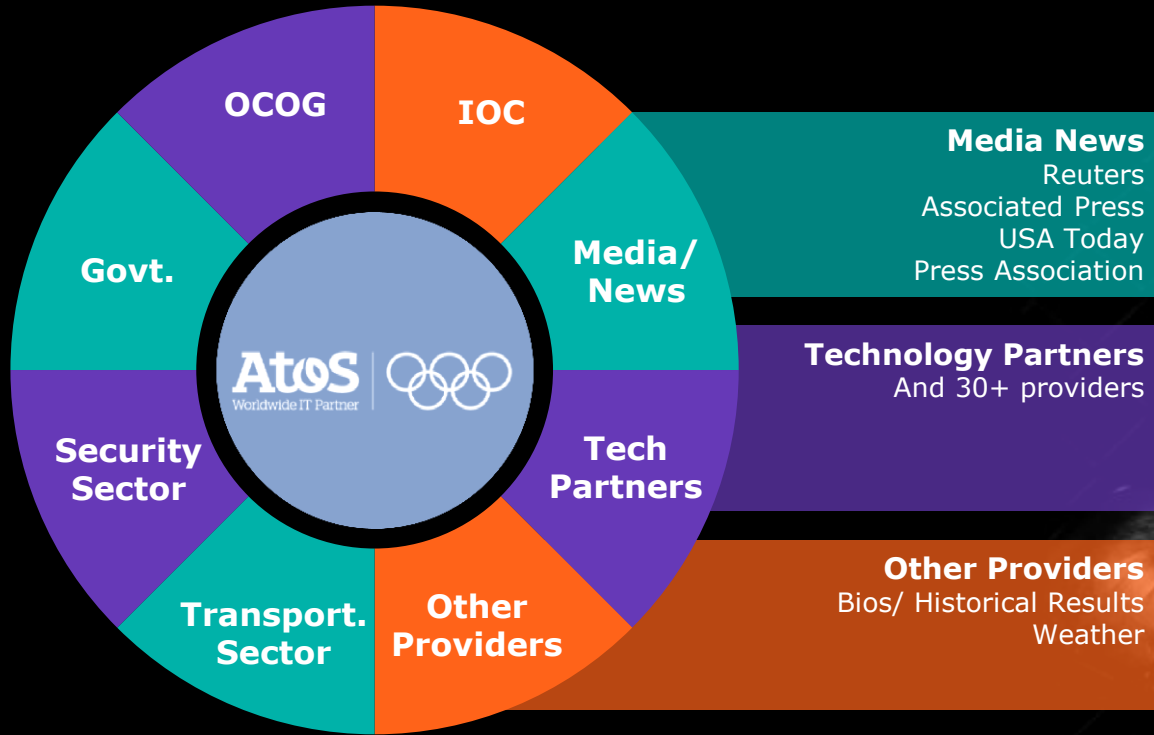
80
different systems
and applications

200,000
testing hours

The Olympic Challenges



Partnership Management: Value creation ecosystem

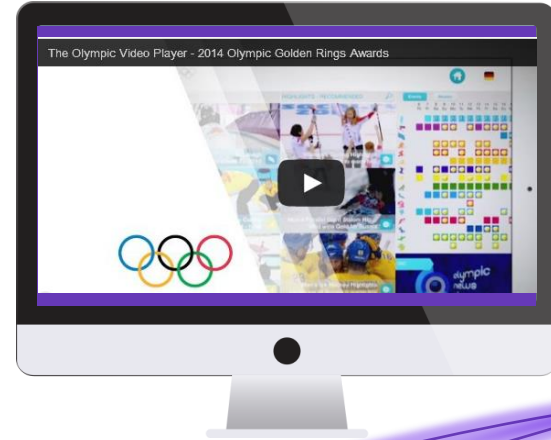


But we go beyond. We see step changes in how disruptive technologies – Big Data, Cloud and Cyber Security - address emerging challenges and make a major impact.

**Like
in any
business...**

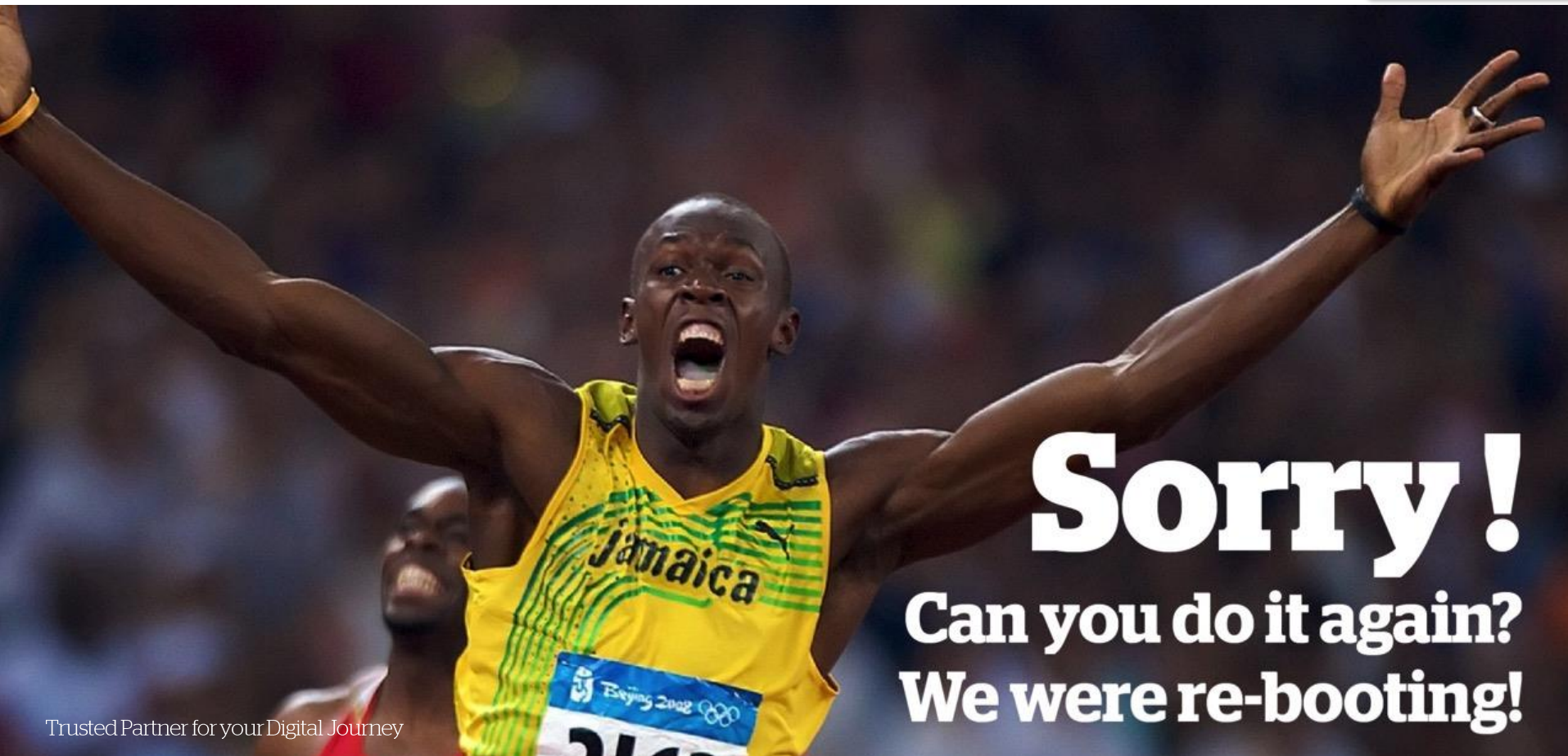
Driving business excellence with a continuous improvement delivery model

from a 'build each time' to a 'build once' model



With agile integration of new customer digital services –mobile, TV, web-.

.....Well...this will say it all....!



Sorry!
Can you do it again?
We were re-booting!

Atos

2015 Analyst Day