

# EnhancedAlliance

The business technology ecosystem



**Atos**

**EMC<sup>2</sup>**

**vmware**





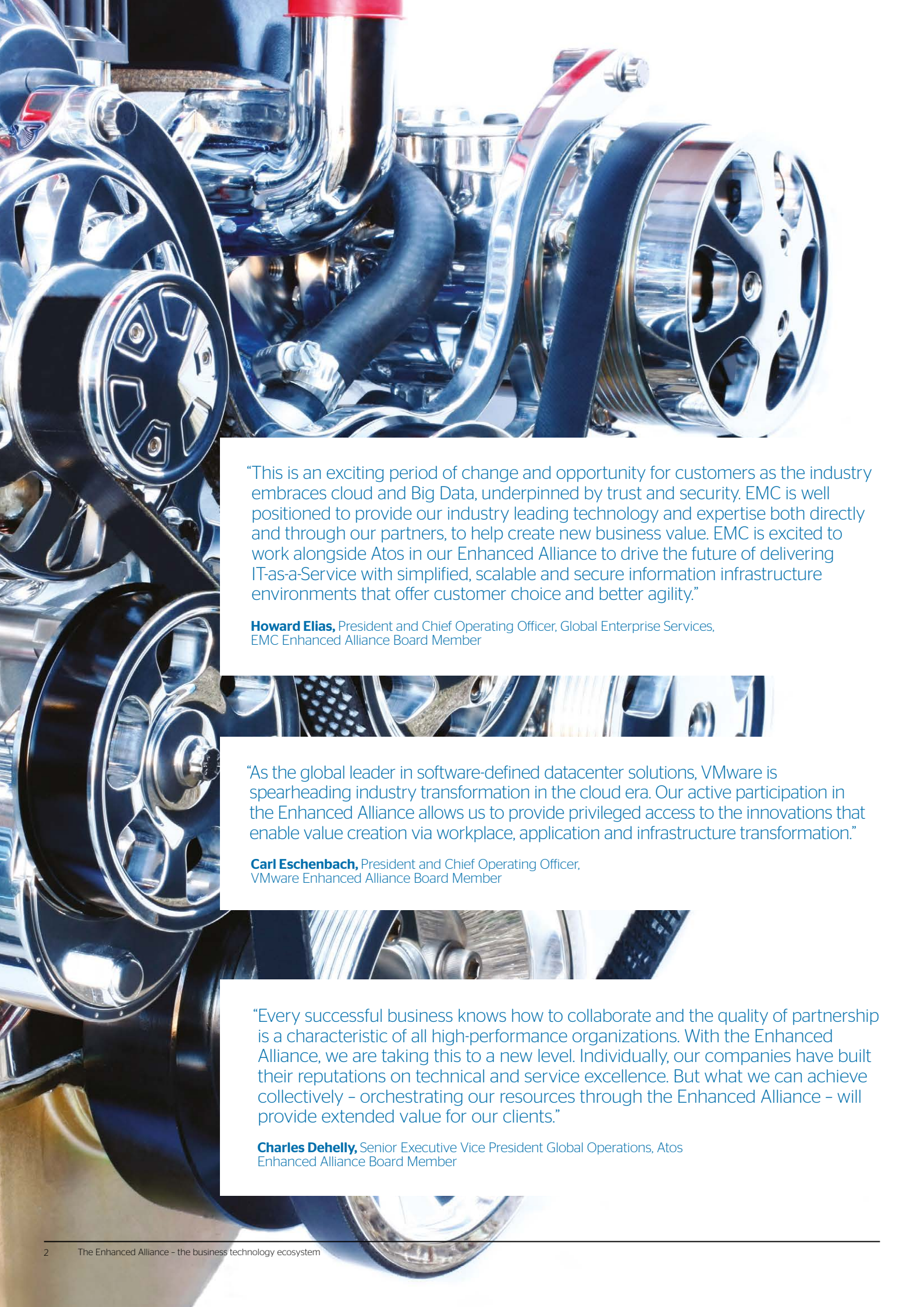
"This is an exciting period of change and opportunity for customers as the industry embraces cloud and Big Data, underpinned by trust and security. EMC is well positioned to provide our industry leading technology and expertise both directly and through our partners, to help create new business value. EMC is excited to work alongside Atos in our Enhanced Alliance to drive the future of delivering IT-as-a-Service with simplified, scalable and secure information infrastructure environments that offer customer choice and better agility."

**Howard Elias**, President and Chief Operating Officer, Global Enterprise Services,  
EMC Enhanced Alliance Board Member



"As the global leader in software-defined datacenter solutions, VMware is spearheading industry transformation in the cloud era. Our active participation in the Enhanced Alliance allows us to provide privileged access to the innovations that enable value creation via workplace, application and infrastructure transformation."

**Carl Eschenbach**, President and Chief Operating Officer,  
VMware Enhanced Alliance Board Member



"Every successful business knows how to collaborate and the quality of partnership is a characteristic of all high-performance organizations. With the Enhanced Alliance, we are taking this to a new level. Individually, our companies have built their reputations on technical and service excellence. But what we can achieve collectively - orchestrating our resources through the Enhanced Alliance - will provide extended value for our clients."

**Charles Dehelly**, Senior Executive Vice President Global Operations, Atos  
Enhanced Alliance Board Member



# Welcome to the Enhanced Alliance

In 2012, Atos, EMC, VMware and VCE, four of the world's leading technology and IT services companies, announced their Enhanced Alliance. By formally coordinating our resources through our alliance, we take the value of what we can deliver collectively to our clients to a new level. This is an ecosystem with a difference: it streamlines and optimizes your access to the combined technologies and services that will power your business' future.

Our four companies know each other exceptionally well, and over the years we have worked closely and effectively together with many clients.

So why change what already works well now?

We are witnessing rapid and reliable advances in virtualization, mobility, collaboration, storage and data analytics. At the same time, operational and commercial delivery 'as-a-service', as well as pay-per-use models, are changing entrenched notions of IT ownership. Taken together, these changes will have a transformational impact on how your business works. The Enhanced Alliance is ready to help its clients benefit from these developments in IT.

## Tuned for transformation

By joining together in the Enhanced Alliance, our ability to help clients achieve substantial and long-lasting benefits is significantly improved.

We are establishing joint structures and processes, which ensure that whenever a client is considering engagement with one or more Enhanced Alliance members, the actions needed to maximize combined benefit are automatically activated. As a result, you gain the support, innovation and IT integration of the Enhanced Alliance with maximum speed and efficiency.

The Enhanced Alliance is your ecosystem. We can help you accelerate your IT and business transformation while reducing associated risks. As the fifth member of the Enhanced Alliance, you are at the center of this business technology ecosystem.

Highlights	
Capabilities	
Atos	The <b>#1 European IT services and solutions company</b> , providing deep industry expertise and service excellence.
EMC	The <b>#1 in storage and security</b> , providing industry leading, innovative information infrastructure technology and solutions.
VMware	The <b>#1 in virtualization and cloud infrastructure software</b> , providing customer-proven solutions that accelerate the business value of IT.
VCE	The <b>#1 in converged cloud infrastructure systems</b> , providing with its Vblock™ the highest levels of virtualization and application performance.

# Join the ecosystem

The most important member of the Enhanced Alliance is you.

The four founding parties of the Enhanced Alliance have already established the structures for seamless collaboration – but you become the true catalyst for transformation. It's only when your knowledge of your business combines with our expertise and technology insight that the Enhanced Alliance can fulfil its potential.

Sharing your most critical business and technology challenges and aspirations with Atos, EMC, VMware and VCE as a single team allows you to explore solutions and scenarios with unprecedented agility and imagination.

Even more importantly, your engagement with the Enhanced Alliance provides a clear vision of what is achievable now:

- **We ensure every proposal is achievable using Enhanced Alliance technologies and expertise through a single gateway**
- **We underpin new ideas with strong business logic, taking account of all aspects of integration and interoperability.**

As the 'fifth member' of the Enhanced Alliance, you will be given a personal business and technology roadmap, which we will use together to track ideas, actions and progress.

## Highlights

### Partner Ecosystem

Atos is a Velocity **Global Alliance Platinum Partner** to EMC.

#1 SI partner of EMC for EMEA.

#3 SI partner of EMC worldwide.

Atos is a **Global Premium Consulting & Integration Partner** to VMware.

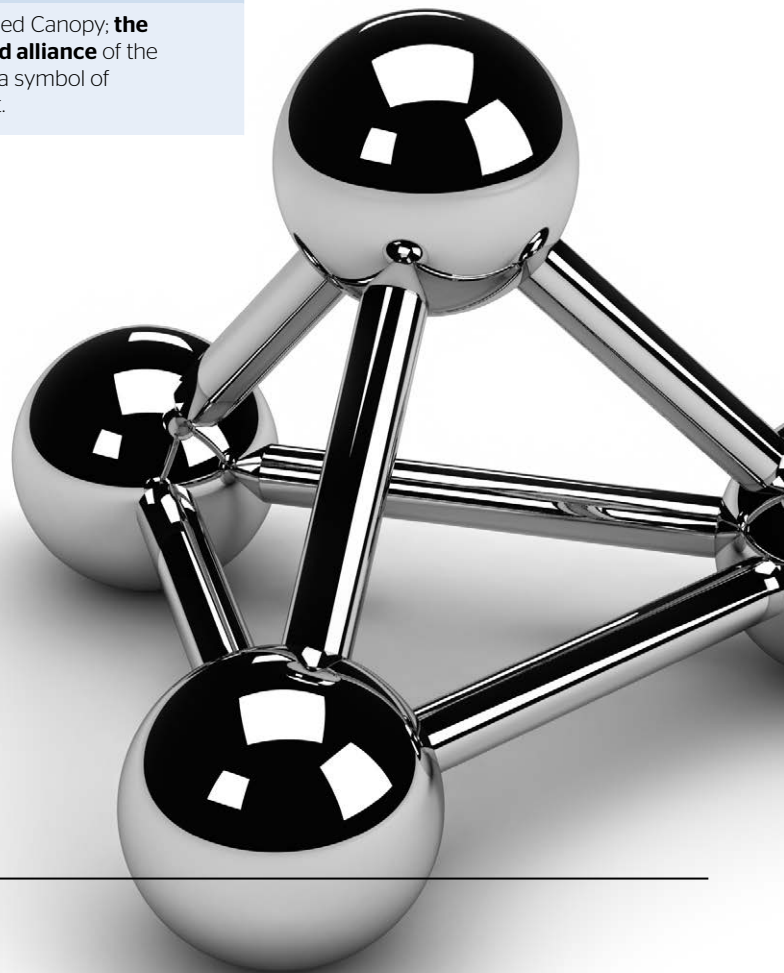
#1 SI partner of VMware for EMEA.

#3 SI partner of VMware worldwide.

Both **EMC & VMware** are **Global Strategic Partners** to Atos.

More than **18 years of cooperation**.

Together we have formed Canopy; **the only co-invested cloud alliance** of the founding partners and a symbol of long-term commitment.



# Why we four?

There is nothing casual about the constitution of our Enhanced Alliance.

Each partner has a distinct and complementary contribution to make – and in combination, these represent an exceptional business and technology resource for our clients. By formally coordinating the resources and capabilities of our four companies, we create new value for our clients. Together we manage change as one single entity.

The Company	In Numbers	Key Facts	Enhanced Alliance Contribution
<b>Atos</b> – the #1 European IT services and solutions company, providing deep industry expertise and service excellence.	<ul style="list-style-type: none"><li>▶ 76,400 business technologists worldwide</li><li>▶ €8.6 billion in FY 2013 revenues.</li></ul>	Serving a global client base, Atos delivers Hi-Tech Transactional Services, consulting and technology services, systems integration and managed services.	Ensuring that every Enhanced Alliance engagement is strictly focused on delivering client and sector-specific value. Atos brings the quality of its business technologists and its reputation in service innovation directly to the Enhanced Alliance.
<b>EMC</b> – the premier technology company in internet infrastructure and security, providing industry-leading, innovative information infrastructure technology and solutions.	<ul style="list-style-type: none"><li>▶ 53,500 employees worldwide</li><li>▶ \$23.2 billion in FY 2013 revenues.</li></ul>	The foundation for cloud storage and security initiatives everywhere.	Delivering agile and sustainable platforms for business of the highest quality and resilience.
<b>VMware</b> – the global leader in virtualization and cloud infrastructure, delivers customer-proven solutions that accelerate IT by reducing complexity while significantly lowering costs and enabling more flexible, agile service delivery.	<ul style="list-style-type: none"><li>▶ -13,000 employees worldwide</li><li>▶ \$5.21 billion in FY 2013 revenues.</li></ul>	According to Gartner, over 75% of all virtualization machines run VMware.	Providing access to current and future innovations enabling value creation, infrastructure and application transformation, as well as end-user computing technologies that help clients benefit from the Post-PC era.
<b>VCE</b> – its Vblock infrastructure platforms are transforming business IT.	<ul style="list-style-type: none"><li>▶ -1,200 employees worldwide</li><li>▶ Annualized order run rate approaching \$1 billion.</li></ul>	Delivering the systems needed to accelerate adoption of converged infrastructure and cloud-based computing models.	More than a best-in-class hardware foundation, VCE extends the ecosystem both through its founders and adopters.



# How the ecosystem works for you

## So what makes this one different?

The Enhanced Alliance has been designed and resourced to increase value for clients by rigorously aligning the products and services of members in all solution proposals.

All four members are aligned, committed and have invested significantly in their ability to create value together and have developed close working relationships and understandings. Atos, for example, is one of the leading systems integration partners to EMC and VMware.

At the same time, EMC is the primary provider of high-end Storage Area Network systems to Atos clients, and from that position has gained real insight across the different industry sectors served. Similarly VMware is Atos' #1 partner for server virtualization.

These deep working relationships translate directly into key benefits for our clients.

### Dynamic Operational Apparatus

The Enhanced Alliance is staffed by a highly-experienced executive team. Their focus is threefold:

- ▶ To coordinate your personal development program - putting your representatives at the heart of the action
- ▶ To work with the business development and delivery teams of all four partners driving combined solution design activities
- ▶ To monitor and combine the research activities of all Enhanced Alliance members with your needs to keep you up to date with the latest innovation.

#### Highlights

##### Joint Approach

Joint resources - managed via **one cross-company Project Management Office**.

**Cross-company Alliance Board** - staffed with Senior Executive Management representatives from each founding partner.

Joint **investment in business and technology assets**.

**Joint deal solutioning** expertise, in more than 30 domains.



## Designed for diversity

Cloud delivery is radically altering business and technology models that have remained more or less static for the last 20 years. But there are no clean breaks. You can treat some business activities as greenfield, and for them, you can adopt pure cloud models right now. For most, however, interoperability is critical. Non-cloud architectures, with their associated managed services and solutions, will continue to play a fundamental role in business – and the Enhanced Alliance is perfectly positioned to provide the bridge.

The ability to recognize and respond to business diversity is absolutely central to the way that the Enhanced Alliance works.

We respond to your need to simultaneously manage transformation and continuity by adopting a two-tier business and technology focus.

By combining these two areas of expertise, the Enhanced Alliance covers the full spectrum of enterprise IT. Spanning both cloud and traditional IT and business models, our approach and capabilities are genuinely end-to-end.

For example in foundation workplace services, where an enterprise needs to take on 200 temporary contract workers to support a new product launch. Each employee can be immediately equipped with a fully configured virtual desktop on their own devices (and given only the tools they need) via Canopy. The permanent employees in marketing, sales and business development can share this same toolset, while at the same time acquiring additional access to the company's CRM and business intelligence data.

1	<b>Cloud solutions and services</b>	<p>Canopy provides direct access to a wide array of cloud solutions and services.</p> <p>These include 'pure play' cloud solutions, in which pay-per-use models provide click-and-go access to enterprise business resources.</p> <p>They also embrace solutions and services in which a greater degree of integration with legacy enterprise IT systems and applications is required.</p>
2	<b>IT solutions and services</b>	<p>With our joint solutions we are delivering seamless business systems. Our enhanced distributed delivery model has quality, scalability, predictability and flexibility at low price point, and we have a strong nearshore and offshore presence.</p> <p>Within the Enhanced Alliance we also provide all the "design, build and operate" elements of a complete outsourcing solution. We manage and transform all IT operations, including the management of entire information and data processing systems.</p>

### Introducing Canopy

Canopy, an Atos company, powered by EMC and VMware, is an end-to-end provider of secure cloud services, offering fully integrated best of breed solutions 'as-a-service' and backed by enterprise grade Service Level Agreements.

- ▶ Established in 2012, the company provides strategic consultancy
- ▶ Secure on and off-premise Private Cloud solutions
- ▶ PaaS - development, migration and test environments
- ▶ And access to a growing number of SaaS based business solutions through the Canopy Enterprise Application Store.



As part of the Enhanced Alliance, Canopy:

- ▶ Demonstrates the commitment of the Enhanced Alliance members to work together to bring value added solutions to the market
- ▶ Is the default provider of pure cloud services in all Enhanced Alliance engagements.

Canopy is one of only seven Platinum Velocity Service Providers worldwide to EMC (on invitation only).

# The Enhanced Alliance as a solution accelerator

The Enhanced Alliance has been designed to give your organization the benefits of formally coordinated business and technology innovation from four industry leaders.

And as our client, you get both delivery and a personal bond with the Enhanced Alliance, established and implemented through a carefully crafted innovation plan that we create together, through our combined experience and expertise.

Our joint solutions have been established to provide the most direct route to business transformation and technological innovation. Atos, EMC, VMware and VCE have carefully analyzed and cross-checked their individual portfolios with one question in mind:

**“How can the combined capabilities of our companies deliver the maximum value for our clients?”**

The results of this joint analysis allow us to share a wide range of realistic business scenarios with you. These are not ‘off-the-shelf’ solutions, but rather business building blocks that we can use together to fast-track innovation within your enterprise for maximum value and minimum risk.

Highlights
<b>Solutioning Excellence</b>
<b>End-to-end</b> provision of <b>cloud services</b> .
<b>Transformational Solutions</b> and Managed Services.
Alignment of <b>30+ solutions</b> as of end 2012.
Leveraging <b>technology expertise</b> with deep business <b>process insight</b> .

## Sector-specifics

EMC, VMware and VCE have unparalleled technological expertise. Atos business technologists have highly-respected sector knowledge. The Enhanced Alliance brings all this together, and provides you with a seamless combination: every proposition will be grounded in the reality of how your business sector operates in terms of legacy, culture and compliance. With Atos’ deep technology expertise and industry knowledge, we work with clients across a wide range of market sectors including:


Central and local government	Media	Retail
Banking	Transport	Energy
Services	Manufacturing	Defence
Healthcare	Technology	Telecommunications
Insurance	Education	Utilities




# Transformation Solutions

## Big Data – Archiving – Security


These scenarios will have a direct impact on the way in which you do business with your own clients. They are specifically focused on helping you develop new and compelling business propositions to achieve an early competitive edge through innovation in business technology. Jointly developed solutions and customized cloud solutions are both applicable in this scenario.

**Data and Information Management**


We offer Data and Information Management solutions that cover the physics and semantics of data and also manage information from Geo Information Systems.

**Enterprise Archiving**

Secure and controlled enterprise archiving is pivotal in all regulation and compliance. Our solutions are designed to deliver the agility and intelligent recall demanded by today's highly distributed enterprises.

**Enterprise Content Management**


Through customized Enterprise Content Management solutions, we enable you to cover the full content lifecycle, from creation to delivery and archiving of structured and unstructured information.

**Enterprise Security**

Combining market-specific knowledge with the world's most respected leading security technologies, we design and implement security solutions that minimize business risk for your enterprise from top to bottom.

## Foundation IT Services


No less important, these scenarios are focused on the day-to-day processes, operations and work styles of your enterprise across the workforce, while at the same time driving IT cost-efficiency throughout the organization. There is a strong emphasis on driving innovation to augment performance and personal satisfaction across the workforce.

**Workplace Management**

Giving your workforce the tools to perform – wherever, whenever and however they need to – with the right level and type of support.

**Enhanced Alliance Benefit**


The Enhanced Alliance can provide both instant scalability for standard workplaces through Canopy or bespoke environments, integrated with enterprise applications and processes.

**Managed Infrastructure**

Ensuring all storage and computing resources are fit-for-purpose across their lifecycle, whether owned or outsourced. We embrace emerging cloud delivery, offering storage on demand through sustainable data centers.

**Enhanced Alliance Benefit**


Private, hybrid and public cloud scenarios all have their place – often dictated by current investment and local regulatory conditions. The Enhanced Alliance offers choices for the best fit to your business requirements, considering compliance and TCO.

**Application Operations**

Adding business value to managed services by providing the end-to-end technical management of generic and critical applications ensuring application availability, performance and support flexibility across legacy, traditional and increasingly cloud environments.

**Enhanced Alliance Benefit**


All leading software houses are now offering, or close to offering, cloud delivery. Many enterprises are also beginning to migrate bespoke applications to the cloud. The Enhanced Alliance can help you plot the course for both cloud and non-cloud application management.

**Network and Communications**

Keeping all networks humming at business speed, absorbing the increased load of rich media communications and managing all aspects of unified communications, including third party contracting if desired.

**Enhanced Alliance Benefit**

The shift to virtualization – and the boost to business which follows – have a clear impact on network capacity and performance. Let the Enhanced Alliance help you anticipate and prepare for the impact.

**Identity, Security and Risk Management**

Achieving compliance and sustaining secure and uninterrupted business operations, with particular emphasis on managing confidentiality across the extended enterprise.

**Enhanced Alliance Benefit**

The Enhanced Alliance is highly tuned to both security and regulation. These will feature high on the agenda in your Enhanced Alliance innovation plan.

# Innovation assured

The pace of change is staggering. One of the biggest challenges facing any senior executive today is knowing when and how to adopt transformational business technologies. Move too early and you pay the cost in risk and return. Move too late and your competitors are already ahead of you.

The Enhanced Alliance places particular emphasis on helping you manage innovation. Spanning the research and innovation expertise of all four members.

## For you, this translates directly into actionable benefits:

### ► Coordinated innovation and renewal

By evaluating the effect of technology innovations and cross-checking the implications of one partner's innovation against those of the others, your worry is reduced.

### ► Building on best practice and shared experience

Because open innovation is a cornerstone of the Enhanced Alliance, we are optimally positioned to respond to your challenges. Swiftly offering a coordinated and substantiated response. Interoperability and continuity are critical here.

### ► Clear future vision

Our commitment to coordinated joint innovation offers you a permanent window on the future. Because of this commitment to joint working, an innovation workshop organized for you through the Enhanced Alliance will give you the business and technology stimulus of four leaders in their markets, rather than one.

## Highlights

### Innovative Power

Joint innovation, research and development.

~400 certified Atos experts on Enhanced Alliance best-of-breed technologies.

#### Atos

Winner of the **2012 Global Visionary Innovation Award**.

Winner of the **2013 NASSCOM Process Innovation Award** for the Atos Cloud Orchestration platform.

#### EMC

Winner of two Fall 2012 Technology Services Industry Association (TSIA) **STAR Awards for Innovation** (Enabling Customer Success, Innovation in Product Supportability).

Winner of 21 STAR Awards overall.

Winner of 4 TSIA Hall of Fame Achievement Awards.

#### VMware

**2012 Innovation Award** from SearchNetworking.com

#### VCE

Gartner Names VCE **Market Share Leader** for Integrated Infrastructure Systems.



# Putting the Enhanced Alliance to work

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If you are engaged with any one of the four members, you stand to gain from the Enhanced Alliance. As the fifth member, the more you ask of the Enhanced Alliance, the better it gets.

The four members of the Enhanced Alliance are formally committed to sharing innovation and best practices to the benefit of our clients.

Our joint solution scenarios are already active and demonstrable. And the Enhanced Alliance team is resourced and ready to help you understand how to maximize its positive impact. Most importantly, we want to invite you to join your team with ours, creating the transformation plan that puts you at the center.

**Welcome to the business technology ecosystem.**

**Welcome to the Enhanced Alliance.**



## About Atos

Atos SE (Societas Europaea) is an international information technology services company with 2013 annual revenue of €8.6 billion and 76,300 employees in 52 countries. Serving a global client base, it delivers IT services in 3 domains, Consulting & Technology Services, Systems Integration and Managed Services & BPO, and transactional services through Worldline. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telco, Media & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Worldline and Atos Worldgrid.

For more information, visit: [atos.net](http://atos.net)

## About VMware

VMware (NYSE:VMW), the global leader in virtualization and cloud infrastructure, delivers customer-proven solutions that accelerate IT by reducing complexity and enabling more flexible, agile service delivery. VMware enables enterprises to adopt a cloud model that addresses their unique business challenges. VMware's approach accelerates the transition to cloud computing while preserving existing investments and improving security and control. With more than 400,000 customers and 55,000 partners, VMware solutions help organizations of all sizes lower costs, increase business agility and ensure freedom of choice. For more information visit: [www.vmware.com](http://www.vmware.com)

## About EMC<sup>2</sup>

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at [www.emc.com](http://www.emc.com)

## About VCE

VCE is a leading innovator of intelligent converged infrastructure systems that optimize applications and accelerate the adoption of cloud computing. VCE designs and delivers Vblock™ Systems, which unify and seamlessly integrate best in class compute, network, storage and virtualization technologies from Cisco, EMC and VMware into a pre-engineered, modular infrastructure. Vblock systems enable secure, predictable performance and standardized processes for faster application development and deployment, improved utilization and lower operational costs. VCE helps businesses and organizations accelerate technology adoption and promote innovation, while maximizing adaptability and protecting investments.

For more information, visit: [www.vce.com](http://www.vce.com)

**For more information, contact: [enhanced-alliance@atos.net](mailto:enhanced-alliance@atos.net)**

[atos.net](http://atos.net)

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