delivering
agility, quality and cost-efficiency
through coordinated world resources

AtoS

AMSTERDAM

LONDON

NEW YORK

LOS ANGELES

TOKYO

It's your world

At the height of Belfast's industrial power, woodcarvers from Bavaria and glass workers from Venice travelled there to work on the opulent decoration of new city hotels: the workers went to the work. Things have changed. In our own digital age, smart organizations send work to the worker.

Are the IT and business support models which have served you well until now still fit for purpose?

You know the forces for change:

▶ The emergence of cloud-based enterprise services change the IT model both in terms of technology and commercial engagement

▶ Your need to develop, test and deploy new business applications outstrips traditional resource capacity

▶ Vigilance and information security must be constant across the extended enterprise

▶ New generation customers and employees expect to do business using the latest consumer media and devices.

All this is happening in a climate in which you need to be able to scale up or down with exceptional agility. In the midst of this volatility, your IT and strategic sourcing teams must work together creatively and effectively. They need to establish IT and business support practices which are both sustainable and highly cost-efficient, and which can be adopted with minimum risk and maximum consistency across your extended enterprise.

With our global team of over 78,500 business technologists, Atos continues to extend its exceptional IT and business process development and support networks. These resources are already helping Atos clients control cost, and increase business agility in the face of ongoing economic turbulence.

We combine resources from across the world, using the Atos global delivery model to ensure quality and cost-efficiency in four closely interrelated areas of business and IT:

Consulting and technology services

We help evaluate current IT and business process performance, assessing opportunities for innovation. Atos has an acute focus on enhanced delivery, both in terms of commercial engagement and technology management.

Systems integration

With robust and industrialized application management processes, we are equipped to help you consolidate and harmonize business systems across the extended enterprise, saving money and increasing agility. We are well-positioned to help you transition to "as-a-service" delivery, with SAP a particular strength.

Managed operations

The demands you make on your infrastructure are greater than ever, with a dramatic increase of web-based applications and intensive communications and collaboration technologies. Our global delivery teams sustain peak performance, and provide timely and effective support to all users.

Business process outsourcing

We are a leading global provider of Hi-Tech Transactional Services. These are central to our outsourced payment, card and CRM solutions. Our BPO portfolio extends across the business spectrum, to include HR and supply chain services.

Beyond offshore

Just a few years ago, much service delivery debate focused on the merits of offshore. The services under discussion were mostly non-strategic, and the business logic was driven largely by cost. We have moved on. Our consulting, systems integration, managed operations and BPO services bring additional value through an integrated global delivery model.

How you determine the best delivery mix will always depend on what is specific to your business culture and objectives. Our first job will be to introduce you to the alternatives and to consider the implications.

But before we consider how you make those choices, let's introduce the Atos global delivery model, resources and operating principles...

Data centers

The global distribution of Atos data centers is designed to optimize local response times, minimizing latency for your hosted applications and storage. Atos ownership rather than reliance on third parties ensures consistency and performance at both local and global level.

Regulation and compliance can specify where, for example, personal data must be stored. With scalable data center resource in every geography we can allocate according to your specific compliance and reporting obligations.

Systems integration centers

Atos systems integration teams combine the benefits of local concentration with worldwide virtualization. An SI team in Casablanca (Morocco), for example, has direct access to the experience of enterprise content management expertise in Pune (India). A strong concentration of expertise in Russia and Poland contributes to the global resource while serving both Western and Eastern Europe.

Managed service centers

Atos actively monitors and manages infrastructure, network performance and security through its globally coordinated managed service centers.

The new Atos is already implementing a unified global ticketing system which allows incidents to be routed instantly to the first available operative.

Local and global service desks

Over 6,000 service desk agents worldwide can be coordinated as a single virtual team, optimizing utilization to reduce cost and improve performance for Atos clients.

We increase client choice by operating both local and global service delivery units. With around 150 service centers worldwide, 60% are focused on local delivery, with 40% operating as a unified virtualized global resource.

Client service teams

For each Atos client, all global service activity is coordinated through dedicated teams, giving you clear aggregated reporting, optimized billing and responsive service development mechanisms.

Language and culture

Teams in Morocco, Surinam, Argentina, Russia and Poland provide a balanced combination of systems integration and managed services. Strong French, Dutch, German and Spanish language skills are very much in evidence, but whatever language support you require, our global delivery model is designed to source and manage it.

Network

Atos operates a fully redundant, high-performance global network and engineers secure interconnects with your own networks as required.

Security

Security is high on every client agenda, and your security policy will be fully respected in all aspects of global service delivery. Cloud-based services, for example, can be delivered across secure private clouds, if desired.

Standards

Service delivery used to aim for a single set of global standards. This is no longer viable. When your world is so impacted by choice and consumer technology, standards must now be about sustained and secure interoperability. Our global delivery model employs industrialized tools and processes to ensure agility and consistency.

Industry expertise

The Atos global service team is organized to maximize the benefit of strong technical and industry-specific expertise. We are experts, for example, in PLM and MES for manufacturing and billing for telecommunications.
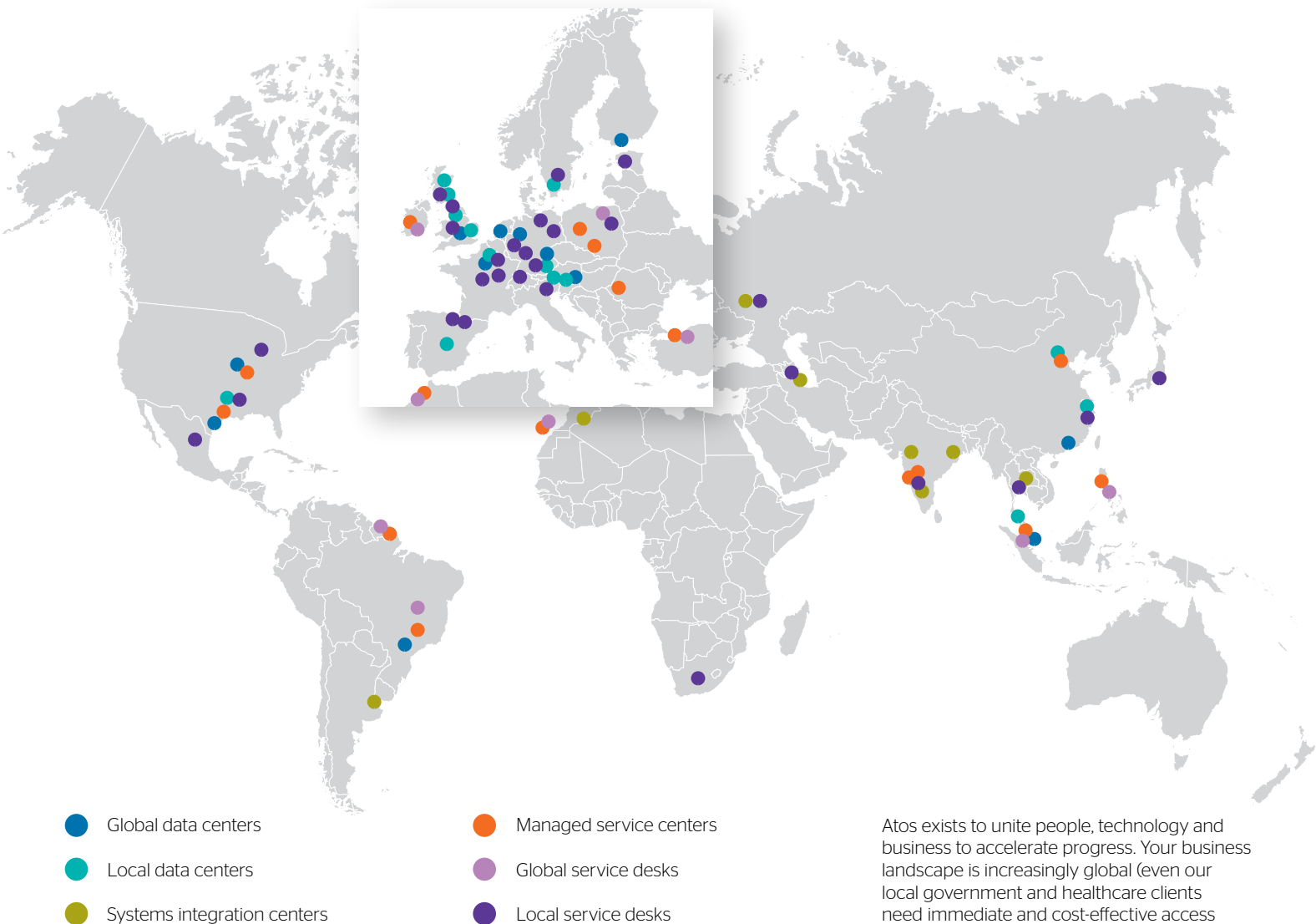
One team

The Atos global delivery model is built on the principle of "one-way-of-working". By using common toolsets right across our network of shared service centers, we accelerate clear communication and drive active, error-free task distribution. For our clients, this means you only ever experience "one team".

Atos global delivery model: Key facts

▶ Regularly reducing service costs by >20%

▶ 150 service delivery centers worldwide

▶ Service "factories" fully virtualized for seamless global operation

▶ 75/25 split between Europe and Rest-of-World

▶ Rapid scalability – client teams ramp up from tens to hundreds as required

▶ Versatile – serving medium-scale local organizations and multi-national enterprises

▶ All applications for the Olympic Games are developed, tested and managed through the Atos global delivery network.

"I chose to work for Atos. The ethos of our company is rooted in responsibility and trust. My team's commitment to our client is total and it is personal. It is not enough for us to understand their processes and technology. We must understand their ambition and their hopes for the future too."

Manoj Kanal, Service Delivery Manager, Mumbai

- ● Global data centers
- ● Local data centers
- ● Systems integration centers
- ● Managed service centers
- ● Global service desks
- ● Local service desks

Atos exists to unite people, technology and business to accelerate progress. Your business landscape is increasingly global (even our local government and healthcare clients need immediate and cost-effective access to accredited translation services). For Atos, our global delivery capability becomes the true expression of this world of heightened collaboration and connectivity.

People first

The processes of industrialized delivery underpin our global service model. If, for example, you are under exceptional pressure to consolidate business applications following M&A, our ability to co-ordinate distributed software engineering resources hinges on robust operational process and consistent project management methods.

Without underestimating the critical importance of tools and methods, however, we value our people even more. As a client, this is something you will experience directly. Around the world, we have a young and extremely committed team, guided by professionals with a real depth of business and technology knowledge.

All our people are encouraged to develop their initiative and to contribute to our worldwide innovation program. Relationships with clients are close, and go beyond any delimited service remit. Many clients, for example, spend time with our teams in India, sharing business strategy and vision. Contact is proactive and video-conferencing across the extended client team is the norm, as ideas are floated and challenges scrutinized.

Select the metric

All your sourcing decisions will be based on measurable data. Deciding what to measure and how, however, can be a challenge in itself. Atos uses comprehensive service catalogs for all systems integration and managed services activity. Clear performance targets and SLA bands help set clear and answerable expectation. We also have a dedicated team of productivity analysts, examining performance metrics from across client engagements to identify and formalize best practice.

In reality, the performance metrics you choose when comparing potential service providers will span many different disciplines. Although traditional "price-per-desktop" figures become less meaningful in a world of user-owned devices and cloud-based application delivery, the pure IT benchmark still plays an important role.

More and more Atos clients now combine metrics which reflect both technical performance and business results, especially with regard to BPO services.

If you are keen to consider innovative approaches to performance and reward, so are we. Your technical and security teams will rightly insist on absolute clarity with regard to availability and incident. When we are looking from a business perspective, then cost will necessarily be linked to results. Our consultants are skilled in helping clients establish meaningful metrics which, most importantly, can be put to practical use in comparing global over local delivery options.

The Siemens link

Siemens is one of the most highly articulated and globally distributed industrial companies in the world. Atos and Siemens are closely linked.

▶ Siemens holds a 15% equity stake in Atos

▶ Together we run a €100 million R&D initiative with considerable focus on service delivery

▶ On the formation of the new Atos, we also announced one of the world's largest IT outsourcing deals with Siemens. Worth €5.5 billion over seven years, we will take over the management of all Siemens IT infrastructure, applications and services.

This collaboration brings direct benefits to other Atos clients, ensuring a continuous flow of tested service innovation on an industrial scale.

Worldwide collaboration in action

The advantage of utilizing our globally coordinated resources is now high on the agenda in all business discussions with our clients. The reticence which some people felt, particularly with regard to offshore, is rapidly diminishing as the benefits of decreased cost and increased business agility become more evident.

Our global delivery model is becoming the standard: the advantages of being able to rapidly mobilize resource wherever and whenever it is needed now outweighs all other service options. This gathering momentum has become even more apparent since the new Atos was formed, increasing the geographic range and functional scope of what we offer.

Here are just a few of the clients who are already benefiting from this collaborative world view...

KPN Mobile

KPN Mobile relies on the coordinated Atos global resource for a full range of business and infrastructure services. Over 225 members of Atos make up the KPN Academy in India. Keenly focused on the business objectives of the client, we deliver billing and CRM, along with business-critical mobile customer care.

Talecris

Talecris Biotherapeutics relies on Atos' globally co-ordinated resources for data center management, network management, service desk, end-user computing, and application development and maintenance as well as developing systems for new business.

NS&I

The UK National Savings and Investments organization sources all operational and IT services through the Atos global delivery resource. This ten-year service agreement has not only reduced operating costs by over 20%, it has helped accelerate time-to-market for new products, and delivered a winning "single customer view" to the client.

The Olympic Games

The Atos global delivery resource is central to our role of IT partner to the Olympic Games. Although the IT and communications demands of the world's largest sporting event become more complex with every edition, delivery must be flawless. Exhaustive testing and trial across our global resource network delivers Olympic performance every time.

Next steps

Whether you are an IT professional, a procurement or risk management specialist, you are continually exploring ways to better equip your organization to do business. When Atos Origin joined forces with Siemens IT Solutions and Services in July 2011, we created a new Atos, and a new power in global service delivery. As business technologists, we are already accelerating the pace at which we power progress for our clients.

Take a small step.

Discover how we can help – delivering agility, quality and cost-efficiency through coordinated world resources.

Your business technologists.

Powering progress. Atos.

About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services. 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 Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting, Atos Worldline and Atos Worldgrid.

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