# intelligent
## managed services
### infrastructure, applications, support

Your business technologists. **Powering progress**

AtoS

Just because everybody's got a smart phone in their pocket, doesn't mean that enterprise IT can now run itself.

Intelligent managed services infrastructure, applications, support

# Freedom and control in balance

The ability to balance freedom and agility on the one hand with efficient operations on the other becomes the stand-out capability for those who are tasked with the provision and management of enterprise IT operations. Employee and customer expectations of how technology can serve them have changed radically – and the way you design and deliver managed IT services must change too.

The solidity of fixed three, five or even ten year service contracts built purely around technical SLAs must give way to more flexible and more dynamic, but no less reliable approaches. The payment models you adopt must also reflect the times and trends: few enterprises are cash rich and in managed IT services, how you pay and what you pay for must mirror actual business performance and usage with real precision.

Atos is a world force in managed IT services. According to independent analysis by Gartner, we hold the number two position in Europe and the number seven position worldwide, earning around €4 billion in annual managed service revenues. Over 35% of our company's 74,000 workforce is directly engaged in the provision of managed IT services, each with their respective specialist focus on infrastructure, application operations or personal IT support.

## Innovation and continuity

Atos serves public and private sector enterprises, many of them with operations spanning the globe. For our clients, consistency and continuity are critical. You also expect us to be service innovators, raising business and technical performance, and delivering year-on-year cost improvements.

Our reputation as a managed services provider rests on our ability to anticipate and manage change in both technology and business practice, while delivering tangible and measurable benefit. In this short profile, we introduce our Managed Service specialties, pointing to the latest developments, and providing examples of Atos in action.

## Atos = end-to-end

Managed Services are part of an end-to-end approach at Atos. We are business technologists, and our four business divisions all work openly and collaboratively together in the pursuit of a single goal: to power progress for our customers. This collaboration is the foundation of our ability to design, build and operate business solutions and IT infrastructure for our customers.

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| **Consultancy and technology services** | Our consultants have deep specialist knowledge of both the technologies you use and the sectors we serve. Tracking trends and continually asking what the real implications for our clients are, their insight is critical in shaping managed service evolution. |
| **Systems Integration** | Our Systems Integration teams manage all aspects of solution design and implementation, with strong emphasis on interoperability. Our SI and Managed Service teams work closely together, particularly with regard to application management and operations. |
| **Managed Services** | Our Managed Services resource provides a full range of IT outsourcing for infrastructure, applications and ongoing user support. With their day-to-day contact with our clients, they are absolutely critical in building and sustaining good long-term relationships and in delivering essential operational intelligence. |
| **Hi-tech transactional services** | Atos is a leader in transactional services, both for payment and for fully outsourced CRM. Whenever a solution or process requires high volume transaction processing, often involving complex multi-party relationships, Atos is able to offer the service. |

# Five fields of focus

Atos can take full service responsibility for all your managed IT operations. The more we do for you the better it gets – it's that simple. In reality, your sourcing approaches and delivery preferences will not be the same as everybody else's: even though globalization drives standardization, different countries, cultures and industries will always make different choices.

Atos Managed Services capabilities are deep and varied. They fall into five natural five fields of focus:

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| **Workplace Management** | Making sure that your workforce has the tools to perform, wherever, whenever and however they need to – with the right level and the right type of support. |
| **Managed Infrastructure** | Ensuring all storage and computing resources are fit-for-purpose across their lifecycle, whether owned or outsourced, embracing emerging cloud delivery, offering storage on demand through sustainable data centers. |
| **Application Operations** | Managing the ongoing operations of both generic and business-specific applications, handling license management and, increasingly, cloud pay-as-you-go models. |
| **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. |
| **Identity, Security and Risk Management** | Achieving compliance and sustaining secure and uninterrupted business operations, with particular emphasis on managing confidentiality across the extended enterprise. |

# Workplace Management

Atos already supports around 2.5 million workplaces worldwide and has undertaken over 400 large-scale enterprise workplace transformation projects.

Positioning Atos as a leader in its August 2011 European Desktop Outsourcing magic quadrant, Gartner stated that Atos has a sound and thorough understanding of the future needs of end-user organizations and a clear vision of the direction of the market.

Atos has developed a highly industrialized and responsive approach to workplace management. We answer the two essential demands of both business and CIO teams:

▶ That every member of the business is equipped to perform
▶ That the cost of equipping every member to perform is minimized.

The workplace has changed massively in recent years. We are now in a world where 'every worker becomes a knowledge worker'; where mobility becomes the norm; and where the employees' personal experience of technology changes their expectations in the workplace.

Atos has established the Adaptive Workplace to help its clients turn this volatility to business advantage.

## Adaptive Workplace

The Adaptive Workplace responds to the fact that employee need differs from enterprise to enterprise. The speed and efficiency with which you respond to this difference is critical both in terms of business productivity and the cost of operations.

The Adaptive Workplace is designed around people – creating smart profiles which put the professional needs of the workgroup and individual employee first, taking into account:

▶ Choice of device
▶ Fixed/mobile requirements
▶ Applications and processes
▶ Converged communications
▶ Security profiling.

Support choices are similarly designed according to preference and need. Pro-active and automated intervention minimizes the need for personal support. When support is required, self-service is immediate and always-on, with agent assistance ready as immediate back-up.

Bring-your-own device and cloud provisioning are already very much a part of the Adaptive Workplace. It's the way forwards. With the Adaptive Workplace, we are regularly reducing traditional workplace management costs by as much as 40%; speeding the time it takes to equip new hires; and slashing the cost of mobile telecommunications.

## Virtualization vision in Financial Services

For a major European bank, Atos blended server-based computing, Virtual Desktop Infrastructure and application streaming to deliver the best service and the lowest TCO. As one of the largest virtualization initiatives in any financial services company, 30,000 employees now benefit from fully virtualized desktops across which Atos manages some 400 specialist applications.

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Inherent factors for all focus areas:

## Cloud coverage

For Atos, the emergence of cloud-based delivery models has already had a significant impact on how our clients think about service. When infrastructure, development platforms and applications can all be delivered on a pay-as-you-go basis, the rules change.

In 2012, Atos announced a new level of strategic alliance with EMC and VMware and the foundation of a new breed of enterprise cloud service company in Canopy.

Canopy offers full range of services including consulting, Platform-as-a-Service and most significantly, an enterprise application store with full scale enterprise service agreements, all built on open standards.

All cloud capabilities build directly on Atos' solid experience of virtualization and strategic approach to optimizing enterprise-scaled architectures, and whenever you are engaged in service discussion, we will ensure that cloud, is on the agenda.

## Essential agility

Agility is critical in managed IT services. The ability to scale up or down without drama and often at short notice is essential in all effective IT contracts. All organizational change has a corresponding impact on the provision of IT service, and the two must work smoothly together.

When, for example, a merger or acquisition occurs, the speed with which systems and processes can be brought together is a key determinant of success. As a provider of managed services, Atos understands the importance both of knowing the individual customer and the specific needs of different industry sectors.

The operational rhythm, for example, of a system which manages student applications for university places is not the same as a billing system for a utility company or telco. Managed IT service is not high profile in business glamour – but we do not underestimate its impact on customer service and brand quality.

## Service and sustainability

Green IT must be on every business agenda. Not only does the responsible management of enterprise IT resources minimize the environmental impact, it delivers clear cost savings. Atos is formally acknowledged as a company which sets high sustainability standards – we hold the independently assessed GRI A+ status.

As a provider of managed services, we will seek to help you improve sustainability in everything we do together. Consolidating your own data center operations or moving to ours will radically reduce energy consumption. Smart Mobility and Adaptive Workplace adoption reduce travel and real estate requirements.

Atos is not content simply to help you cut back. The shift to cloud, for example, is already helping Atos clients to break wasteful cycles of hardware refresh. We are even helping turn physical data center output to good use, with heat generated being used to provide warmth in local homes and apartments.

# Identity, Security and Risk Management

Every change in the enterprise IT landscape carries some degree of risk, and those who you choose to manage your IT services must know how to assess and minimize the risk of every change.

Every year, we see thousands and thousands of new viruses and other instances of malware being created. Increasingly, these are designed to attack specific enterprise, government and military targets. In both public and private sectors, the ability to combat these threats, is now key to continuity: security and compliance are high on the agenda at both national and enterprise level.

All effective security and compliance strategies must be comprehensive in scope: any gap can potentially lead to compromise across the operation. The devices hidden in an electrical closet must be treated with the same attention as the video conferencing systems in the board room.

But security is not just about firewalls and encryption algorithms – it is about understanding culture and behavior both inside and outside your organization.

When, for example, an organization begins to adopt cloud models of delivery and encourages employees to use their own devices then appropriate security practice must be designed into the usage model.

The design of your workplace must allow your people to work securely whether they are onsite or on the move, using locked down laptops or bring-your-own devices.

Atos understands that good security is ultimately not about restrictive practice: it is about ensuring that employees, partners and customers are free to work together safely. In this respect, Atos seeks to make security practice integral to all new business development activity. When developing new mobility solutions with a client, for instance, how can we be fully confident that confidential transactions cannot be intercepted – whether maliciously or accidently?

Our breadth of expertise is strongly enhanced with industry-specific knowledge. Areas of specific expertise span the operations of today's public and private sector organizations. We are expert in electronic ID and authentication, and are increasingly asked to use biometric security in our approaches.

As more and more of our clients need their employees to work effectively in virtual teams in the cloud, we have seen a significant increase in all aspects of secure collaboration too. Compliance, reporting and authorized access to information continue to underpin our clients' security requirements, and Atos delivers end-to-end secure archival and information security services.

## Leisure industry ID

A leading player in the leisure industry was losing significant revenues at its eight theme parks through fraud. Personal visitor passes were being used by whole families, hired-out and even resold to arriving guests. The simple biometric fingerprint solution designed and implemented by Atos has put an end to ticket fraud, speeding entry for around 30,000 guests a day.

# Application Operations

Atos manages the smooth and continuous end-to-end operation of business applications. This spans middleware, databases and infrastructure. The scope of this activity is broad and getting broader. Our application operation teams have depth of expertise in core business applications using, for example, SAP or Oracle and also with the ongoing management of enterprise databases.

Industry-specific knowledge is central to the Atos proposition, and this is also clearly reflected in our application operations. Look at any of the sectors on which we focus, and there is a corresponding element of long-term application operations. Examples include:

▶ Manufacturing – PLM (Product Lifecycle Management) and MES (Manufacturing Execution Systems)
▶ Telecommunications – BSS (Business Support Systems) and OSS (Operational Support Systems)
▶ Utilities – Automated Meter Management
▶ Financial Services – Core insurance and banking platform operations
▶ Public Sector – Management of secure archival.

As a provider of long-term application operations services, Atos directly addresses the challenge our clients face in the need to retain sufficient skills in heritage applications while keeping right up to date with the latest developments.

## More than continuity

Application Operations is about more than just ensuring continuity of service. We continually tune performance and monitor usage. Demand is rarely constant, and intelligent analysis ensures not only that we can anticipate changes in demand and act accordingly, but also provide substantiated and actionable advice for excellence in planning and development.

When, for example, Atos is engaged on a major SAP consolidation and harmonization project, the quality of reporting and analysis from application operations becomes valuable input in the change management and design process.

The ultimate focus, however, will always come back to the quality of the customer experience. Atos has invested in formal processes, tools and metrics which reveal how well the technology you rely on serves the people who use it.

Our achievements in this area are independently recognized. With Oracle, for example, we have been awarded both Technology Partner of the Year and the Special Achievement Award for our work on Exadata.

In an age in which the closed perimeter of the enterprise gives way to an extended network of partners, this need to monitor and understand customer experience becomes even more critical, embracing the analysis of web and social media too.

### Exadata in action

Atos clients are achieving extreme performance improvements with our Exadata services. For a major German telecommunications company we reduced 13TB of storage to 1TB; critical batch runs from nearly 30 hours to less than 30 minutes; and back-ups from three hours to 20 minutes. For a high-tech client we beat all records to date, completing a batch run that had previously taken nine hours in just six seconds.

# Network and Communications

Everything is networked now. Virtual and highly mobile work teams expect to be able to collaborate effectively at any time, from any location and using any device. It's not just employees who depend on the quality and resilience of your network services. They extend across the entire business eco-system, to include your partners and your customers themselves. In addition to person-to-person and person-to-process, we are witnessing a massive increase in machine-to-machine communication too.

The quality of network communications has a direct impact on both enterprise sustainability and business efficiency. When, for example, full scope converged communications become part of the enterprise culture, the cost and environmental impact of business travel is minimized as more efficient digital collaboration becomes the norm.

As a provider of managed network and communication services, Atos can manage all third party relationships to ensure that your voice and data services meet growing demand. We ourselves actively manage over 72,000 network devices connecting millions of people.

Our strong relationships with leading network and telecommunications companies drive us to continual innovation in networking and communication.

New rich media communications do more than increase demand for bandwidth. They necessitate smarter and more responsive allocation of network resources, and we make it possible to scale up massively for peaks in demand, but without paying for permanent redundancy. As more and more enterprises make unified communications the business norm, with simultaneous voice and data conferencing for distributed business teams, the need for agile management becomes ever more critical.

All five of our managed IT service focus areas demand an exceptional depth of technical understanding – and Atos is proud of its strong engineering background. It is the depth of industry-specific experience which underpins real differentiation.

With network and communications, this is particularly evident. A broadcast media company needing to move massive production files across private optical networks has different requirements from an energy company needing to send application patches to a fuel station point-of-sale device over a public line.

There are now over two billion internet users worldwide, and as their constant use of social networking spills over into the way in which business works, Atos is keenly focused on anticipating and preparing for this inevitable impact on network and communications management.

## Global quality conferencing

Online conferencing used to be a jittery second choice to face-to-face meeting – well not any more. When smooth multi-media, multi-party conferencing becomes part of the business communication fabric, quality is key to success. Since Atos has been entrusted with the operation of online conferencing for this global company, usage has increased by 400% in two years. Over the last twelve months, we have delivered 45 million top-quality conference minutes.

# Managed Infrastructure

In recent years, we have all seen significant changes in managed services requirement for both storage and processing resources. In the not too distant past, managed service activity happened mostly on the client site and focused mostly on equipment the client owned.

Advances in virtualization, network technology and remote management changed all that. And further advances in attitudes to the merits of ownership changed it further. Recent increased awareness of the business importance of agility and sustainability has changed it further still.

But there are no clean breaks. Today, Atos provides agile cloud-based delivery and Infrastructure-as-a-Service right alongside more or less traditional managed infrastructure services.

Whether hosted or on-premises, we handle the full cycle:

▶ Current state analysis and transformation design
▶ Provisioning, configuration and data migration
▶ Remote monitoring and continuous tuning
▶ Upgrade and change management
▶ End-of-life services.

Atos is increasingly asked to make hosted resources available on demand, and has invested in a highly articulated network of global data centers. Hosting is subject to strict regulatory compliance which changes according to both industry sector and national law, and Atos is able to help its clients design managed infrastructure approaches which respect both.

Green IT is also high on the agenda, and all data center provision is designed for minimized environmental impact.

We are also one of the few global service providers offering virtualized mainframe services available on-demand with 100,000 MIPS processing capacity.

## More than cost

This European insurance giant knew that data center costs were high. They challenged Atos to make a difference. The business case for our data center consolidation program was clear: it would provide annual savings of at least €7m and would deliver full payback within three years. Although cost savings were important, they were not the only prize – rationalization across the data center network reduced complexity and improved performance.

# Intelligent and industrialized delivery

In managed IT services, nothing is more important than the quality of delivery. Across all five areas of Atos managed IT service specialty, the process and machinery of delivery are under continuous review and refinement.

Our clients demand value, consistency and agility – and all this comes as a direct result of a robust and highly-industrialized delivery model, underpinned by strict alignment to ITIL industry service models.

The basic rules are simple enough:

▶ Prevention is preferred to intervention
▶ Automation is more efficient than manual fixes, and
▶ Every action must contribute to richer intelligence.

Our Managed Service resource is global, and is coordinated as a single team. We have retained strong capabilities in Europe, in order specifically to meet the compliance obligations our clients face with regard to data hosting.

All clients are given dedicated management resources, and foremost among their responsibilities is the task of report analysis and the ongoing evaluation of changing need.

Our commitment to industrialized delivery does not mean there is no personalization. Quite the reverse. By automating to the maximum, we are able to do even more with our skilled service delivery teams. We have a globally coordinated set of support teams with specialized units based both in-country, and in near and off-shore locations. In terms of language support, Atos has the process and tools in place to ensure that we can add specialist language resource according to the individual requirements of our clients.

The quality of Atos service delivery has been independently recognized: we have, for example, been recognized by Data Monitor as the foremost provider of managed IT services to the telecommunications industry for two consecutive years.
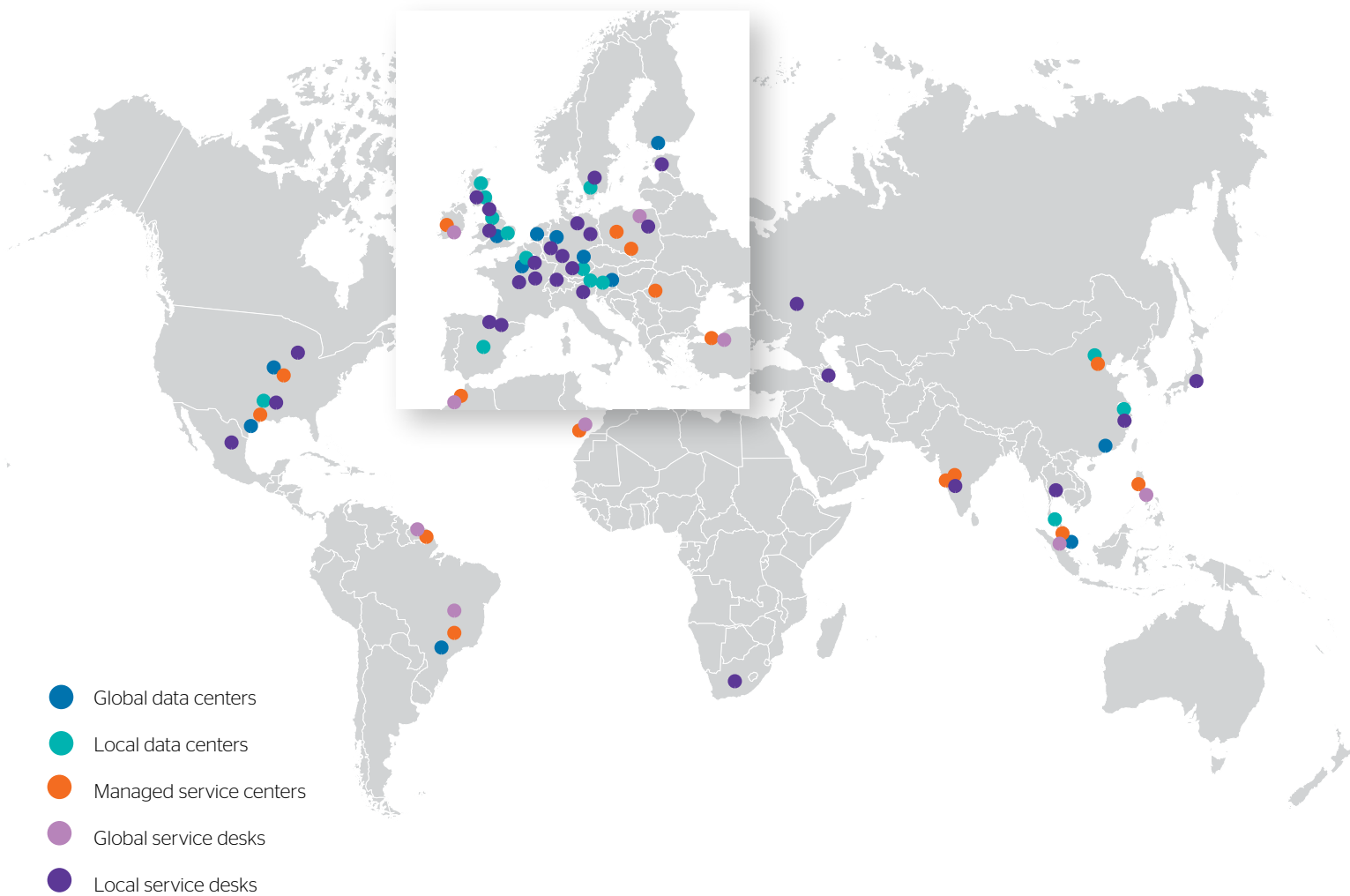
## Partnerships

Atos is a vendor-independent IT services company – as business technologists, our value lies in our ability to turn technology into business advantage for our clients – creating new and better ways of engaging with customers and helping the extended enterprise work productively, creatively and safely.

To stay at the top of our game in managed services, we need to be acutely tuned to the business and technology developments being driven by the world's leading technology companies. This drive is certainly recognized by the many members of our partner eco-system – a great example is the 2011 award for Most Innovative Partner from SAP.

Although we have active joint development initiatives with all these industry leaders, the recent combination of Atos and Siemens IT Solutions and Services makes the Atos Siemens Alliance particularly noteworthy. A shared €100 million development fund feeds an exciting series of business solution programs in sectors including healthcare, local government, manufacturing, transport and utilities.

Legend:
- ● Global data centers
- ● Local data centers
- ● Managed service centers
- ● Global service desks
- ● Local service desks

# The pursuit of progress

The delivery of consistent, high-quality managed IT services at fair and transparent costs is core business for Atos. We have served some of our clients, with continuous service contracts for 25 years and more.

If you have not yet tried Atos, then it may be time to talk. If you are already a client, then perhaps we need to talk more.

Many people just don't get excited by managed IT services. We most definitely do. For your employees and your customers, the quality of their digital experience is rapidly becoming synonymous with the quality of their business experience – and in that, managed IT services are pivotal.

Your business technologists.

Powering progress.

# About Atos

Atos is an international information technology services company with annual 2010 pro forma revenues of EUR 8.6 billion and 74,000 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail, Services; Public, Health & Transport; Financial Services; Telecoms, Media & Technology; Energy & 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 Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting and Technology Services, Atos Worldline and Atos Worldgrid. For more information, visit: atos.net

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