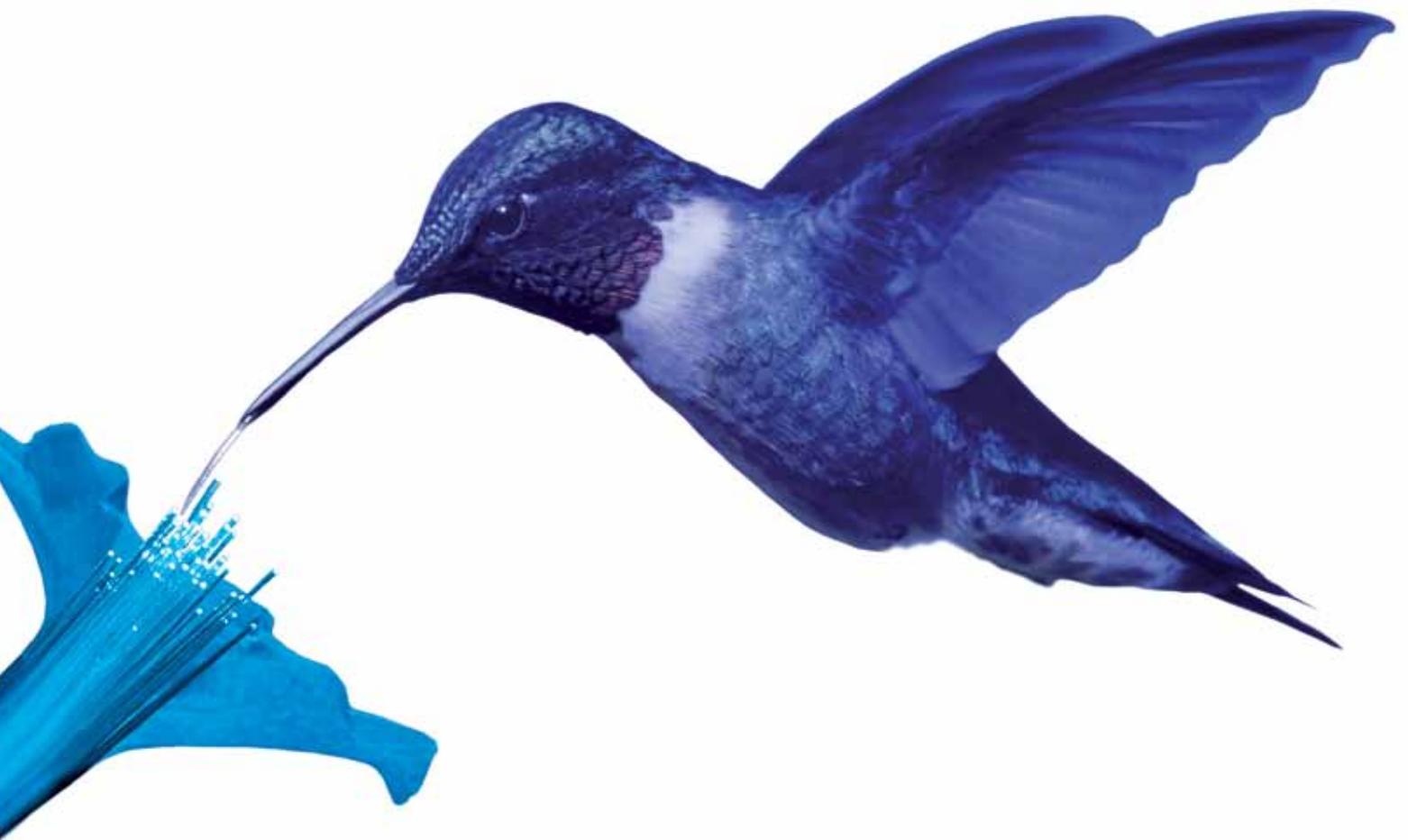


The Atos Samsung Alliance

# combining

innovative business IT services  
and consumer technology to inspire the new digital economy



# The Atos and Samsung alliance

Consumer electronics and business technology creating a more productive future.

## Atos

Atos is the European market leader in business IT services. We keep our customers one step ahead of change with business technology that powers progress and helps organizations to create their firm of the future.

Decades of experience across all industry sectors have given Atos a deep understanding of industrial and administrative business processes, and different system environments. Our consistent success in this dynamic and changing business environment is due to the evolution of a new type of professional, the Business Technologists.

Atos IT services lead the way in Enterprise IT solutions. Through our strategic alliance with Samsung, our clients benefit from a sophisticated Workplace Management solution which combines attractiveness of the devices and a high level of security in the cloud world.

Regarding new consumer digital services, Worldline enables its clients to offer smooth and innovative solutions to the end-consumer. In combination with Samsung consumer technologies, it transforms any consumer interaction into profitable outcomes for retailers, manufacturers, etc.

Worldline, an Atos subsidiary, is the European leader and a global player in the payments market.

## Samsung

As a global electronics pioneer, Samsung has been at the forefront of innovation, leading the industry to push the limits. People everywhere are enjoying the benefits that Samsung technology brings to their everyday lives.

Samsung uses cutting edge devices to develop solutions in a wide range of vertical industries including retail, education, healthcare and hospitality. As part of our vision 2020 growth strategy, our goal is to 'inspire the world, create the future' with an objective to expand our enterprise offering to meet the growing demand for mobility and interactivity in the workplace.

We are proud to be collaborating with Atos to offer some interactive, integrated and mobile solutions across this diverse spectrum of industries.

"Today, mobility and consumer electronics are radically changing the world of IT and enabling new ways of working, and improving the customer experience. The value of our strategic cooperation is very promising for our customers. It will leverage the joint capabilities of Atos and Samsung and offer our clients the best one-stop-shop services."

**Thierry Breton, Chairman and Chief Executive Officer, Atos**



"With a strong heritage in creating some of the world's leading products, Samsung is re-imagining how these products integrate into the workplace to engage employees, excite customers and integrate with partners. We are pleased to be entering into what we believe will be a long and productive relationship with Atos."

**Andrew Mills, Vice President, Enterprise Business Europe, Samsung Electronics**



## A unique and powerful partnership

Atos and Samsung both provide leading-edge solutions for business and the two companies have highly complementary strengths. As partners we are uniquely placed to offer joined up, end-to-end solutions that securely integrate devices and systems, delivering innovative IT solutions to businesses. This allows organizations to unleash the potential of their technology and their people like never before, and deliver clearly differentiated, highly superior customer experiences.

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# The Atos and Samsung vision

Combining excellence in business IT services and consumer technology to inspire innovation in organizations everywhere.

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## Powering progress

Atos wants to ignite your imagination, sparked by the vision we deliver through our commitment to innovation. We are very clear about what innovation truly means and about how we enable our clients to ensure that it becomes part of their own organization's DNA, as it is part of ours.

## Inspire the World, Create the Future

At Samsung Europe, we are passionate about helping organizations grow and become more competitive. Our goal is to inspire the world and create the future. To achieve this in the enterprise markets, we set out to deeply understand the challenges facing CIOs and IT decision makers and then offer second to none end-to-end enterprise focused products and services.

## A joint vision

The growth of mobile devices has created an unstoppable symbiosis between machine and humankind. Billions of business people, students, workers and customers are used to having a single, always-on device that connects them to the world. The fact that these devices often have limited or complex connectivity to the systems around them represents a major opportunity for improvement. The Atos Samsung alliance will close this gap, as well as creating standalone solutions that help people live and work more easily in a more intelligent, information rich environment.

A hand in a dark suit sleeve points upwards with the index finger. A semi-transparent white speech bubble with rounded corners is positioned above the hand, containing blue text. The background is a solid blue color with faint white lines suggesting a grid or interface.

The growth of mobile devices has created an unstoppable symbiosis between machine and humankind which generates tremendous opportunities.

# Digital Retail

An end-to-end offering to cover all the digital stacks in your store.

Strong capabilities enable Worldline to integrate and customize new technological innovations like mobile shopping, NFC technology, and image recognition, with rich and immersive content on Samsung digital displays. Vibrant imagery and interactive touchscreen capabilities, integrated with various media channels, engage the shopper in an enriched and memorable shopping experience by triggering an emotional response to products and offers.

Digital signage in shops gives consumers an exciting, interactive experience and integrates the benefits of online shopping into the physical store. Technology such as touch screens and magic mirrors, are being used to allow customers to interact with the product, the brand, other customers and their friends.

The store is then repositioned as a strong asset, increasing customer satisfaction, decreasing product inventory in-store in favor of more space for services, driving brand engagement. From department store extensions to digital menu boards for Fast Service restaurants, digital signage is an impactful new interactive marketing solution.

In retail banking, multimedia kiosks and interactive walls are also increasing customer interaction, reducing manpower costs and raising conversion rates.

## Offering

- Worldline Digital Retail solutions
- ▶ Digital Signage in shops/branches.
- ▶ Real-time In-Store Content Management.
- ▶ Interactive Shopper Marketing.
- ▶ In-store Mobile Shopping.
- ▶ Mobile payment/Tablet POS.
- ▶ CRM & Loyalty.
- ▶ mCommerce.
- ▶ Interactivity (NFC, QR etc...).
- ▶ Data mining.

# Connected Vehicles

The safest way of integrating tablets in the car.

By bringing together Worldline Automotive knowledge & Connected Vehicle Cloud platform & Samsung tablets, the partnership allows car makers to offer a new connected driving experience and to control the behavior of apps so as to limit driver disturbance.

This automotive after-market solution can offer exciting possibilities for the motorist in terms of navigation, infotainment and convenience on a wide range of Samsung devices. The Samsung App developer ecosystem can benefit from new available data, delivered in a secure way, to develop next generation context-aware services.

## Offering

- ▶ Connected Vehicle platform.
- ▶ Automotive eStore.
- ▶ Fleet Management System.
- ▶ Services Delivery platform.
- ▶ Safe driving tablet.
- ▶ Original equipment head unit.

# Mobile and Connected Workplace

Workplace management that boosts individual effectiveness.

Formed from two global leaders in this area, the partnership can offer differentiated workplace services that reflect the changing reality and needs of the digital workplace environment and organizations overall.

Most businesses say that people are their most important asset. But if that's the case, how many businesses are genuinely equipping their workforce with the tools they need to work collaboratively, with ad-hoc mobility, across the enterprise and beyond?

## Offering

- ▶ Consumerization (Bring Your Own Device).
- ▶ Cloud, Virtualization and Workplace as a Service.
- ▶ Enterprise Mobility Management (secure solutions separating personal and business content).
- ▶ Unified communications.
- ▶ User profiling and user applications.
- ▶ Messaging and collaboration.
- ▶ Support and change management.
- ▶ Virtualization.
- ▶ The device itself.



# A partnership of powerful potential

Ever more powerful devices and IT systems are everywhere and the Atos Samsung alliance can make them work together, seamlessly and securely, with complete mobility. This opens up many possibilities to unleash the true power of the technology that surrounds us.

With a truly integrated IT system using cutting edge devices that work seamlessly across personal and professional environments, people can work the way they truly want to, collaborating and sharing at will. Process industries will benefit from streamlined working and greater accuracy as the flow of information becomes unrestricted. Businesses of many kinds can give their customers a richer, more interactive experience.

Our partnership is operating across sectors as diverse as retail, manufacturing and education to deliver unique and powerful solutions. Get inspired by what the Atos Samsung Partnership could help you achieve.

## Atos BTIC

As actions speak more than words, we have jointly built a Virtual Shop at the Atos Business Technology & Innovation Center (BTIC) near Paris, to demonstrate our new and innovative technologies. We would be very proud to welcome you to the BTIC to inspire your next generation of digital services, capture your full business potential in-store and enhance your competitiveness.

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# About Atos

Atos SE (Societas Europaea) is an international information technology services company with 2012 annual revenue of EUR 8.8 billion and 77,100 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 technological 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.

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# About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the world of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 270,000 people across 79 countries with annual sales of US \$187.8 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).

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