

October 2014

canopy
the atos cloud

connects



Our direct connection with the analyst community powered by EMC² and VMware™

Hello

I would like to welcome you to the first in a series of regular newsletters. Over the past two years, we've been busy developing our portfolio, focusing on growth, and are well on track to be Europe's fastest growing enterprise cloud company.

In the last months we have successfully deployed our best in class on-premise private cloud to a German multinational engineering and electronics conglomerate and have seven more deployments in progress. In parallel we are on-boarding users to our private cloud collaboration solution for two customers in the Benelux and Germany and a major multinational headquartered in the Netherlands is now using our virtual desktop solution, powered by Citrix, to give 4000 users across Europe and Asia secure, remote access to corporate systems.

Read on to find out more about Canopy – Europe's fastest growing enterprise cloud company.

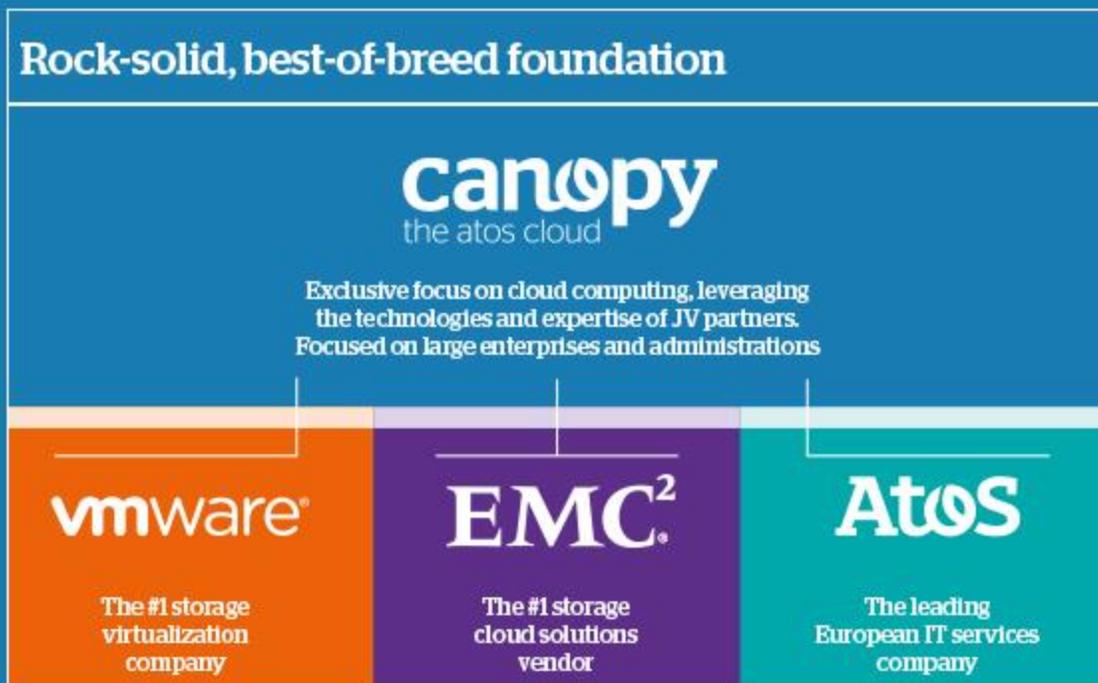


Jaques Pommeraud
CEO
Canopy

The story so far

Canopy is the Atos cloud, formed through a joint venture with leading industry partners EMC and VMware. Founded in 2012, we offer a complete cloud portfolio including tailored solutions across IaaS, PaaS and SaaS, and consultancy to enable organizations to transform their IT in the digital business era.

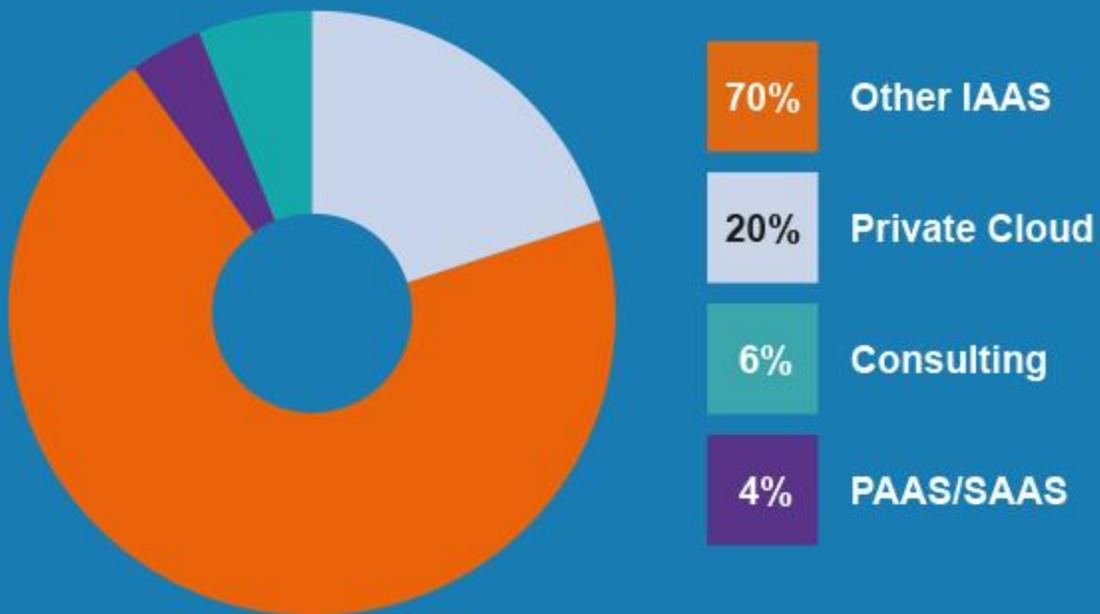
To learn more visit our [refreshed website](#).



Headquartered in London we now have over 1,300 dedicated cloud professionals and operate across nine countries on three continents.

In 2013, we reported annual revenue of €267 million. And this year, in H1, we closed over 62 deals larger than €100k with 45 individual customers. Our order entry was €53k over our target of €190m, and most importantly, our revenue is in line with budget. Here is the breakdown of our H1 revenue for 2014:

Canopy revenue breakdown 2014



And we're not only selling; we're investing in our future: since 2010 we have invested €19m, with €4.3m of that coming from H1 2014 alone.

No other cloud player brings together this level of expertise in security, virtualization and managed services from market leaders to deliver a complete cloud service that meets the very highest enterprise standards. Learn more [here](#).

Canopy in numbers:

62 Deals closed in the last period

45 were individual customers

Canopy delivered



Our customer needed:

A modern cloud infrastructure for a costly and outdated SAP legacy environment

We delivered:

An efficient and centralized multi-tenant private cloud solution

Global chemical manufacturer, Huntsman, was operating 500 physical servers in a legacy environment. 80% of these servers were more than 3 years old and rapid depreciation resulted in huge maintenance costs.

Huntsman tackled this with our Canopy Cloud Infrastructure Services. We delivered the flexible processing, storage and backup services that are critical to enterprise cloud success. It means our customer has the IT resources it needs to deliver business critical applications.

Read more about how Huntsman transformed its business [here](#).

Key facts:

- From **500 servers** to 1 private cloud **environment**
- **Canopy, the Atos cloud, was selected** over **IBM, HP** and **CSC**
- A **new approach to data protection and management**

Canopy predicts

We always strive to understand the rapidly changing needs of today's cloud market.

Our latest research finds 75% of CFOs fear their businesses will fall behind if they don't have the optimum cloud applications and infrastructure in place to support digital business transformation. As a result, 70% of CIOs and CFOs fear their business will become uncompetitive with the majority (76%) of them estimating this will happen as fast as the end of 2015.

CFOs estimate an average **€123m revenue boost** in 2015 if cloud capabilities were in place



The research, conducted by an independent technology research agency, surveyed 950 CIO, CFO and business decision maker views in mid-market and enterprise firms in the UK, US, Germany, France and the Netherlands. Each respondent was asked about the link between cloud and the progress of digital transformation in their businesses and its impact on growth, revenues and profitability.

Read more about this news [here](#).

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Barcelona, Spain

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