

Atos: making major events happen

REAL-TIME, INTEGRATED DATA

- ▶ Powerful data centers
- ▶ Big Data services
- ▶ Real-time Data Analytics
- ▶ Cloud solutions and support.

Gives you: instant, responsive information. Supporting everything - including ticketing, access, safety, security, results.

REAL TIME DATA

- ▶ Big Data services
- ▶ Data Analytics.

Gives you: instant results and updates, better traffic monitoring, improved responsiveness.



SAFETY AND SECURITY

- ▶ Full identity and access management
- ▶ Event monitoring
- ▶ Traffic and movement monitoring.

Gives you: More accurate incident response.

SECURE TICKETING

- ▶ Integrated payments
- ▶ Identity and access management
- ▶ Cyber security
- ▶ Integrated transport & traffic management.

Gives you: Smoother movement into & out of event, peace of mind and happier eventgoers.

EVENT EXPERIENCE

- ▶ Event apps
- ▶ Alerts and updates
- ▶ Information diffusion
- ▶ Integrated media.

Gives you: richer event experiences, seamless media delivery and an on-going relationship with eventgoers.

FACILITIES AND OFFERS

- ▶ Retail integration
- ▶ Alerts and updates
- ▶ RFID and apps.

Gives you: the ability to coordinate with event retail organizations, give eventgoers offers and deals and offer seamless hospitality and accommodation.

COMMUNICATIONS AND MEDIA

- ▶ In-event communication & collaboration
- ▶ Information diffusion
- ▶ Results and updates
- ▶ Media integration
- ▶ Smart mobility.

Gives you: Instant communications, rich media, team mobility, better press coverage and complete media experiences.

TRANSPORT AND MOVEMENT

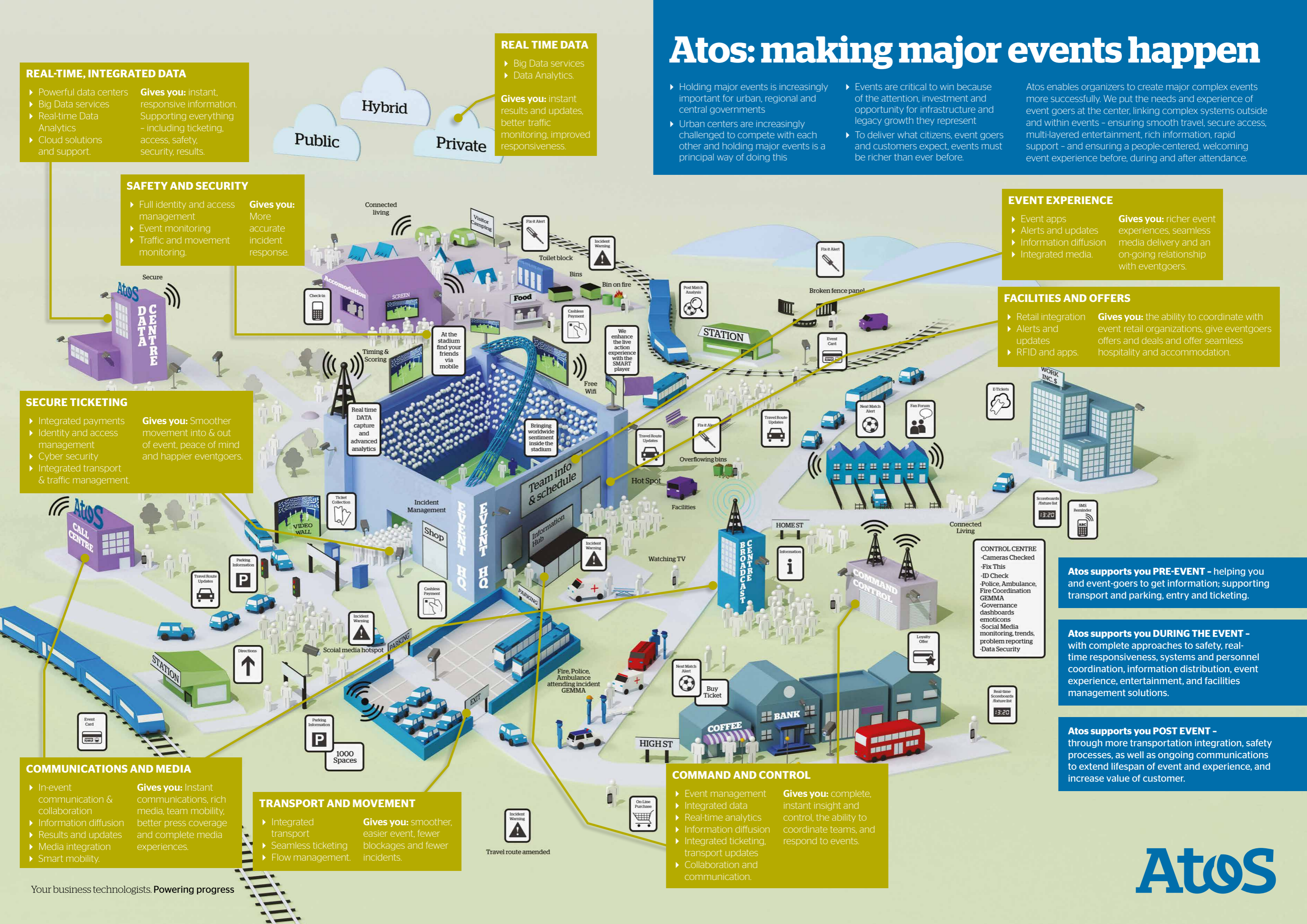
- ▶ Integrated transport
- ▶ Seamless ticketing
- ▶ Flow management.

Gives you: smoother, easier event, fewer blockages and fewer incidents.

COMMAND AND CONTROL

- ▶ Event management
- ▶ Integrated data
- ▶ Real-time analytics
- ▶ Information diffusion
- ▶ Integrated ticketing, transport updates
- ▶ Collaboration and communication.

Gives you: complete, instant insight and control, the ability to coordinate teams, and respond to events.



- CONTROL CENTRE**
- Cameras Checked
 - Fix This
 - ID Check
 - Police, Ambulance, Fire Coordination
 - GEMMA
 - Governance dashboards
 - emotions
 - Social Media monitoring, trends, problem reporting
 - Data Security

Atos supports you PRE-EVENT - helping you and event-goers to get information; supporting transport and parking, entry and ticketing.

Atos supports you DURING THE EVENT - with complete approaches to safety, real-time responsiveness, systems and personnel coordination, information distribution, event experience, entertainment, and facilities management solutions.

Atos supports you POST EVENT - through more transportation integration, safety processes, as well as ongoing communications to extend lifespan of event and experience, and increase value of customer.

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Redesigning experiences in events

Atos delivers seamless experiences for your event-goers, across every media, web, mobile and social channel – delivering valuable, exciting information before, during and post attendance. Our advanced information systems, notice and interaction platforms and seamless social, web and mobile apps ensure rich, powerful experiences, for everyone enjoying your event.

Our portfolio includes:

- ▶ Information diffusion systems
- ▶ Broadcast and media solutions
- ▶ Real-time data.

Ensuring protection, trust and security in events

Atos ties together every aspect of event security. We deliver advanced behavioral monitoring and identity management, ensuring only the right people attend. We protect payments and transactions, and coordinate transport, access and emergency services so at every stage, everyone is safe.

Our portfolio includes:

- ▶ Identity and access management
- ▶ Cyber security
- ▶ RFID, biometrics and authentication.

Ensuring excellence and resilience in event operations

Atos delivers complete command and control systems to ensure smooth operations from the first to the last moment of your event and every interaction around it. We tie together media and multichannel information, ticketing and attendance information, crowd and people monitoring systems together with multi-modal travel planning, ticketing and access; we deliver real-time data around events, delivering real-time information, results, updates and safety and traffic factors.

Our portfolio includes:

- ▶ Games management systems
- ▶ Information diffusion, real-time information management
- ▶ Advanced IT Infrastructure.

Enabling digital transformation of events in a connected world

Atos ensures events are fast-flowing, omnichannel digital occasions – just as today's event-goers demand. We drive digital connectivity and real-time data through simple collaboration platforms and communications, so that central organizers, teams and individual workers can work effectively. Our digital transformation enables everyone in your organization to be more productive, serve people better, and respond to incidents faster.

Our portfolio includes:

- ▶ Advanced, real-time data analytics
- ▶ Adaptive workplace
- ▶ Mobile, social and media tools.

Citizen Stories – Enabled by Atos

Atos makes it easier for Max to get to the gig of the summer

- ▶ Max wants to get to the gig and accesses the event website, and makes a secure, simple purchase. He's also offered relevant upgrades, extras and service at the same time
- ▶ Just before the event Max gets automatic updates on any changes, relevant information on stars and songs, and the day before, a simple update of itinerary and travel conditions
- ▶ En route, Max is offered location-based deals on facility information, a map of the event and parking/entrance information
- ▶ As he goes through the gates, the attendant greets him by name. Using the event app, he sees that his friends Lorna and Jacqui are already there.

Atos makes enjoying the atmosphere easier for Lorna

- ▶ Lorna rushes into the venue. Her event app tells her where to go – and she enters easily thanks to her digital ticket on her phone
- ▶ Integrated apps and signage tell Lorna where she can get refreshment easily – using a cashless card (more secure, easier, faster)
- ▶ All around her event staff move smoothly and easily to deliver services and respond to any incidents; they are using advanced collaboration platforms to coordinate more easily
- ▶ Lorna's app also helps her to locate her friend Jacqui – and together they wait for their mutual friend Max, and get ready to have fun.

Atos enables Jacqui to leave the event – and enjoy it, even though it's finished

- ▶ After the gig Jacqui uses her event app to find the easiest way out, and accesses updated transport timetables
- ▶ She gets on the train quickly thanks to her digital pass; as she relaxes, an automated event stream begins giving her selected highlights from the night, and a download option
- ▶ The next day her loyalty program kicks in, offering her free downloads, more tour information for the band – and she's invited to a social media platform the band have just set up
- ▶ Jacqui and her friends, old and new, are going to remember the event well!

