

**Adaptive Workplace**

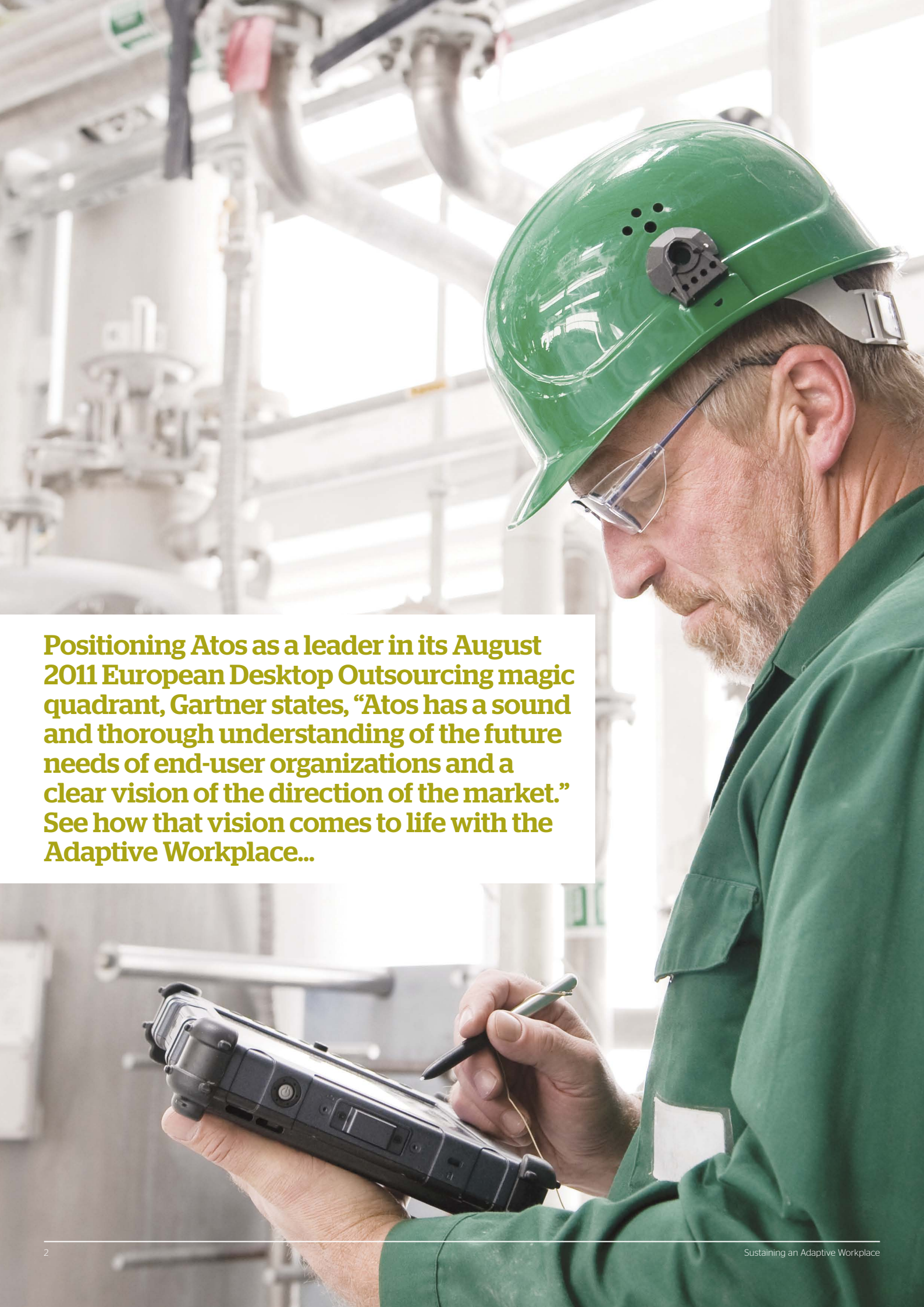
# **sustaining** an adaptive workplace

agility, security and productivity



Your business technologists. Powering progress

**Atos**



**Positioning Atos as a leader in its August 2011 European Desktop Outsourcing magic quadrant, Gartner states, “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.” See how that vision comes to life with the Adaptive Workplace...**

# We are all knowledge workers

The distinction between white and blue collars in the workplace is disappearing. Truck drivers and shop-floor workers today use IT-enabled productivity tools that are more powerful and more sophisticated than those of the CFO of less than ten years ago.

It's not just the tools that are changing - it's the whole culture of work. Every successful organization must be prepared to ask two fundamental questions:

1. What do our people need to work productively, collaboratively and safely?
2. How can we manage the tools and services they rely on at the best cost and quality?

Most organizations seem happy to claim that their people are their most important asset. But if that is the case, are they giving their people the workplaces they need to prove their worth?

Atos has taken a step back. We have minutely observed the changes in work-styles. We have drilled down deep into our experience of supporting the professional IT needs of over two and a half million people worldwide.

What is your workplace going to look like now that:

- ▶ There are over 2 billion internet users worldwide
- ▶ Over 30% of all mobile phones are smart
- ▶ The cloud has turned infrastructure and application licensing upside down
- ▶ Devices become almost disposable vehicles for services
- ▶ No organization wants the risk or inflexibility of capital infrastructure investment.

## The result?

The Adaptive Workplace - a practical formula to help enterprises implement and sustain agile, secure and productive workplaces - workplaces in which people always come first.

## Why adaptive? Why sustainable?

Adaptive	Sustainable
<p>We know "the pace of change" is now a cliché in business communications - but that doesn't stop it being true. In every sector and in every job, people are being challenged to work differently. In an economic climate which remains fragile, the need to do more with less is never off the agenda.</p> <p>The tools and processes people use to do their jobs must be rapidly adaptive. The 18-month unification period which used to follow mergers and acquisitions, for example, must now happen in weeks. When Atos Origin and Siemens IT Solutions and Services combined in July 2011, all 78,500 employees were able to share information and to communicate using voice, instant messaging and online meetings from day one. It's got to be like that from now on.</p>	<p>Sustainability is absolutely central to the Adaptive Workplace. There are three strands to sustainability, and you need to hit on them all:</p> <ul style="list-style-type: none"> <li>▶ Social and technological - the workplace has got to work the way people work, keeping pace with technology at every step</li> <li>▶ Economic - it's got to stay affordable, enabling you to continually prove the financial benefit of your choices</li> <li>▶ Environmental - this is about more than not dumping old kit in landfill and minimizing the cost of powering data centers. You need to help people work smarter, reducing enterprise real-estate, travel and transport costs.</li> </ul>

## The workplace as a service

The way you design and manage the enterprise workplace is about more than technology and business function. It is also about your choice of commercial and contractual engagement. With the Adaptive Workplace, Atos fully supports the idea of workplace-as-a-service.

This not only allows you to shift workplace provision from capital to operating expenses. It also delivers unprecedented clarity of service consumption at regional, departmental or even individual level.



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# Four profiles every time

To get your workplace strategy right, you must understand different points-of-view. In every Adaptive Workplace engagement, we want to open discussion with four different groups...

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## The workforce

The founding principle of the Adaptive Workplace is that each member of the workforce be equipped with the communication and collaboration tools needed to excel. This encompasses fixed and mobile working, the complete spectrum of devices, and fully managed security. The focus is always on productivity.

Creating the right profiles is critical. These change from job to job and from sector to sector. The better we know the workforce and the culture, the better the result.

Atos is good with diversity: we serve clients in 150 countries and have deep industry knowledge of financial services, of manufacturing and retail, of the public sector, transport, healthcare, telecommunication and media, and of energy and utilities.

## Procurement and sourcing

All businesses now depend on an eco-system of specialist partners. Ensuring that everything joins up and that everything delivers on its promise becomes an absolutely critical business role - and this rests with procurement and sourcing.

By definition, every member of the eco-system must also be able to compete on price - and with workplace sourcing, this gets complicated.

Atos Adaptive Workplace consultants will help your procurement teams establish viable means of comparison for cost and quality - making it possible to hold up cloud-based utility models against traditional desktops, for example.

## The CIO team

Many CIO teams have spent the best part of 25 years trying to establish common standards. Consistency across the enterprise has been the cornerstone of security, agility and economy of scale.

Consumerization and the cloud change this landscape. When workers and business units are increasingly independent of centrally imposed IT policy, the CIO team now needs to manage unprecedented diversity and choice.

Atos works with the CIO team to ensure continuity, and to establish practicable roadmaps for sustainable workplaces. Our business and technology radars capture best practice from every sector in which we specialize.

## Human resources

When you're thinking about the workplace, never forget your organization's HR team: their experience and opinion matters on so many levels. You cannot separate skills development from communication and collaboration technology. You need to be aware of how contracts of employment are managed, with regard to home-working and flexi-time.

Your HR team is also going to help you understand how the enterprise talent profile is developing, and how this in turn steers recruitment and professional development.

In all of these areas, the flair with which you craft the digital workplace makes a winning difference.

# 80/20 - a guiding principle

With the Adaptive Workplace, Atos observes an 80/20 principle - and it seems to work.

Over the course of more than 400 major workplace implementations for international enterprise clients around the world, we see that 80% of all enterprise workplace requirements are the same.

This may be surprising, but it seems to be true. Take a thin client workstation in a local government housing department and compare it with a thin client used by a telecoms billing team and you'll find 80% of usage and management requirement is common. It's the same for a desktop in a bank branch and for one in a retail manager's office. It's the same for a tablet used by a pharmaceutical sales agent and an oil company field worker.

## The implication?

Don't reinvent. Identify commonality and then re-apply and refine best practice again and again. The benefits are immediate and obvious. Using a highly modular taxonomy of workplace options, Atos can quickly sketch an accurate baseline workplace profile for any employee group within your enterprise.

From this position, we can work together confidently with regard to:

- ▶ Requirement analysis
- ▶ Planning and transition
- ▶ Sourcing and implementation
- ▶ Ongoing management and evolution
- ▶ Commercial engagement and reporting.

And then we have the 20%...

If you can stop wasting energy and resource on the 80% which is common across all business workplaces, you can use intelligence and budget where it creates positive difference. Here are just three examples...

## Sector-specific planning

This may be in providing functions which are specific to a professional group within your enterprise. In a bank branch, for example, employees need to call up context-specific personal workplaces as they move from the cashier's desk to a private consulting room, to a behind-the-scenes reporting or learning environment.

## Risk and reporting

Can you reduce operational risk through intelligent, industry-specific workflows? Record management in healthcare and pharmaceutical is a great example of how country and sector-specific processes add service value to a standard employee workplace.

## On-brand new media

More and more enterprises are now asking how rich media and converged communications can help boost learning and collaboration across the enterprise. If you are using company TV to share news, for example, you want the channel designed and branded for your business - not presented as a raw media player.



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# Your workplace: five focus areas

Workplace strategy must look both forward and back (interoperability and transition are critical). In every Adaptive Workplace engagement, Atos will help guide you through the five focus areas which become the framework for a successful and sustainable workplace.

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## 1 User profiling and user applications

You don't just need to manage identity and authentication - you need to be able to establish meaningful profile groups, reflecting the different professional needs of your workforce and treating them with respect.

## 2 Messaging and collaboration

Every employee is part of a dynamic collaboration network. Productivity and participation go hand in hand. Your messaging and collaboration choices will actively drive useful and productive collaboration.

## 3 Support and change management

The help desk is just one support option. The more that you can develop automation, self-healing and self-service - the more cost-effective and efficient the support machinery becomes. Agility is critical, and your chosen approach must respond to the changing profiles of your workforce with exceptional responsiveness.

## 4 Virtualization

Virtualization cannot be separated from effective workplace strategy. Your ability to gauge the status of virtualization across the enterprise underpins all cloud decisions and all IT optimization initiatives.

## 5 The device itself

Some enterprises will continue to supply the devices their workforce needs. Many others are already experimenting with Bring-your-Own. Atos will help you make and manage the best decision. Tablets, thin clients, smart-phones, laptops, ruggedized specialist devices may all feature.

## Active partnership

Atos is resolutely vendor-independent. This does not mean we shun the big names in IT. Quite the opposite - it means we invest in the skills needed to master and manage them all: Cisco, Citrix, EMC, Intel, Microsoft and VMware are all integral to the Atos skills base, and can all feature strongly in the Adaptive Workplace solutions we craft for our clients.

The point, perhaps, is that there are no absolute right answers. The technology mix will always depend on you, the client.

A full scale migration to Windows 7 may be a smart option for an enterprise with a strong existing investment in Microsoft and a desire to build out into cloud-based collaboration services. For a public sector client whose workspace investment in recent years has been focused on open source models, a different set of choices makes more sense.

## Agility and engagement

Your Adaptive Workplace must grow and change with your business. Even with the very best market intelligence, nobody can say for sure what the commercial or technological model of the enterprise workspace will look like even five years from now.

Any successful workplace strategy will acknowledge this fact and build on the principle that change will happen.

Knowing that change is inevitable, however, is no barrier to commitment. Atos, for example, has been entrusted by Siemens with workplace management and support for 300,000 people over ten years.

With the Adaptive Workplace, Atos combines its four key capabilities to ensure that whatever changes lie ahead, your workforce gets the tools it needs to work collaboratively, securely and productively:

### Consulting & technology services

Anticipating change and understanding requirement. Our consultants do more than spot technology trends. We design commercial and contract models to best fit your business - with metrics to match.

### Systems integration

Your workplace must be the vehicle which carries intelligence to the workforce. Our SI teams deliver interoperability and stand-out intelligence to the workplace.

### Hi-Tech Transactional Services

The Atos HTTS unit was originally focused on financial transaction processing. Now that the cloud makes pay-per-use fully applicable to workplace services, we manage efficient forecast and finance too.

### Managed services

The Adaptive Workplace, no matter how many flavors you require, must be managed for supreme robustness, performance and support and this is what our MS teams deliver.

## Five challenges

Nobody wakes up in the morning and thinks, "Must revolutionize the workplace!"

Whether you've got 5,000 or 500,000 employees, changes in workplace provision happen incrementally. You want to experiment, to try things out - to see how "bring-your-own" works within a single business unit; to compare costs of cloud against non-cloud delivery; to bench test transition projects; and so on.

Focus always helps. Atos finds that asking some specific questions can help build positive momentum:

- ▶ How quickly does it take to get a "new hire" up and running - and how much does it cost?
- ▶ How can unified communications in the workplace cut 90% off mobile phone costs?

- ▶ How can a virtualized desktop reduce security breaches and streamline performance reporting?
- ▶ How can workplace design speed effective integration during mergers and acquisitions?
- ▶ How can I increase employee choice without risk when crafting a "bring-your-own device" policy?

Try these five to start with - or even better, challenge us with your own.

The sooner you start to think about enabling collaborative productivity with the Adaptive Workplace, the sooner your workforce will begin to benefit.

Your business technologists.

Powering progress. Atos.



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# 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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