

Enterprise Content Management

discovering content as an asset

boost productivity and collaboration





Collaboration underpins productivity

Every business generates and stores increasingly large quantities of data, but few can realize the value that it contains. To do this you need new ways of collaboration, freeing your enterprise to operate globally with employees, customers, partners and suppliers.

Atos' end-to-end Enterprise Content Management (ECM) solutions do exactly that, turning data that is unstructured and difficult to interpret or share into information through an open and flexible system that can operate securely even in the cloud.

This results in a more productive, efficient and agile organization ready to exploit the opportunities of the new world economy.

ECM solutions have been around for years, but combining them with new communication tools and bringing them into the cloud delivers open, secure and powerful collaboration on a global scale for the first time.

Making it personal

Correctly delivered, ECM services create an environment that enables employees to communicate and collaborate in the workplace in the same way that they have become accustomed to in their day-to-day lives.

This new way of collaboration fosters innovation in all areas of the business and improves much-needed collaboration within the enterprise and with external parties. By embracing social, communication, technological and business changes, Atos seeks to implement ECM as a strategy that ensures a consistent approach to information management, reduces costs and supports business growth.

ECM increases efficiency, fosters innovation and delivers growth. The combination of traditional enterprise collaboration tools, ECM and social networking is creating the next wave of powerful business processes that will change the way organizations operate by delivering a connected and borderless enterprise. Transforming paper workflows into digital can deliver cost reductions of up to 30% and workflow automation has delivered productivity increases of more than 80%.



“With the use of collaboration, we see greater opportunity to make better decisions faster with relevant and quality information at hand.”

Gartner Research

Finding what you need, where and when you need it

Individuals today – particularly those of Generation Y – expect to be able to call on the same communication services, social networking tools and techniques they use in their personal lives whilst at work. Most companies struggle to accommodate this idea, although some have introduced wikis and blogs.

The SharePoint connection

Microsoft SharePoint has become the collaboration and knowledge-sharing platform of choice for many enterprises. It is evolving to meet the needs of a world in which access to knowledge is 'always on', mobile and device-independent.

Getting the greatest benefit from SharePoint demands careful thought. You need to consider technology and process implications, just as you do with any ECM initiative. Even more importantly, you need to ensure that your investment works culturally – your people must become its champions.

Atos has invested in SharePoint expertise. We offer both industry-specific SharePoint consultancy services and a portfolio of advanced managed SharePoint services. These include full hosting, end-user and technical support – giving the cost and efficiency gains of cloud delivery if desired.

Perhaps our real stand-out, however, lies in our extension services. Using smart templates, reporting and analytics, we make it possible for you to fast-track effective adoption – empowering your people to take control of knowledge and collaboration.

The result is often that collaboration usually remains within these individual applications with little or no interoperability. However, we are seeing an increased demand for access to rich information whenever a person requires, from any device, with easy-to-use tools for sharing, transferring and retrieving content.

With the volume and variety of both structured and multimedia content growing, this is having a significant impact on capacity and performance. Content is only an asset when it is freely accessed and can be searched effectively and efficiently.

And content must be controlled. Simply implementing an archiving policy can lead to a reduction of at least 50% in data volumes.

Enabling collaboration requires anytime, anyplace access to information – on any device. People are accustomed to communicating efficiently by mobile or netbook in their daily lives. And that's how they expect to work.

The extended enterprise

The financial crisis has encouraged, even forced, companies to collaborate more outside the organization. Product lifecycles are shrinking so R&D investments are less easily recouped. By collaborating with external partners, organizations can share the investment burden, risks and rewards, and are better placed to innovate and bring new services and products to the market more quickly.

Growing a business in a time of economic hardship is one of the greatest challenges facing organizations today. Cash and liquidity are critical but funding is restricted, placing emphasis on savings through efficiency. Innovations such as automated document management and knowledge databases have been shown to greatly reduce the cost of handling customer interactions whilst also improving service.

“Organizations should develop a comprehensive strategy for collaboration investments.”

“Companies that embrace Gen4 are likely to gain a competitive advantage.”

Gartner Research

Companies must position themselves to meet these changes. This requires that they have an effective collaboration strategy in place. Gartner describes Gen4 - the fourth generation of collaboration services - thus 'Gen4 is essentially a repackaging of existing collaboration services with new use patterns. Gen4 enables the user to easily employ the most effective collaboration service for the business task at hand via a universal dashboard.'

Securing the cloud

Putting information and enabling sharing within the cloud presents a range of security issues. With the rise of external collaboration throughout the value chain, the architecture must also handle the challenge of data leakage and IP ownership.

Atos understands this and applies security processes and technologies that address the need for secure access at various levels and by different parties (employees, suppliers and customers). This provides secure access without impacting on the benefits of ECM.



The Olympics: delivering information to a worldwide audience

No IT project is more high-profile than the Olympic Games, and delivering a secure news feed from dozens of venues to a global media via multiple channels is the most visible demonstration of ECM one could imagine.

The challenge for the 2008 Olympic Games was to provide a reliable and secure source of comprehensive and regularly updated information for the Olympic Family of athletes, international federations, national Olympic Committees, IOC members, VIPs and of course TV, journalists and staff.

That is just what Atos achieved, but it is how these results compared with those at previous events that really show the data volume explosion and how the new collaborative way of working produces information:

- ▶ 80% more competition data for media and news agencies worldwide - totaling 1.5 million messages
- ▶ Almost 50% more stories published each day by the Olympic News
- ▶ 40% more sports disciplines were added to the Commentator Information System
- ▶ And there were 30% more hits on INFO2008, averaging around 1.2 million each day.



Doing more with less in public service

Across the public sector, agencies are under pressure to do more with less and, most importantly, to develop a customer-centric culture. Ironically, ubiquitous use of IT and the Internet often result in unmanageable data volumes rather than in improved service.

The ability to streamline process and manage content has become pivotal in the public sector challenge to improve service while reducing overheads. Atos expertise in ECM is making a real difference in the drive to boost productivity and responsiveness:

- ▶ Electronic data and document exchange between public sector agencies and their private sector partners streamlines and improves communication and execution
- ▶ By reducing the cost of transaction processing we not only help make better use of resources - we also improve the public perception of prudence and efficiency
- ▶ Content management and workflow are integrated, reducing administration and boosting productivity
- ▶ All data protection and security requirements are respected; all requisite document traces maintained; and long-term archiving obligations met.

ECM: the Atos proposition

ECM spans a broad spectrum of activity. It is not just about technology - it's about how people work productively and safely together. Change management features strongly too, as any major ECM initiative will positively alter the way your people think and behave.

In any engagement, we will explore numerous practical topics and approaches together. These include: portals and access methods; content and document management; structured collaboration and workflow; image and data capture and legal archiving.

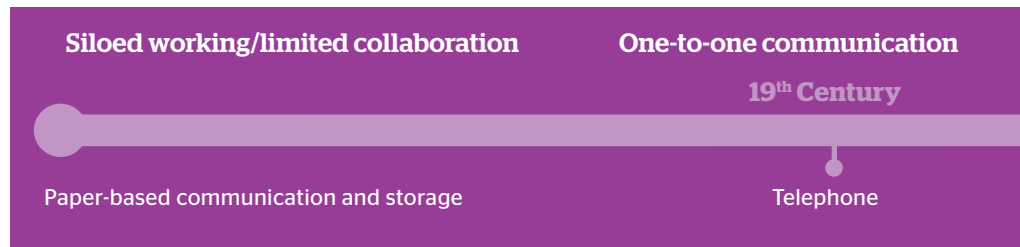
Our approach is consultancy-driven: the goal will always be to help you transform unstructured raw data into usable information assets. To reach this goal, we will analyze current practice in the light of your business objectives, and craft a practicable roadmap for effective ECM. This will also take into consideration operational and architectural choices: will you, for example, exploit public or private cloud, or perhaps choose a hosted approach using a dedicated Atos data center.

Industry leadership

Atos has invested in building strategic partnerships with the industry leaders in ECM technologies. We have real depth of expertise in solutions and technologies from EMC, IBM FileNet, Microsoft, and OpenText. Our own systems integration and managed services operations have the skills and resources needed to implement and then run the solution.

Although fully vendor-independent, we do have a particular depth of expertise in Microsoft SharePoint. We will craft the product to your individual business requirements, so that your knowledge workers are able to seek and act on information using portals designed to match your work culture.

The evolution of collaborative working



Atos has a comprehensive portfolio of specialist competencies in ECM

Document management and archiving

We make sure you can securely capture, store and manage electronic files of any format. Easy retrieval is critical, and so we prioritize folder structures and metadata management. We design and implement long-term archival in compliance of your specific legal and regulatory profile. We cover the full life cycle of record management, and are also specialists in the archival of all SAP and related documents and records.

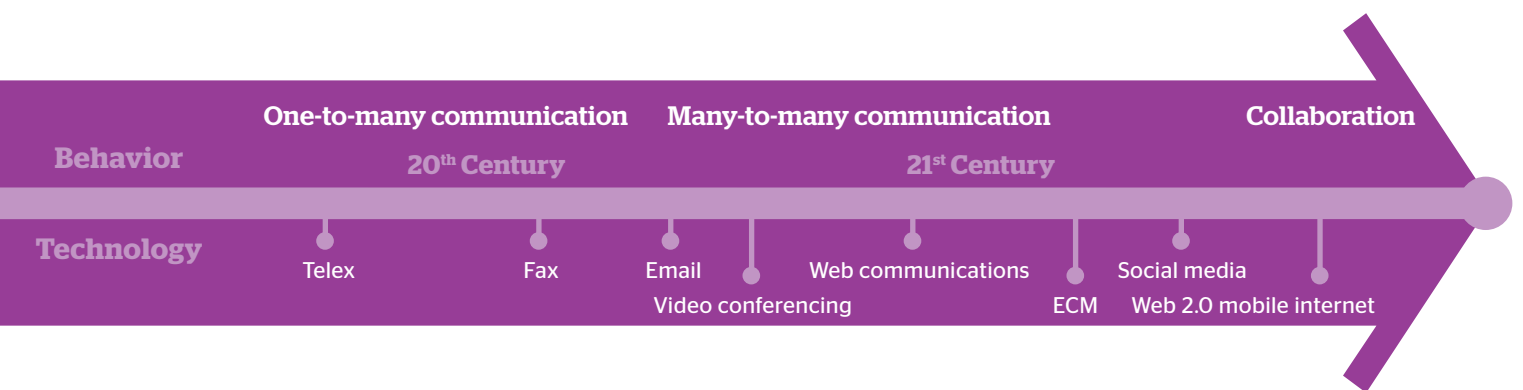
Case management and process handling

Content is not free-floating - it is inextricably bound to process. We will work with you to ensure that content and documentation in all its forms is effectively and intelligently routed between people and processes.

Collaboration, portals and enterprise social networks

The tools and structures you put in place must actively promote productive collaboration. Although portals are mature, their use is continually evolving as complex collaboration scenarios involving employees, inter-departmental networks, partners and customers all come into play.

We will help design and execute content portals and web content management practice, defining structures, templates, and processes. Typical focus areas include knowledge management, eLearning and, increasingly, social business networks.



Media asset management

As media rich communication becomes the norm, the range and volume of content objects needing to be managed increases. In addition to text documents and records, you need to manage complex inter-linked engineering and business models, e-mail histories, video streams and IP phone calls. The task is vast and getting vaster. Atos can take full responsibility for ingestion, annotation, cataloguing, storage, retrieval and distribution of all digital assets in traditional and rich media.

ECM consolidation and harmonization

ECM is now a mature business technology – even though evolution is continual. Atos is well positioned to help you assess current ECM approaches and to consolidate and harmonize across the enterprise. We are particularly skilled in breaking down content silos, in order to extend the business value of collaborative information.

By harmonizing current ECM practice, we can reduce storage overhead and environmental impact and, even more importantly, ensure greater business agility. In many consolidation and harmonization engagements, our clients are keen to consider migration to Microsoft SharePoint.

ECM interoperability and integration services

Where ECM implementation is already mature, we frequently find that interoperability can be tuned to the client's business advantage. An Atos audit of ECM practice will reveal opportunities for improved integration. These engagements can often be prompted by reviews in corporate compliance, especially with regard to archival and regulatory reporting. Interoperability between ECM and other critical business systems, including ERP and accounting, often features. Search engine effectiveness is also a common agenda item here.

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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