

transforming workplace models for financial services

Every financial services company in the world seeks to boost personal productivity while minimizing the cost of delivering fit-for-purpose workplace services to employees. The Atos Adaptive Workplace provides a model which allows banks and insurance companies to do both

For years, financial services companies have been in the vanguard of efficiency and standardization for all aspects of the desktop. But now the rules have changed, and so has the pace of transformation. Refresh cycles that once needed to be planned and managed every three years or so now become continuous. Major capital investments in the next wave of desktop technologies are rejected in favor of workplace-as-a-service, exploiting bring-your-own approaches where appropriate. The single digit savings expected with each new or renewed support contract will no longer satisfy procurement teams.

With the Adaptive Workplace, Atos has created the means to equip your employees so they can deliver the highest value at the lowest cost. Adaptive workplace solutions, for example, routinely slash mobile phone costs by 80% and more, just by putting web-based unified communications within reach of the workforce.

But before we take a closer look at the Adaptive Workplace, let's think about the people who work in financial services - about what they aspire to, about what they need and about what they are seeking to achieve with their own customers.

Putting the workforce first

Financial services companies are amongst the largest and most globalized of all employers. The employee profile is educated, with a higher proportion of graduates than most. Although the range of professional profiles is highly varied, all employees must remain acutely aware of the need to:

- ▶ Win and retain the loyalty of their customers
- ▶ Satisfy all regulatory and security obligations.

Today, even those who work in traditionally back-office roles are increasingly expected to see their own activity in terms of its contribution to the quality of the client experience.

These fundamental objectives must be met in a climate of accelerated change and uncertainty. This puts both teams and individual employees under pressure to improve performance, and that demands easy and immediate access to the right tools for the job.

Consumerization counts

The ease with which your employees now use communications and social networking technologies in their private lives must be mirrored in their professional environment. Access to knowledge, to professional support and to applications and processes must be timely and reliable if they are to perform.

Increasingly, this also needs to be location-independent: fewer and fewer banking and insurance company employees are rigidly allocated to offices and desks.

With the Adaptive Workplace, Atos delivers on both agility and on the benefits of consumerization. Most importantly, however, we do so in a manner which allows the CIO team to retain essential control over process, compliance, cost and security.

The Adaptive Workplace for financial services

The Adaptive Workplace gives financial services companies a practical formula through which to implement and sustain agile, secure and productive workplaces – workplaces in which people always come first.

Atos has made the ability to profile each workspace according to the requirements of the individual employee its founding principle. The range of professional profiles found in any financial services company is both vast and dynamic – and your approach to the workplace must reflect this.

In the past, where the focus was often on the ‘desktop’, there was a natural tendency to think in terms of the device rather than the person who needed to use it. But flip this over, and put the profile first, you will achieve both significant cost and productivity benefits:

- ▶ Rather than paying fixed prices, for example, on software licenses or standard support contracts based on estimated usage – you will pay for what you need and no more
- ▶ Teams and individuals will be empowered to make their own decisions. This becomes an incentive to exercise intelligence and responsibility – not an invitation to excess.

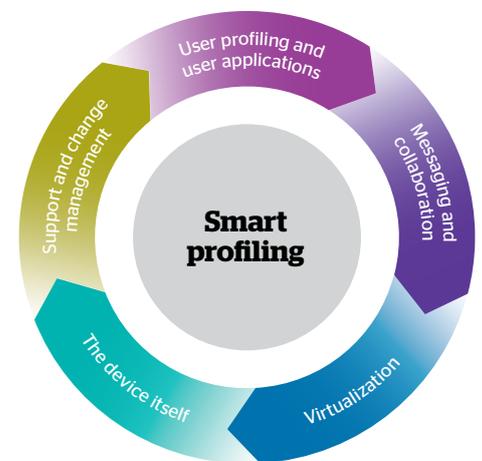
Spearheading a comprehensive managed services portfolio

Putting the wellbeing and productivity of the individual spearheads Atos’ provision of managed services to its financial services clients around the globe.

The Adaptive Workplace itself is comprehensive in scope, spanning all that is required for a sustainable, scalable and dynamic workplace. Highly modular, it is simple to adopt and exploit with each of the Adaptive Workplace focus areas characterized by real breadth of choice.

The Adaptive Workplace also changes the rules of provisioning and service use. Whether you are considering a pilot for a single business unit or multi-national enterprise adoption, Atos will work with you to ensure success for individual workplace and shared foundation services. Ancillary workplace services typically include print management, online video and asset management.

Atos does not propose the Adaptive Workplace to its clients in isolation. It is flanked by comprehensive security services, tuned to the stringent requirements of the financial services industry. When considering the supporting infrastructure, for example, or the closely related questions of cloud service delivery, our financial services experts will cover all aspects of regulation relating to data location, client privacy and reporting requirements.



Support choices	<p>Help desks are 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.</p> <p>Support goes far beyond IT. When new regulation impacts, for example, how easy is it for local legal specialists to brief their colleagues or answer specific questions using the bank’s social and professional networks?</p>
The right devices	<p>Isn’t it time to break the endless cycle of device procurement, deployment and redeployment and decommissioning?</p> <p>Atos will help you make and manage the best decision. Tablets, thin clients, smart phones and laptops may all feature – with bring-your-own a viable option.</p>
Virtualization	<p>You cannot separate virtualization from effective workplace strategy. Your ability to gauge the status of virtualization across the enterprise underpins all workplace cloud decisions and all IT optimization initiatives.</p>
User profiling and user applications	<p>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.</p> <p>A personal financial advisor or insurance broker, who spends most of their time visiting clients, for example, has very different requirements from a risk analyst.</p>
Messaging and collaboration	<p>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.</p> <p>When, for example, you serve a commercial client in multiple countries, how easy is it for local account teams to share notes and news? Impromptu client conferences can be a lot more effective than endless e-mail attachments.</p>

Breadth of vision for maximum benefit

With the Adaptive Workplace, Atos is not proposing just another roll-out. We are offering a framework which allows banks and insurance companies to ask how they want their people to work for years ahead. Our approach is tried and tested and, most importantly, gives financial services clients continuity for the many business applications on which they rely. Delivering authorized applications to individual workplaces is near instant, speeding adoption and eliminating the frustration and cost of conflict on the desktop.

With over 2.5 million workplaces supported worldwide, Atos understands that this is not a technology issue. For the best results, we will craft your adaptive workplace with direct involvement of four key groups of stakeholders. Discovery sessions will be coordinated by Atos specialists from both financial services and workplace management backgrounds.

Performance management

If you want your people to perform, you must ensure that the systems on which they rely perform to the highest standards. Once you begin to make the Adaptive Workplace your business reality, performance becomes even more critical. Traditional IT metrics remain important, but you need more: business performance must be assured.

That's why Atos offers advanced performance management as a natural extension service to the Adaptive Workplace, making it possible to tune network and application performance pro-actively at all times. Smart performance analytics are not just about being able to spot and remedy any degradation, however. Performance management also delivers the intelligence you need to pick up quickly on trends and opportunities.

The workforce	<p>We'll craft your Adaptive Workplace around your workforce. We don't just need to understand how your people work today - we need representatives of the different professional teams within your organization to be active in envisioning their future workplace vision.</p> <p>With multi-channel delivery, for example, now the norm in banking, we need branch employees to contribute to a vision of differentiated value.</p>
The CIO team	<p>In both banking and insurance sectors, CIO teams are under extraordinary pressure to keep pace with new business demands. There's often a paradox: those with the sector experience can be challenged by emerging practices in, for example, social networking - while the new generation of developers lack the depth of industry knowledge.</p> <p>Atos will help rectify this imbalance, ensuring that the Adaptive Workplace exploits the best of the new without compromising essential business or service continuity.</p>
Procurement and sourcing	<p>When workplace-as-a-service becomes the foundation of new commercial models, procurement and sourcing professionals play a critical role.</p> <p>During the period of transformation, it will not always be possible to compare like for like - and only with the full involvement of your commercial teams can we establish the viable and transparent means of forecast and comparison needed to understand savings and cost benefits.</p>
Human resources	<p>This is new territory for many - but HR must be part of the dialogue. They hold the key to future profiling. Their vision for professional development and future recruitment must become integral to the Adaptive Workplace.</p> <p>Even the most basic issues regarding home-working and the effective operation of virtual teams hinges on the expertise and contribution of your HR professionals.</p>

Experience and vision

The financial services sector is at a turning point. The obvious turmoil of recent years may subside, but the pace of change will not. Both banks and insurance companies need to balance innovation and prudence in a manner which both wins and keeps customers.

Mobility and ubiquitous access to information and service are now basic expectations for any consumer of banking and insurance services. The quality of the relationship now becomes more important than ever – and the manner in which you equip your workforce to serve becomes a fundamental differentiator.

We are always pushing the boundaries with the Adaptive Workplace. At the London 2012 Olympic Games, for example, we showcased our bring-your-own-device approach for the first time allowing 21,000 accredited journalists to perform at the world's highest profile global event.

The Adaptive Workplace is conceived and delivered to ensure that you can create and sustain that differentiation.

Exploiting the virtual desktop

Atos blended server-based computing, virtual desktop infrastructure and application streaming to deliver the best service and the lowest TCO. As one of the largest virtualization initiatives in any financial services company, 30,000 employees now benefit from fully virtualized desktops with high-performance access to 400 specialist applications.

Workplace service scope

Over 50,000 employees of this dominant European financial services company are supported by Atos every day for all voice, data and communications services. Around three hundred members of the client team joined Atos, ensuring continuity of service while significantly reducing cost.

Front to back delivery

You cannot guarantee the quality of the employees' workplace services unless all back-end infrastructure is faultlessly managed too. Choosing Atos to support the computing needs of 75,000 employees, this leading bank also gave us full responsibility for 4,000 servers.

Do it all

When you bring a new country on-board, the speed and efficiency of workplace services is critical. When this bank opened for business in Turkey, Atos made sure that all workplace resources and associated support services were ready to go from day one across 300 branches and the central shared resource hub.

Atos in financial services

At Atos, we bring all our key differentiators to bear in our work to improve workplace services for financial businesses. We bring our global spread across 48 countries, and all the expertise of 74,000 business technology experts around the world. We bring our renowned expertise in the provision of high-performance Adaptive Workplace services to banks and insurance companies.

Our 15,000 financial services; business technologists design, build and operate workplace solutions which boost productivity and reduce cost. We're one of the top three IT service providers to financial services in Europe and a key partner to eight of Europe's top 10 banks and six of the top 10 global insurers.

In every project and every business environment the focus of our Adaptive Workplace services are enhanced by industry-specific knowledge.

We are:

- ▶ One of the largest independent card services providers in Europe and Asia-Pacific
- ▶ No. 1 in multi-channel self-service solutions
- ▶ No. 1 provider of transaction Business Process Outsourcing (BPO) solutions
- ▶ No. 1 in multi-channel self-service banking
- ▶ Leader in settlement processes and brokerage
- ▶ Independently recognized as a Leader in desktop services provision globally and the most visionary desktop services provider in Europe 2012.

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