

smarter working with zero emailTM



Your business technologists. Powering progress

Atos

Email has had its day

Back in the 1970s, email was revolutionary. It became a unique tool, allowing people to exchange information, manage documents, tasks, and workflow. In many cases, it has replaced phone calls and face-to-face meetings. Fast forward to today, for all its strengths, email is also a source of immense frustration.

Employees can receive hundreds of emails a day, some of which are important; most of which probably don't concern them. Just dealing with the daily overload is a problem. It can cause backlog - simply working through your emails after you have been away from your desk can take days. And it can cause error - missing the most recent message means you might waste time working on the wrong version of a document.

No longer just a means of exchanging information, email is now used for much more than it was originally designed. Add to that the gargantuan volume of information that now whirls around our personal and professional lives and it has become a hindrance to direct and open communication. Email has become a burden that causes more problems than it solves.

Email has become

- ▶ **A filing cabinet. A silo, in which information is archived. Here, content is sealed away from content management tools**
- ▶ **A production line where people collaborate with others to accomplish work tasks**
- ▶ **A communication channel where email is used to carry out group work and to chat.**

But misuse is affecting productivity

Use of cc and other features mean that emails are clogging people's systems. This is overloading people's attention and causes productivity loss.

...and has been superseded

There are now many social networking technologies that are far more effective in terms of collaboration and information sharing.

Research shows

- ▶ **One in five UK workers spend 32 days a year managing email¹**
- ▶ **25 percent of the average corporate worker's day is spent on email-related tasks²**
- ▶ **48 percent of managers find the need to constantly reply to emails stressful³**
- ▶ **It takes a minute to recover one's train of thought after interruption by email, meaning that people who check their email every five minutes waste 8.5 hours a week figuring out what they were doing moments before.⁴**

¹ <http://www.prlog.org/11109396-1-in-5-uk-workers-spend-32-days-year-managing-email.html>

² Email Statistics Report, 2009-2013, The Radicati group, 2009

³ <http://www-03.ibm.com/press/au/en/pressrelease/32913.wss>

⁴ Dr. Thomas Jackson, Loughborough University, UK. Breaking Bad Habits: The Negative Effect of Email and Instant Messaging on the Workplace

New tools, more effective communication

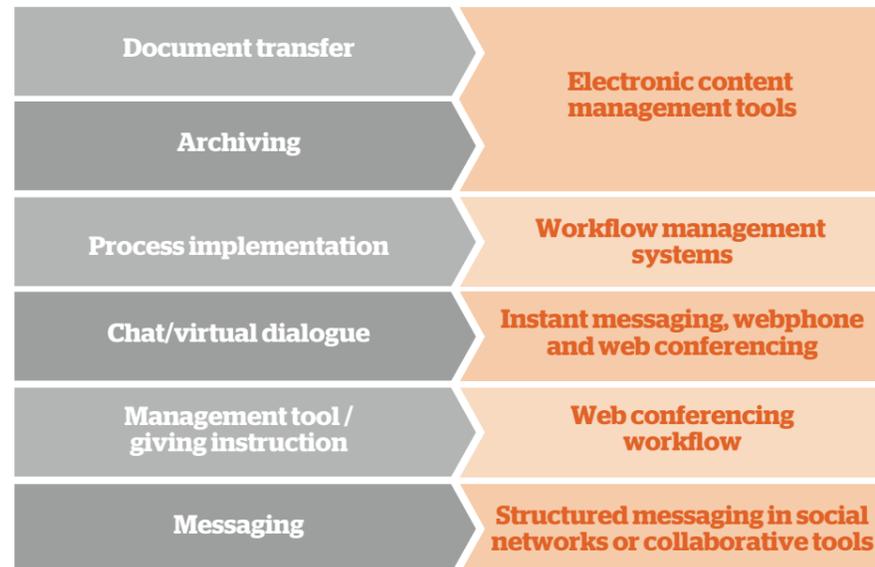
New communication and collaboration tools have emerged. These offer alternatives to email, and make it much less relevant. Open, multi-platform communication is fast becoming the norm - and it's commonplace for content to be expressed in multiple 'dimensions' at once.

There is now a stronger focus on social networks among people who share business interests and activities. Group communities form the central information and communication hub for different topics, and work is done more quickly and to a higher standard. Blogs, wikis, instant messaging, and social media tools, to name a few, are all in common usage in our private lives and are starting to enter the professional environment. However, they are rarely properly integrated in the professional sphere to support a natural flow of work.

Taking advantage of new tools

Our Zero email™ offering changes all that. Zero email™ is not an ambition in itself, but more a side effect of smarter usage of the collaboration tools available today. Based on our own experience, we have created an approach which will help you transform the way employees communicate and collaborate. We aim to encourage innovation, ensure a more agile enterprise, and speed up time to market for new services and products.

Our inimitable new offering will allow you to effectively control information overflow and introduce much-needed transparency into information management.



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Zero email™ A better way to work

We are making our own communications more relevant, direct and cost-effective - through Zero email™. Since 2011 we have been introducing more collaborative, social media-based communications tools inside Atos. Those tools are now making Atos an even greater place to work.

A positive consequence is that email is becoming redundant - and can be eradicated internally - as other solutions outperform it. Our ambition is to be a Zero email Company™ by the end of 2013.

Based on a short survey, we identified the basic social software components we require to facilitate open communication and collaboration within our own business. Our global offering comprises a similar survey to identify the right applications and tools for effective and efficient collaboration and communication across your organization.

A global Zero email™ solution

We are leveraging what we have learned and continue to discover to form the basis of a global offering that comprises five building blocks - Awareness, Envision, Experiment, Implement, and Nurture - with a number of steps per block. The offering represents a process of ongoing learning to continuously improve your corporate structure for growth.

Continuous learning, long-term partnership

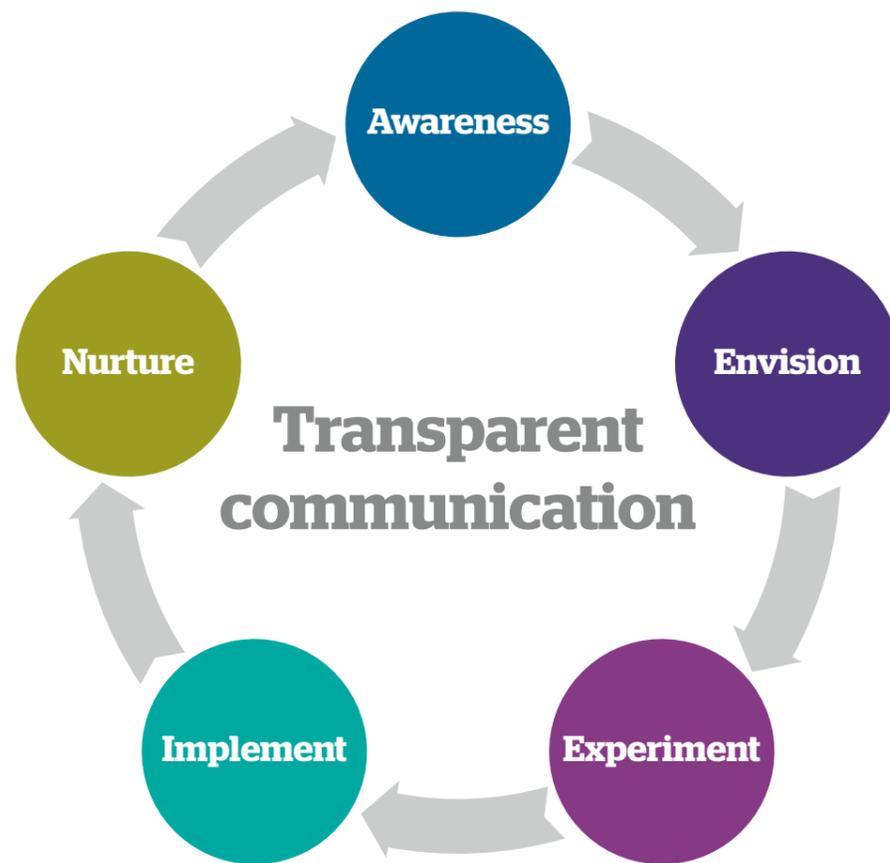
Our Zero email™ offering revolutionizes the communication and collaboration processes within your enterprise. It's fully supported by our expertise in integrating the application layer of the Enterprise Social Network (ESN) and can be hosted within our secure cloud environment.

Full design, implementation, and support

We have comprehensive experience and knowledge of the market and can identify which technologies and tools will best align with your requirements. From basic collaboration or knowledge management tools to full ESN solutions, we define the best supporting technologies to fit your needs.

Why partner with us?

Our Zero email™ offering is unique as it is based on our own experience in implementing such an initiative internally. The offering leverages our transition to becoming a Zero email Company™ and combines it with our long history and expertise in consulting with international enterprises and national bodies, implementing leading-edge technologies, and running business processes in a secure environment. We work in partnership with our clients, defining their ideal 'to be' environment and crafting the Social Enterprise Evolution Cycle of change that suit them.



“We work in partnership with our clients, defining their ideal 'to be' environment and crafting the Social Enterprise Evolution Cycle of change that suit them.”

Awareness	Envision	Experiment	Implement	Nurture
Email check	Workshop	Longlist	Program plan / rollout	Managed services
Readiness	KPI definition	Shortlist	Communications change plan	Next service
Hygiene	Reg. analysis	Network build	People network	Drive to awareness
Email + get things done	Roadmap	Experiment / report	Viral implementation	Go / no-go
Go / no-go	Process analysis	Go / no-go	Start	Continuous learning
Inspiration	Scan	3-phase rating	Network plan	
Game	Work analysis	Demo	Knowledge management plan	
Evolution	Business case	Pilot preparation	KPI dashboard	
Tool training	Vision report	Training	Training and communications program	
		Start	Health dashboard	
		Persona	Integration plan	
			Migration plan	

The Atos Zero email™ approach

A Social Enterprise Evolution Cycle to change the way you work, and help you communicate effectively.

The time for Zero email™ is now

Calling on technologies other than email that are more suited to this new way of working dramatically enhances the way co-workers share knowledge and can hone each other's skills while safeguarding the collective corporate knowledge base.

Increase productivity

We believe a Zero email Company™ can increase productivity by up to 20%⁵ by freeing up time normally spent on managing emails. Zero email™ connects people with relevant content, enabling people to find information more easily rather than having to search for it, and by helping to reduce the cost involved in managing information. This is supported by applications being available anywhere, at any time, and via any device. Working more collaboratively breaks information silos, creates greater transparency, and offers significant financial savings.

Better collaboration for greater agility

The latest generation of Enterprise Social Software - which brings social networking in the workplace - can replace email for communication between community members and extended teams. This makes collaboration effortless and access to international experts easier. Functional boundaries can also be more easily crossed, and processes more integrated on a global scale. The result improves collaboration and leads to more innovation, greater agility, and a shorter time-to-market for products and services.

Meeting the expectations of the new 'social' generation

With less time wasted on managing emails employees enjoy greater work / life balance. They can discuss new ideas and concepts in real time, and get (almost) immediate feedback. Overall, they will feel much more satisfied, connected and engaged, which helps increase retention rates and attract new talent. This is especially true for younger generations who can feel thrown back to the dark ages when introduced to the email dependant tools available to them in a new job. Implementing social networking familiar to new generation workers will also mean new hires will require much less training on internal systems. It is also very attractive for new talent.

Less information loss, better version management

Controlling information loss and tracking versions of documents currently eats up a huge amount of time within typical office and business environments⁵. More modern, collaborative tools, however, eliminate the risks of information loss and ensure clarity over version control.

Version control is one of the main strengths of a wiki, for example. There is only ever one version of a document, the most recent one, which is visible as a website. When the edit button is hit, the website is transformed into a document. Hit save and the document becomes a website again, adding a new version number to the wiki page in the background to enable roll-back functionality.

Archiving and accessing information using communal tools has the added benefit of keeping knowledge within the organization; if employees leave, documents they would previously have stored in their personal email archiving system which would normally have been lost remain available.

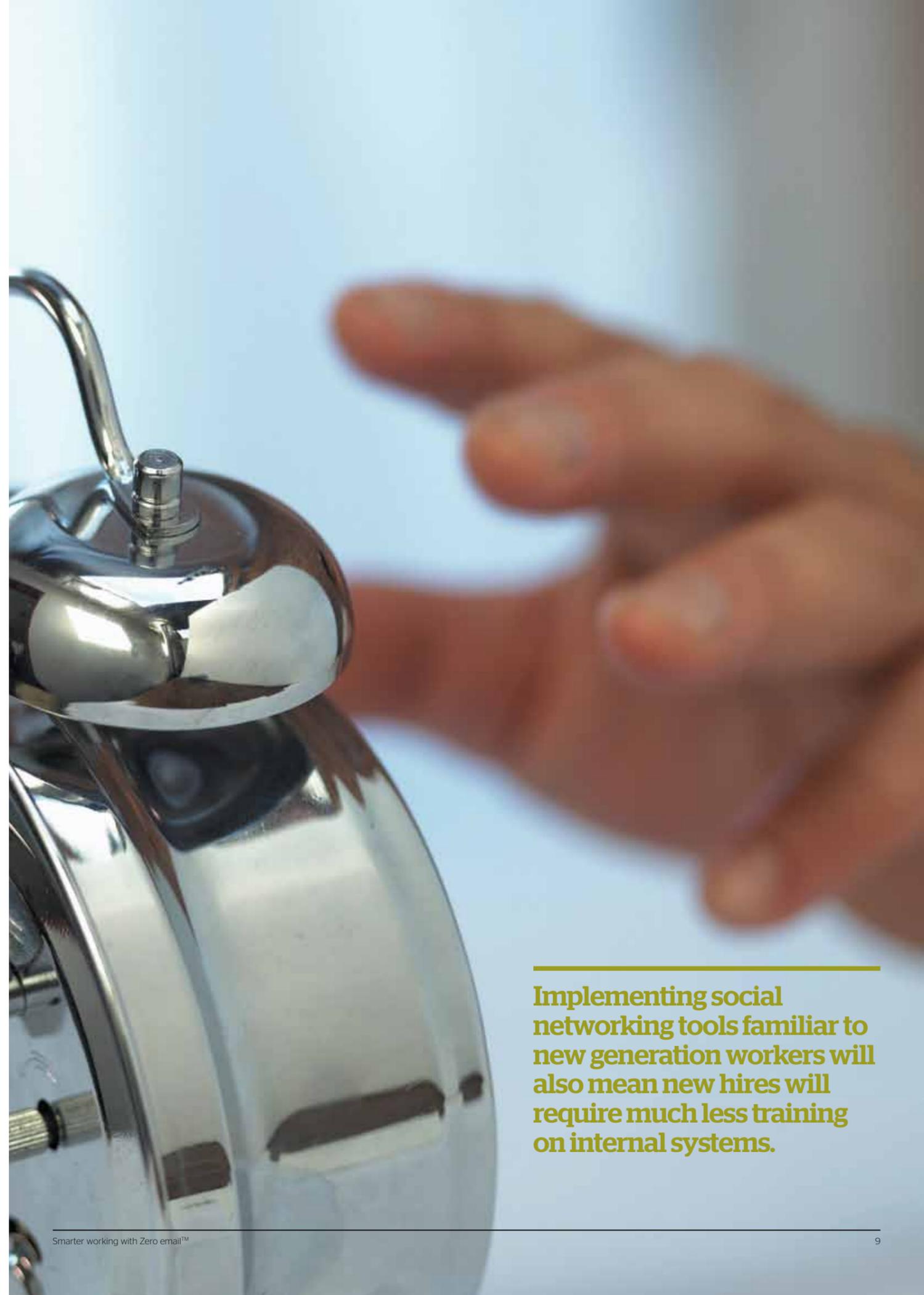
Our Zero email™ approach achieves these benefits by being at once: user-centric, intuitive, ergonomic, easy to use, simple to personalize, speedy, sticky, and multi-device.

“We are producing data on a massive scale that is fast polluting our working environment and also encroaching into our personal lives. At Atos, we are taking action now to reverse this trend, just as organizations took measures to reduce environmental pollution after the industrial revolution.

Our ambition is to be a 'zero email' company within three years.”

Thierry Breton
CEO, Atos, February 7th 2011

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⁵ Based on Dr. Thomas Jackson's report. 8.5 hrs per week worked/35 hrs = 24%. 32 days per year/260 days = 12%

Change habits, work more efficiently

Inbox overload comes from ineffective habits. Zero email™ helps change these habits so people use a more appropriate tool for a task rather than automatically turning to email.

We recommend social network analysis to identify formal and informal patterns of work across your company to gain insights into how employees can be encouraged to change from old to new ways of working. The implementation phase includes a communication and change management program for new and smarter ways of working.

Cascading change

We recommend a viral spread, strong change management and governance to drive adoption of new tools to set the conditions for deployment. During the experiment phase, we will train a small number of users on the new behaviors and applications to be incorporated into the new social organization. Based on their experience, we adapt the social network environment to ensure it meets your needs. Once the pilot group is satisfied, the program moves to the next phase whereby the original users train a further small group of users and in turn, each member of this group trains another small group of users.

Not only is this approach extremely efficient in training a company population within a short timeframe, it also creates a network of real change agents within your organization. We make people the carriers of change.

Introducing email hygiene and inbox zero

It is likely you will still need to use email to communicate with customers and suppliers, but it shouldn't be used as it has been in the past. We will demonstrate and introduce more appropriate email behavior, both with regards to how messages are created and written and how incoming email is managed. For our own use, we developed a number of training modules to encourage smarter ways of working with email and better usage of tools, which are included in the offering.

Principles of effective email behavior

Adopting a basic set of behaviors will help reduce the number of emails exchanged within your company:

- ▶ **For every action, there is a reaction: The more email you send, the more you will receive**
- ▶ **Read every email once and then do it immediately (if it takes less than two minutes), delete it, delegate it, file it, or put it in your calendar to do later**
- ▶ **Email does not serve all needs: use the most appropriate tool available for each task**
- ▶ **Cc-ing is like spamming: unless someone explicitly asks you to copy them, don't use cc.**

Take the next step

Find out how Zero email™ could revolutionize the way you communicate and collaborate; email dialogue@atos.net to arrange a Discovery Meeting.



We adapt the social network environment to ensure it meets your needs.

About Atos

Atos is an international information technology services company with annual 2011 pro forma revenue of EUR 8.5 billion and 74,000 employees in 48 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 & Transports; 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 and Paralympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid. For more information, visit: atos.net

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