

# opportunity

## from better financial services knowledge

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Atos Enterprise Content Management (ECM) brings structure and order to the information in your internal and external environment

**The business environment is deluged with information, driving towards you in increasing quantities and levels of complexity and speed.**

**This means you need to take more effective, more rapid and more relevant decisions every day. The only answer is to find a better way to control, channel and deploy information to help your business to understand, predict and succeed.**

Today virtually every organization is faced with increasingly large and complex quantities of information in a largely unstructured format from seemingly infinite sources. Blogs, wikis and emails now exist alongside the mountain of data generated through day-to-day business and new customer channels.

Across every type of business, the challenges of dealing with this avalanche of information is enormous; for financial businesses, however, it is particularly acute. Changing regulatory obligations and the need to manage and capitalize on customer relationships that can span decades, make it essential to develop a robust strategy, to deal with information control and deployment that will deliver advantage and protect reputation in the long term.

Our ECM solution has been developed to negotiate and manage the mass of unstructured data and specific information, content and channel requirements that enable you to meet the needs of your increasingly demanding customers. The same strategies and tools also create an ordered and flexible

working environment for your employees to share and collaborate efficiently. It has evolved through our close working with some of the biggest financial businesses in the world, as well as the incredibly complex, time-pressured and 'can't miss' environment we encounter as worldwide IT partner to the Olympic Games. Proven in these toughest of environments, our ECM enables innovation and harnesses the value within your business in terms of expertise, technologies and resources.

At Atos Financial Services, we have brought our depth of knowledge and understanding of the needs of financial businesses together with the most flexible and innovative ECM tools and processes to create a true information and content management strategy for your needs and your customers. With our experience, expertise and tools we bring you the benefits of a consistent content strategy to reduce costs, increase accuracy, improve productivity and drive business growth.

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# A new information model for financial services

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The banking and insurance sector operates under a unique set of pressures, handling highly sensitive information within a tightly controlled and regulated environment. It is also very competitive, with customers increasingly willing and able to shop around to seek providers that can deliver the levels of service they want. It is also evolving into the digital age, where the number and complexity of access points for your customers is increasing through online, phone and mobile banking – in turn increasing the amount and complexity of data flooding your systems. This more complex, device-driven landscape means it is more challenging than ever to manage critical information and ensure the 'single customer view' remains consistent.

At the same time, it is more important than ever to respond quickly to enquiries, provide customers with clear and easy access to information, products and services wherever and whenever they want it.

## Transactions and data storage

This complexity is seen most clearly when you look at transactions – the heart of every financial services business. The definition of transactions includes everything from monetary activity, policy applications, insurance claims or other complex investment or financial vehicles. These transactions may involve direct interaction with the customer or via a third party such as an insurance agent. Regardless of their nature, each one must be accurately tracked and processed, sometimes for decades. That means data stored today has to remain viable and available quite literally for a lifetime; your systems need to support this. It all adds up to a far more complex, varied and dynamic content environment.

Atos provides an answer with an ECM strategy that controls and channels the vastly increasing transactional information you're receiving. At the same time, we ensure complete security and storage of, and ease of access to, the critical data that your business rests on – doing so in a robust, cost-effective way that protects your customers and thus your reputation.

## Multi-channel enablement

The information environments facing financial businesses are more complex than many others. This requires a robust multi-channel strategy in order to aggregate every content platform together, control transactional data of all kinds, and manage reputation. This means embracing the online and mobile worlds in a comprehensive way. This releases a huge range of benefits within your business:

► **Better information and communication channels:** Our ECM solutions enable secure, multi-channel gathering and distribution of information. This puts you in touch with your customers, allowing them to interact with you via their chosen method without risk. The ECM strategy and tools we put in place enable you to use new technologies, social networks and methods of communication.

► **Better customer response:** A coherent multi-channel strategy also opens up your business to your customers and partners, providing new opportunities to transform service levels and increase customer intimacy.

► **Improved workflow:** At the same time, ECM takes care of the workflow, meaning that your employees can continue to work in a manner that they are accustomed to, regardless of the source of information.

The result of this is easier access for your customers, easier workload management for your employees and a far more flexible and accessible informational ecosystem for your entire business.

## Strong and flexible platform and infrastructure

For the chaotic and complex information that's flowing through your systems to be transformed into valuable business intelligence that empowers you and enhances your customers' experience, you need a truly robust ECM platform that is perfectly attuned to the needs of your business. Atos, through our strong sector knowledge, know your needs intimately; our applications, systems and business technology understanding allow us to work closely with your existing systems to gather, collate, unify and interpret the many sources of unstructured data flowing throughout your business. We then transform this data into a format that can be used effectively in every part of your organization.

Through creating a truly robust, flexible platform to bring together every possible source of information and content, we give you an ECM infrastructure that can respond and adapt to any circumstance and your changing customer needs.

This flexible infrastructure also enables us to give you fundamentally different delivery models, including ECM through the cloud. Of course, placing sensitive personal, financial and compliance information within the cloud presents a range of security issues that must be overcome to ensure your (and your customers') security.

At Atos, we know how critical protecting sensitive information is, and use security processes and technologies that address the need for secure access at various levels and by different parties (employees, agents and customers). This provides secure access without impacting on the benefits of ECM.

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# Delivering ECM for financial services

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Atos is perfectly positioned to deliver a new level of ECM excellence for today's content-savvy financial services companies. Our experience in managing multi-channel content under extreme pressure, public sensitivity and high security in mission-critical atmospheres, such as that of the Olympic Games, where we provide absolute assurance through flawless delivery of complex multi-source content.

Our approach is consultancy-driven; our goal is always to help you transform unstructured raw data into usable information assets and help you to become the connected, borderless enterprise that today's financial services environment demands.

To reach this goal, we will analyze current practice in the light of your business objectives, and create a practicable roadmap for effective ECM. This will also take into consideration operational and architectural choices. Our reach, scale and experience means that whatever your business needs, we can find the content solution to them.

## Why trust Atos for ECM?

Atos is an expert in creating the operational platforms needed to support innovative, customer-driven enterprise content. We design and deliver platforms crafted for the unique pressures and complex needs of financial services companies and their customers, from customer self-service, local regulation compliance, to building intimacy and loyalty. Through our complete range of ECM services, our clients in financial services and elsewhere are reducing transaction costs and times by up to 50%; they are reducing routine information activities meanwhile by about 25%.

This gives our financial services clients across the world an advantage.

### A global insurer

The business wanted to develop a more customer focused service that would allow clients to choose the time, place, channel and interaction level. The process also needed to be fast, reliable and customizable to enable the organization to focus on customer loyalty and satisfaction. The solution provided an integrated client profiling strategy and a proactive, event driven approach to maximize added value. This implementation was also supported by a more efficient and standardized yet flexible back office function

### A leading Spanish bank

The bank wanted to improve its existing information system to meet changing business needs. Atos worked closely with the users to make the necessary changes and delivered a solution that evolved the current infrastructure. The result was improved application response times and a corresponding increase in user performance.

### A major Swiss provider of pensions and life insurance

The company wanted an ECM and portal platform to manage all interactions with its brokers, customers, and partners to give easy access to information and services. The solution is content managed by sales and marketing, with each portal personalized according to the user profile. The result was a tailored user experience, consistency of information across all channels and a reduction in pressure on the back office.

## Olympic Games

For the Olympic Games the pressure is on to deliver information on every sport, athlete and result in real-time, with the whole world watching. Our solution is to integrate venue-based results systems with our own Information diffusion system and middleware. Then we deliver results and other information via a info Intranet system; data feeds then send results to external organizations and to a touchscreen Commentator Information System, and send real-time information to broadcasters at venues and the broadcast center worldwide.

For the Beijing 2008 Olympics we delivered 80% more competition data for media and news agencies worldwide - totaling 1.5 million messages; we had 30% more hits on our info intranet, averaging around 1.2 million each day. For the London 2012 Games, we expect to process 30% more results data than in Beijing.

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# Atos in financial services

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At Atos, we bring all our key differentiators to bear in our work to improve ECM for financial businesses. We bring our global spread across 48 countries, and all the expertise of 74,000 business technologists around the world. We bring our renowned expertise in the technology that drives your content and information management. To this all we add is our extraordinary sector knowledge; to us, ECM is not just about making sure the IT boxes are ticked: it's about being certain that the change initiative is fit for your business context.

Our 15,000 Financial Services business technologists provide an end-to-end solution based around design, build, delivery and operation. 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. Through Atos, ECM increases efficiency, fosters innovation and delivers growth. In every project and every business environment the focus of our ECM services is enhanced by industry-specific knowledge. That is the value we bring to the world and pressures of financial services – and it's the value we bring to your Enterprise Content Management.

## 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 provider of innovative payment and BPO solutions**
- ▶ **No. 1 in multi-channel self-service banking Leader in settlement processes and brokerage.**

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