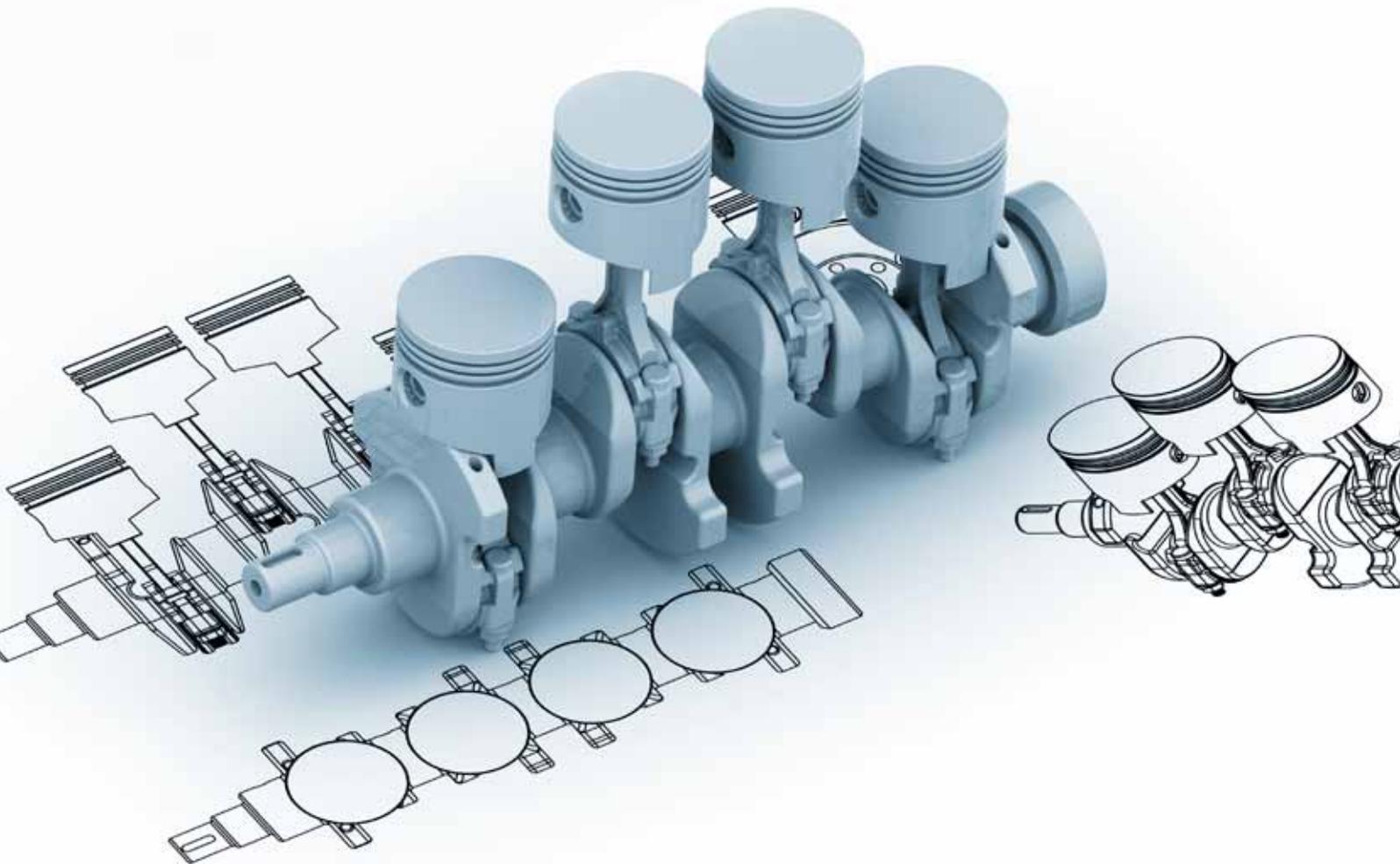


Atos-Siemens PLM Software

competitive advantage through proven excellence in PLM



PLM for extended enterprise collaboration



Product Lifecycle Management is transforming productivity, cost-efficiency and quality standards across manufacturing and other sectors. Together, Atos and Siemens PLM Software are taking PLM to new levels of operational excellence.

For faster time-to-market and product innovation

In a global economy, silos - internal and external - are the enemies of excellence, which means that seamless integration is the goal. Large businesses now have worldwide supply chains, and increasingly work collaboratively with a growing range of partners to access specialist skills and share risks.

These businesses need to move faster, be relentless about cutting waste, fixed costs and duplicated effort across their entire value chain. Yet they also must reach far higher standards when targeting end-user tastes and requirements, mass-customizing products and services, updating and eventually retiring and replacing products with greater speed and certainty than ever before.

Staying ahead in a changing market

In this constantly-evolving world, Product Lifecycle Management (PLM) has become a vital solution for all organizations that depend on complex value chains and also need an agile response to changing conditions. That description fits armed forces, transport and logistics businesses, key service providers and many others, as well as virtually all manufacturing companies.

It's hard to see how any leading manufacturer could stay competitive without PLM, which speeds up the design and development stages, enables in-depth modeling and testing before production, improves speed and quality of output that builds much closer intimacy and responsiveness to end-users. Yet it is not possible to deliver the full benefits of PLM through software alone: it requires the combination of world-leading technology from Siemens PLM Software (Siemens) plus implementation and management from Atos working together to unlock maximum value at high speed and low risk.

The power of innovation



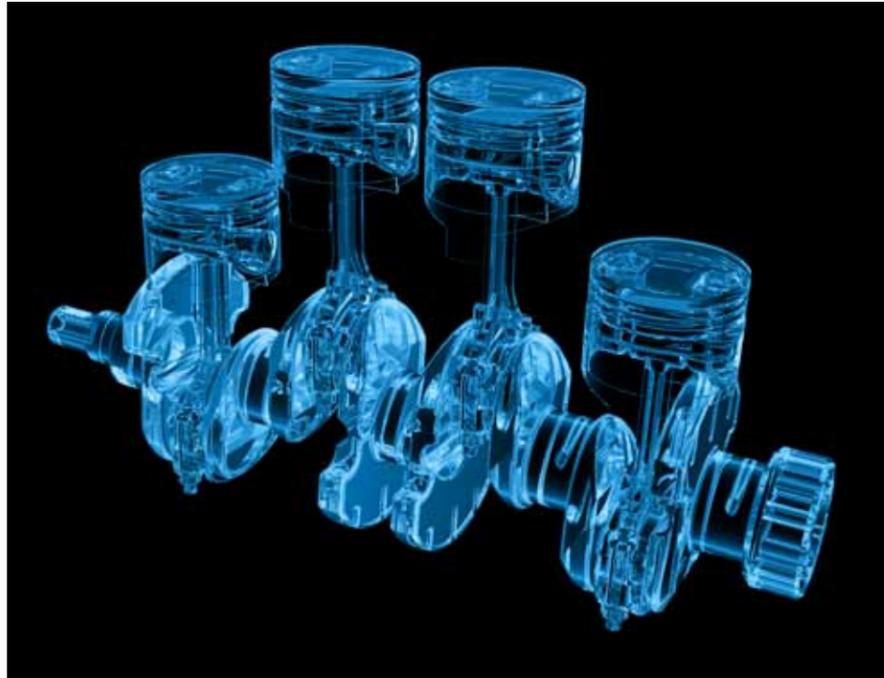
Atos business technologists plus Siemens PLM expertise - the PLM revolution with true added value.

Together, Atos and Siemens PLM Software deliver a positive impact on all aspects of innovation, making it possible to:

- ▶ Develop and test multiple options at very high speed, through entirely virtualized processes, reducing cost and increasing the speed of innovation dramatically
- ▶ Integrate core functions and processes more deeply, thus accessing richer sources of ideas, iterating them across a wider ecosystem and making product breakthroughs faster
- ▶ Learn from user experience and respond with continuous improvements, making the innovation and development processes more in tune with the market and better at providing the right solutions for often very specific needs

PLM has helped to drive a revolution in speed and agility across extended, complex value chains. It has allowed for seamless integration of processes across function, department and even company boundaries, leading to higher performance standards across the board. The combination of Atos business technologists and Siemens PLM expertise equals the PLM revolution with true added value.

A winning team



When we talk about true manufacturing industry DNA expertise, we mean it. No PLM solution provider in the world can match the depth and scale of our experience, knows more about integrating PLM with all other core processes and systems, nor shows greater commitment in supporting PLM development activities. As part of their global strategic alliance, Atos and Siemens AG have created a joint research and development fund to enable collaboration and development of innovative solutions for our clients in areas where they can leverage competitive advantage and rapid return of investment.

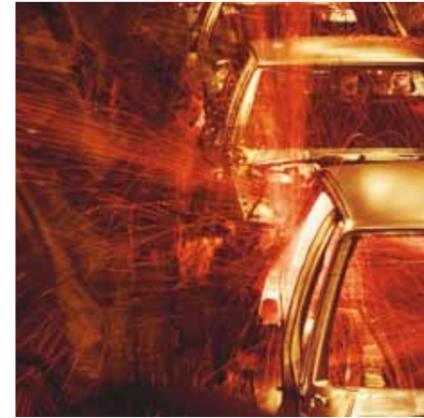
The Atos-Siemens PLM Software Alliance brings together two of the strongest players in the global PLM market to create a unique proposition: the best of PLM from true industry experts, with an approach based on a 160-year history of manufacturing leadership.

- ▶ Siemens AG is one of the world's greatest manufacturers, actively developing advanced concepts for managing production lifecycle throughout its history. One of the world's leading PLM specialists, Siemens PLM Software is an integral part of Siemens global products and solutions.
- ▶ Atos is a global IT powerhouse, a European leader with a global footprint. A leader in solutions that combine core processes and technologies to drive measurable competitive advantage through smarter implementation, Atos has been one of the world's most successful PLM service providers for the past decade.

The strategic alliance between Atos and Siemens brings synergies and added value for clients of every kind, all over the world. Together Siemens and Atos bring a range of skills, capabilities and insights that are unique in the market. It's not just about the 15-year working relationship, the 400 expert PLM consultants and the 10,000 technology specialists around the world, all of whom can be mobilized to support PLM client projects. It's all about DNA.

The Atos-Siemens Alliance team builds on an extraordinary and unique heritage as a true pioneer of all the advanced systems, including ERP, MES and BPM, as well as PLM, which have helped create the flexible, global manufacturing sector of today. PLM remains at the heart of Siemens' own strategic vision, and the world's largest single PLM implementation is actually happening inside Siemens.

Our aim is standardizing and enhancing key processes such as management of the ecosystem of suppliers for product development, particularly regarding program and quality management, sustainability and materials.



Making the difference

Atos and Siemens can mobilize and deliver unrivaled capability and expertise as truly integrated solutions, helping to improve the competitive positions of organizations across the world.

The Atos-Siemens Alliance approach to PLM really is different when compared to all other options on the market. Building on the 160-plus years heritage of one of the world's greatest manufacturers, the Alliance truly can claim to have manufacturing in its DNA.

At the same time, the combined leadership of both Atos and Siemens in all other key manufacturing processes, including ERP, MES and BPM, make it easier and faster for us to integrate PLM seamlessly into other technologies and processes, delivering more advantages than before. In addition, the unique track record of the Alliance in the market demonstrates a level of proven PLM excellence that is unmatched elsewhere.

Atos and Siemens deliver a comprehensive portfolio of PLM solutions, covering the entire design, implementation and management process, end to end. This portfolio includes:

- ▶ PLM consultancy, from initial maturity scan to architecture definition and roadmap to the future
- ▶ Core PLM services, from design and implementation, to system migration and integration with other core systems and processes, including ERP, MES and BPM
- ▶ PLM industry-specific solutions, specifically customized for the exact needs of industry verticals that range from automotive to aerospace to defense and beyond
- ▶ PLM outsourcing services, which include ground-breaking options for Cloud delivery and scalable, pay-as-you-go provision, using Siemens PLM Software's Teamcenter® technology

The Atos-Siemens Alliance is continuously working to bring the advantages of PLM into new areas of activity, adding real value to a growing range of businesses, many of which are influencing market trends. A few of these advancements are described below:

As Cloud services and online commerce continue to grow at extraordinary speed, the Atos DirX integrated security solutions for PLM become more and more important. The combined power of Atos and Siemens in both physical and online security and identity management is a critical factor in enabling organizations across all sectors to benefit from the Cloud while keeping risks low and security levels high.

Content management for PLM is a key enabler for integrating technical documentation: a fundamental requirement for delivering the benefits of seamless connectivity across design and development processes. As global value chains and wider collaborative working become the norm, and as regulatory regimes become tighter and more complex, so the advanced content management functionality of Atos-Siemens solutions becomes more important.

Yet perhaps the most dramatic of all new developments from the Atos-Siemens Alliance is the growing use of on-demand services, based on Teamcenter software from Siemens PLM Software, enabling both platforms and services to be delivered on a per-use basis. This is a vital innovation now rapidly shaping the market for the future: reducing costs, bringing new levels of agility and enabling a rapid move away from upfront capital expenditures and towards the Cloud.

Global capability



The Alliance team includes 400 experts covering initial design and consultancy, system design and build, and long-term support and maintenance. As one of the world's leading experts in ERP, MES and BPM, the Alliance can deploy over 10,000 personnel to support wider integration of PLM into other systems, provide consultancy support for a growing range of industry-specific businesses and deliver outsourcing solutions of growing scale and complexity.

The Alliance is a genuinely global player, with key personnel based at over 30 locations around the world. There is a strong footprint in every leading manufacturing center in Europe, Asia and the Americas. With both nearshore and offshore delivery centers in place to support delivery, the Alliance can deliver the right combination of innovative thinking, hands-on local support and an ideal blend of low-cost delivery.



The Alliance in action

The Atos-Siemens Alliance is already driving change for the better in organizations of many different kinds in many countries.

- ▶ For the Royal Australian Navy, a major project that started over a decade ago has now completely transformed maintenance disciplines across the service. Replacing a paper-based set of processes, based on individual disciplines that were treated as separate silos, the new approach provides end-to-end transparency across all core systems and enables more active engagement in ship and system maintenance by the crews concerned. The result is a streamlined, effective approach to maintenance that delivers higher levels of availability, identifies potential problems early and significantly improves capabilities of the Australian armed forces.
- ▶ Within the Industry sector of Siemens AG, the world's largest PLM project - known as Integrate, Enable, Collaborate (IEC) - is driving transformational change across a business with 65,000 people operating in 50 locations worldwide. Beginning with the global design function, the IEC program is removing silos and bringing higher levels of agility to the entire business. Using the common PLM platform, design information can be shared instantly with engineering to speed up production, and the project is continuing to evolve rapidly.
- ▶ At Daimler, the New Authoring and Editing Systems (NARS) has developed a new documentation management system in what has always been a very complex environment. Using a combination of the Siemens Teamcenter PLM solution and XML-based documentation, the result is an agile, open system that is future-oriented, enabling rapid introduction of graphic-rich new formats, consistent in layout and approach, and brings new speed and agility to operational management.

At these and many other customer organizations around the world, Atos and Siemens working together, are demonstrating an unrivaled ability to build and deliver integrated solutions, fine-tuned for specific sectors and needs, maximizing efficiency, profitability and competitive performance for customers everywhere.

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

About Siemens PLM Software

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with 7 million licensed seats and more than 71,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies to deliver open solutions that help them turn more ideas into successful products. For more information on Siemens PLM Software products and services, visit www.siemens.com/plm

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