

# evolution in manufacturing

staying ahead in a dynamic world



Your business technologists. Powering progress

**Atos**

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# A new manufacturing equation

Manufacturers are driven, to varying degrees, by the same macro and micro-economic forces - demographic change, raw material costs, stock-orientation, new market and product developments to name just a few. How they deal with these drivers to remain competitive differs depending on their product, target markets, customers and the nature of their supply chain

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## Driving your integrated world

Manufacturers have always had to tackle core challenges of supply, operations, innovation and customers. But now collaborative manufacturing, mass customization and sustainability are complicating these domain disciplines and calling for a rapid rethink of industry fundamentals. This is a vast market spanning the entire economy from pulp and paper to metals and mining, from chemicals to pharmaceuticals, from automotive to electrical equipment, from capital to consumer goods. Certain patterns, however, are similar across each of its interrelated worlds - the growing power of end customers, the global pursuit of resources and markets, shrinking product lifetimes, embedded software penetration.

In the age of globalization and digitization, manufacturers like you are facing untold opportunity along with new challenges. In the longer term, sustainability will become the dominant narrative throughout this sector - as carbon performance moves beyond corporate reputation and compliance to customer preference and strategic differentiation. Right now, that grand sustainability challenge is a complicated daily effort to harmonize conflicting priorities and adapt to dynamic change in your environment. Manufacturing is no longer a standard process of continuous improvement. To survive now and go forward you must adapt and evolve.

It's a new manufacturing equation and one that the new Atos is ideally suited to address. That's because we now combine customer transaction leadership with engineering integration skill sets from the world's most widespread industrial network. In July 2011 Atos Origin joined forces with Siemens IT Solutions and Services to create the leading IT partner to manufacturing in Western Europe and a new force in global partnership.

The new growth formula in manufacturing - whatever your product - involves real-time adaptation to change across supply, production and sales. That means old-style value chains are transformed into circles of innovation, looping customer insights directly back into research and development. It means virtual and physical product development is synchronized for cost economy and speed to market. It means information moves out of the IT infrastructure and across the extended environment of devices and machines. It's a step change that successful manufacturers are embracing to reshape their cost economics and redefine their customer value.

As products evolve through services into unique experiences, you need someone without a product agenda of their own to focus on the process transformations necessary across your entire value network.





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# Evolving with business technology

We see a space in the partner market between management consulting and vendor-driven IT services. From your perspective that's the gap which keeps opening up between business change in your environment and the capabilities of the existing technology estate. Bridging that gap is not a job for a pure strategist or a software vendor - it's a role made for real-world business technologists.

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Mastering next-generation manufacturing is an information challenge par excellence. From global supply and collaborative engineering to real-time operations and execution, from product and service innovation to market growth and customer excellence, information now holds the key to capability and results. This is something bigger than information technology, requiring you to merge IT and operation technology across manufacturing networks. Here's why evolving with a business technologist like Atos makes more sense:

- ▶ **You've got no time to train new tech partners in manufacturing processes. We now build on 160 years of accumulated experience and knowledge here**
- ▶ **We have the industry DNA of your sector. We understand your business unit leaders as well as your IT leaders, and bridge the white space between technology KPIs and business KPIs**
- ▶ **Manufacturing has always deployed global supply, but now export models are becoming global production ones. We are now well placed in force around the world**
- ▶ **You don't need a partner for ERP, a partner for PLM, a partner for MES and a partner for BI. You need someone with one face to your manufacturing world - and that's an objective, a vendor-independent one.**

The business technologists at Atos know how to translate "geek-speak" into bottom-line lingo. They see the connections between widely different systems and understand why and how straight-through processes come first. In a manufacturing world where brand and customer experience are in the ascendant, they also understand customer behavior at the transaction and loyalty level. Business technologists are global and free of software agenda, so you can adapt and grow to your full business potential. In manufacturing, we come with the following points of difference:

## Firstly

We take a process approach to your manufacturing challenges - not a technology one. To do this we leverage recognized expertise in Business Process Lifecycle Management.

## Secondly

Integrated manufacturing across supply chain, operations, innovation and customer loyalty require new skill sets in IT and operations technology - bringing together supply chain, product lifecycle, manufacturing execution, customer relationship and business intelligence for transformational synergy. We integrate deeper - to machine level.

## Thirdly

Evolving manufacturing performance calls for core planning system simplification and synchronicity. The new Atos fields unique expertise and acquired insights into harmonizing processes and consolidation technology in the ERP space.



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# The business technology toolbox

Mastering today's manufacturing growth challenge is a question of Product & Service Innovation (including PLM), Manufacturing Operations Excellence (including MES), key process domains - and so much more. You need someone with integrative mastery of the entire toolbox, someone capable of eliminating the white space between core systems and unifying across functional boundaries, process domains and down to machine level.

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As manufacturing becomes a highly dynamic and interconnected discipline in a global, digital environment, it's time to stand back from single point solutions to focus on how the entire complex of systems and infrastructures plays together. We have answers for doing just that - across the supply chain, operations, innovation and customer continuum:

**If your challenge involves Global Supply Chain Management:**

- ▶ We field leading solutions in warehouse management, logistics, procurement, order-to-cash as well as track and trace - harnessing proven innovation in Radio Frequency Identification

**If your current focus is Manufacturing Operations Excellence:**

- ▶ We bring together proven skills in Lean Manufacturing and Six Sigma along with reinforced capabilities in Manufacturing Execution Systems leveraging proprietary methodologies for applications and key use cases. Digital Factory solutions, Asset Management and the Common Remote Service Platform further support optimized core asset management

**If you are currently tasked with Product and Service Innovation:**

- ▶ We command exceptional abilities in Product Lifecycle Management building not only on experience within global leader Siemens but across PLM platforms, neighboring systems such as MES and highly dynamic cloud delivery. Recent extensions here also include dedicated embedded systems and leading-edge transactional services across mobile payment, ticketing and lifetime loyalty. Digital Factory solutions are also powerfully complementary to product and service innovation

**If Customer Loyalty & Brand Equity are central to your mission:**

- ▶ We field strong consulting, solution and service capabilities across customer management, Hi-Tech Transactional Services (where we are strong frontrunners), Business Intelligence, Web 2.0, social networking, loyalty and Smart Mobility. Atos is a leader in understanding front-end customer behavior and monetizing new relationship opportunities.

These business-critical answers in your core manufacturing disciplines are complemented and extended through a broad range of transformational and foundational IT offerings - from sustainability roadmaps and trusted cloud architectures to application management, ERP consolidation, Enterprise Content Management and the Adaptive Workplace.

Whether you are a discrete or process manufacturer, specializing in capital or consumer goods, we have new ideas that work and sustainable strategies that future-proof your business as well as contribute to the world.



# Outcome metrics

The business value of IT is a popular fixed phrase because it's notoriously difficult to break it down into granular detail. When you think and speak both languages as business technologists, it becomes possible to move beyond Service Level Agreements to the Key Performance Indicators of technology. We call them Outcome Metrics.

**Manufacturing outcomes are moving ever closer to real time - demanding highly synchronized supply and engineering, simultaneous virtual and physical product execution, accelerated speed to innovation and extended lifetime value at the customer side. It's a complex evolutionary challenge, requiring the timely application of knowledge at every point. Let's take a look at some of the concrete results of our process-driven approach:**

## Outcome

- ▶ For a world-leading CPG brand we delivered a business process management project with zero-defect change management, a 50% transformation in testing efficiency as well as a 10-15% acceleration in time to market
- ▶ For a leading player in the food and beverage arena, we deployed MES solutions across Europe, North America and Asia Pacific to deliver a 5% step change in Overall Equipment Effectiveness - releasing almost \$200 million
- ▶ Europe's second-largest cable manufacturer deployed our solutions to drive 25% out of warehouse cost, push stock audit accuracy to 98.7%, boost turnover by 35% and pay back project costs under 12 months
- ▶ Another manufacturing customer applied our track and trace solutions across 22 plants, 80 warehouses and 11 countries to realize 95% pallet-to-customer traceability, shrink recall time from 24 to just 4 hours, and fully comply with EU regulations for optimal risk management
- ▶ Applying transformational solutions to a leading chemical company's data center footprint, we reduced power consumption by 46%, produced double-digit cost reduction within a year and liberated capital investment through on-demand delivery.

You are a unique manufacturing enterprise, with specific challenges and distinct opportunities. From idea to execution and product to experience, your evolution deserves the right kind of partnership. We invite you to write history with your business technologists. Let's turn those evolution challenges into innovative outcomes.

Your business technologists.

Powering progress. Atos.





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# About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services. 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, Atos Worldline and Atos WorldGrid.

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