

transforming telecommunications

enriching the customer experience



A new growth challenge

Telecommunication players are entering a global arena now defined by the reach of the internet. This is a new type of growth challenge going beyond geographically delimited next-generation networks, multi-play strategies and operational excellence. Essentially, it involves learning about behavior on a niche and sector-specific level, while delivering the kind of rich-media experiences that earn greater revenue.

From July 1, 2011 a new kind of business technologist enters the IT services market – with over 9,000 professionals dedicated to the telco-media space. This could not come at a better time for telecommunication carriers and service providers as they face a whole new period of customized growth and business remodeling. The new Atos brings together two of Europe’s leading IT service providers to create a third force capable of top-league global partnership. And it introduces core new skill sets in media enrichment as you look to evolve connectivity into more lucrative experiences.

The telecommunications industry has always existed in a dynamic environment, driven by technology disruption and change. But now, IP convergence has removed the barriers between telecommunications, media and IT solutions – creating a wide new playing field of competition. Behind the daily developments in the business – falling voice revenues, exploding data volumes, growing video usage and emerging market penetration – fundamental shifts in the customer equation are taking place.

In a much more customer-driven atmosphere, communication companies must open their operations to collaboration and learn to satisfy the expectations of diverse client categories. In sequence, they must secure traditional business, expand footprint, evolve business ecosystems and drive operational efficiencies. This is not a business-as-usual challenge, and it calls for unusual skills and qualifications in a transformation partner. Like the new Atos.

This is the most exciting time to be a decision maker in the telecommunications business, with all to play for in terms of technology possibilities, global customers and collaborative opportunities. Whether you are a business or IT leader in this space, you know that speed is of the essence as you tackle key challenges of growth and efficiency. Operational excellence alone will no longer suffice, but neither will innovation without discipline. Squaring the circle means you enable customer-centric new solutions even as you perfect foundation OSS, BSS and ERP platforms. What may look like conflicting demands in fact represents a single combined challenge – to industrialize your working base so you can have the agility to flex and customize your end-customer services.

The new Atos is made for just such a complex challenge, because we combine sector-specific solution sets with core foundational skills in security, testing, infrastructure management, consolidation and system operation. Atos brings three distinct points of difference to the partner table:

- ▶ We are a customer-centric and truly independent system integrator without our own software agenda. This helps our customers choose the best solutions for their specific requirements based on our deep industry knowledge and partnerships
- ▶ We understand the last customer mile to pay-off. The new Atos is uniquely skilled in Hi-Tech Transactional Services, meaning we understand new kinds of purchasing decisions increasingly based on customer context and driven by social networks
- ▶ You are looking for someone to support and guide growth over time. We excel in innovative growth models such as MVNO and bring the financial stability as well as global presence to last the pace of telecommunication transformation.



There's always been change in telecommunications. Now there's complete transformation towards customer-centricity and rich media value.



Business technologists are better positioned because they are vendor-agnostic, globally flexible and deeply informed already about core processes.

Enabling new value

As telecommunication evolves into a more customer-specific, media-enriched business, the new Atos has dedicated solutions to enable your future growth. Targeted to meet specific enterprise, consumer and wholesale needs, these proven answers multiply value from strategy to payment.

Enabling your customer-facing operations and performance with business-critical solutions lies at the heart of our market offerings for telco players. These solutions have the power to change the game and disrupt established market dynamics. That starts with a strong capability in objective consulting, enabling a more agile telecommunications company by identifying your key growth levers. Our consulting discipline goes far beyond that – from open innovation management and enterprise solutions for business excellence to social network analysis, smart customer care, customer value management, interactive marketing and Smart Mobility.

Our consulting brings you fresh thinking that isn't limited by a vendor agenda and targets your unique market potential. It spans enterprise, consumer and wholesale markets, helping you set the framework and marshal the resources for disciplined growth. Within each specific market, we then offer you dedicated and refined solutions to cover your B2B, B2C and virtual network strategies:

- ▶ In the enterprise space, we enable innovation, business-to-business cloud and Next Generation Intelligent Network services. B2B cloud solutions cover machine-to-machine, Smart Mobility/Meter as well as new media delivery
- ▶ Using mobility to differentiate rather than simply improve, we enable mobile contextual services that add new value to the customer usage scenario
- ▶ Next Generation Intelligent Network offerings, meanwhile, help you differentiate core operations through accelerated time to market and open service delivery models. We also embed traditional network services in IP-enabled new media flows
- ▶ New media solutions, for their part, help you capture market value in video and enriched experience.
- ▶ Our AppShop solution monetizes data and digital content services by deploying our market-leading capabilities in transaction processing
- ▶ E-book solutions realize new revenue streams in digital distribution by enabling multiple stakeholders to share the collaborative results
- ▶ Our loyalty skills sets also leverage leading positions in settlement and payment processes – helping to build ecosystems that enhance brand value, build lifetime relationship and grow average revenue per user
- ▶ Payment answers for B2C platforms and cloud scenarios help you monetize new services and maximize the benefit of deeper customer relationships in the future
- ▶ And in the wholesale market, Atos is a recognized leader in Mobile Virtual Network enablement – accelerating your time to market and empowering your global growth.

Business technologists occupy the space between management consultants and conventional IT service providers. That's because a gap keeps opening up between your changing business needs and your installed technology base. You need a business technologist who is global and vendor-neutral to eliminate that gap with a process-centric approach designed for your exact market.

In the consumer area, your business technologists in Atos deliver core enabling solutions in customer excellence, B2C cloud and payment. Customer excellence covers customer disciplines from social networks and e-services to multi-channel care and interactive as well as operational marketing that enhances reach and redefines relevance. In the B2C cloud space, we deliver AppShop, e-book, Smart Mobility and loyalty solutions to transform front-end telecommunication performance.

Although Atos is newly transformed, each of these consulting and solution offerings builds on decades of acquired insight into telecommunications – from networks and operations to business systems and customer fulfillment.

Professionalizing operations

Foundation IT remains a critical factor in successful business growth. In fact, professionalizing core OSS, BSS and ERP systems holds the key to enriching the customer experience in telecommunications. Only a fully industrialized infrastructure can provide the necessary agility to differentiate customer value delivered at a competitive price.

Once upon a time, IT infrastructure and operations took place in the telecommunication basement. In today's IP-enabled world, communication has merged with information and media technology in a seamless network - meaning professional results across OSS, BSS and ERP systems start having top-line business impact.

We help you transform telecommunications not just through critical enablers in networks, cloud platforms and payment but in core support systems that plan and operate your business - evolving and improving your essential performance. As Atos now brings transactional excellence together with complex consolidation and harmonization skills from today's most widespread industrial network, we are better placed than ever to professionalize your results in foundation IT.

Here we have a well-balanced set of consulting and service offerings which industrialize and perfect performance from security and testing to operation and business support:

- ▶ Data privacy protection and information security is a critical discipline as telcos increasingly open up to international partners and enter more specialized customer worlds. Here we have a full spread of capabilities leveraging unique access and identity expertise for today's highly dynamic and mobile environment
- ▶ Infrastructure operations and outsourcing is also more impactful than ever, as business effectiveness joins financial economy in our progressive approach harnessing the full flexibility and cost effectiveness of mature global delivery. Atos is the leading European outsourcer, now with a fully extended global scale for maximum resource access (with over 9,000 talents in India for example) as well as follow-the-sun development capabilities.

Operations Support and Business Support Systems remain the nuts and bolts of telco performance, and Atos brings you consistent consulting and services to transform your current results.

- ▶ Next Generation BSS/OSS transformation is a dedicated consulting solution that helps you evolve your enterprise architecture
- ▶ BSS/OSS lifecycle management boosts business continuity in product and service delivery to customers during the lifecycle and its corresponding revenue flows
- ▶ Our management and operations practice is ready to make domain-specific work unit commitments based on OSS and BSS-specific industrialization - relieving you from 'IT translation' work and risks which do not add business value. Through global competence and delivery centers, we enable you to scale resources to changing needs and realize transformed network and service agility
- ▶ Meanwhile, consolidation and harmonization across business support and enterprise resource systems drives out unnecessary cost from your working environment, speeds time to customer revenue and enables a coherent 360° view
- ▶ Testing and acceptance solutions safeguard business continuity as well as help to optimize application cost and performance in an increasingly data-dominated telco space.



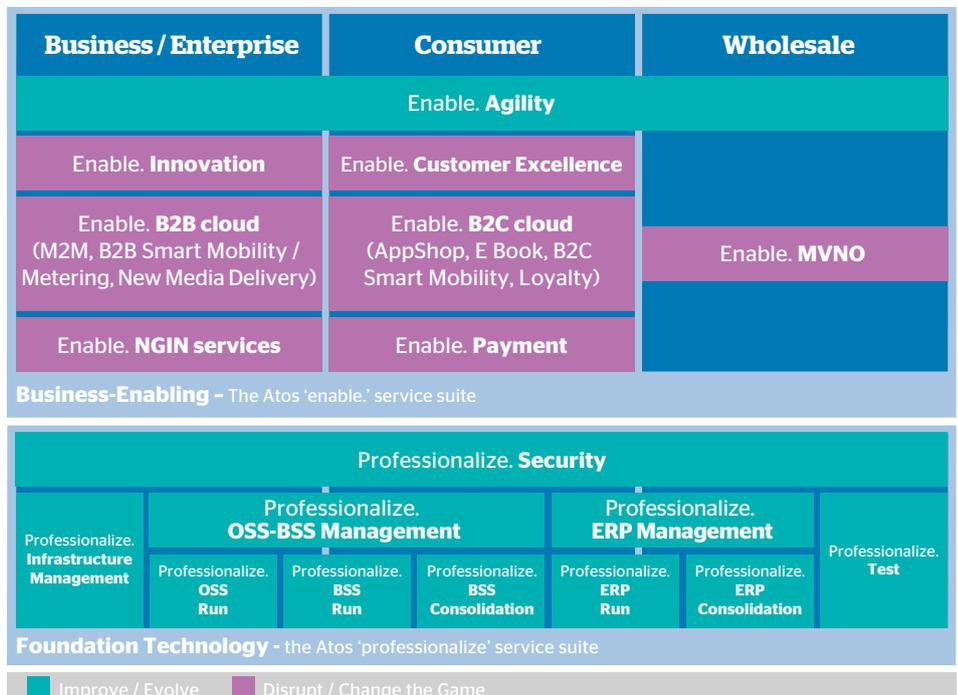
These consulting and service answers are more than foundation IT – they create the best professional basis for business-enabling network, cloud and customer solutions to differentiate value delivered and grow your market share.

A new phase of telecommunication growth is beginning, defined by rich content and individualized customer offerings. It is being driven by data and video volumes, as well as emerging markets – Atos has distinct strengths in both new media content and global scope. Atos also has exclusive command of industrialized transactions, ensuring you translate higher and new ARPU into greater EBIT in telco terms. We invite you to write history together with your business technologists. Don't just stick the competitive pace in telecommunications – transform your customer value and corporate performance with a better-placed, more knowledgeable partner.

Your business technologists.

Powering progress. Atos.

Transforming telecommunications performance



Changing the telecommunication game with enabling solutions, we also provide foundation services to help you improve and evolve.

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.

For more information, contact: dialogue@atos.net

atos.net

Atos, the Atos logo, Atos Consulting, Atos Worldline, Atos Sphere, Atos Cloud, Atos Healthcare (in the UK) and Atos WorldGrid are registered trademarks of Atos SA. All trademarks are the property of their respective owners. June 2011© 2011 Atos.

