

# originality

## in future growth

strategic media consulting



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# Fresh Thinking

Media decision making is a more challenging task than ever before – as customer change, technology revolution and global dynamics continue to redefine performance and outcomes. Fresh thinking in strategic media futures is rare on the ground – the kind that comes from technology independence, global presence and deep acquired insight into your business.

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**The media market has never been as exciting or full of opportunities – yet these are taxing times for industry decision makers faced with multiple conflicting demands from many fronts. As broadcasting morphs into multi-casting in a device and app age, content must be managed, repurposed and redistributed with enormous flexibility. As advertisers migrate online and audiences fragment, you have to anticipate consumption patterns with much greater speed. Regulatory change, global and lateral competition, new media mastery – you must exercise clarity and precision in navigating your brands through the dynamically challenging scenarios of today's business.**

Strategic consulting is something you could benefit from, but finding the right kind of prior understanding and pragmatic applicability in a consultant is a challenge in its own right. Global Media Consulting is an Atos practice built with exclusive experience of transformational change in the media business – and our newly enhanced Strategic Media Consulting solution is both highly relevant and easily aligned to your changing business agenda as a media brand.

At its heart all consulting is about the process of growth – about understanding how that has changed in any one business environment and, more importantly, about finding the right way for your own brand to continue growing. Consulting engagements begin with a wide variety of drivers – from complete facilities transformation to the preparation of a new RFP. But behind each new assignment is a search for fresh thinking and new growth possibilities.

Here's why we believe we should be first on your list in strategic advice:

- 1. We are business technologists, thinking and speaking media as our first language.**
- 2. We are newly transformed with cutting-edge Siemens capabilities, giving us also mature global presence and delivery options.**
- 3. We deploy a dedicated methodology built on specific media insights and program management discipline.**
- 4. Consulting engagements often end in blue sky thinking. Our assignments are always connected to hard and clear deliverables.**
- 5. Our Strategic Media Consulting solutions are fully extendable through Media Facilities Creation, New Media Delivery and a host of other market-specific answers.**

You don't just want good ideas. You have those already. You want to know how to make change work and make growth happen. We can help.

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**Understanding the right way to grow for you in future media markets is the basis for brand integrity and outperformance.**



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# Advice that Works

Strategic Media Consulting engagements from Atos are driven by a unique methodology of tools and techniques, and founded on real-world experiences of transformational change in your sector. Consulting that delivers is our mantra - and it is backed up by a long-established track record in strategies, change programs and business breakthroughs.

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**As you come under increasing pressure to innovate, adapt and compete, our consulting interventions cover a multitude of individual targets. From business strategies, commercial plans and business cases to enterprise architecture, process engineering and technology roadmaps, we help you arrive at swift, customized answers.**

Our multi-disciplinary team includes TV directors and producers, broadcast engineers, newsroom specialists, radio engineers, publishing specialists as well as Web 2.0/

social media technologists. This blend of creatives, media technologists, management and technical consultants ensures you benefit from 360° intelligence on any one strategic opportunity. Our tailored consulting methodology covers the entire spectrum from entry and understanding to visioning, solution and delivery - and is also mapped to our Media Facilities Creation approach for seamless extendibility.

Consulting projects of this kind bring unique business value - from cost-efficient investment and optimized processes to new opportunity exploitation and full leverage of existing resources and intellectual property. Let's take a look at three examples in particular.

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**Many give advice - few know how to help you implement advice into the daily process and technology behavior of your enterprise.**

**1.**

ProSiebenSat.1 is a leading German production company that needed to prepare for the digital future. The aim was to provide industry-leading, multi-channel and multi-platform playout and library services while significantly reducing the cost of operation. Together with the customer we delivered a five-stage, two-year transformation plan that: designed and implemented a cost-effective operating model; identified quick wins through process changes before any technology investment; minimized risk in technology rollout through systematic and transparent implementation. Maximizing content exploitation and revenue opportunities, this consulting engagement also removed repetitive non-value-add processes.

**2.**

The South African Broadcasting Corporation, meanwhile, was seeking to ensure optimal coverage of the FIFA World Cup 2010. Our consultants worked in close collaboration with the SABC to define the ideal operating model based on stakeholder objectives, conclude a gap analysis to expose risks and omissions - and finally deliver a concrete, prioritized action plan that enabled outstanding event coverage.

**3.**

On yet another continent, Canadian telco-media player Rogers wanted to perfect a Request for Proposal involving Broadcast Management. Again, our targeted expertise resulted in significant turnaround time reduction, actionable recommendations for improvement and overall quality enhancement. Our time-boxed review and guidance of this RFP process defined vision and business objectives, identified all requirements and analyzed vendor capabilities. The common ingredient in each of these assignments? Rapid, real-world assistance.





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# Next-Practice Media

As file-based transformation becomes the standard in media performance, you must look ahead to new ways of differentiating your brand and driving growth. Whatever your immediate agenda – from facilities creation to new media delivery to cloud-based sourcing – we have actionable intelligence and enriched knowledge to make it happen.

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**Original thinking for future growth means you find the exact strategy, architecture, process landscape and technology estate that fits your special situation and potential. As part of our complete transformation solutions we have delivered strategic consulting inside such groundbreaking concepts as Corus Entertainment's new facilities on the shores of Lake Ontario.**

Atos is the official technology partner of The Olympic Games, and numerous media engagements with these events attest to our unique blend of conceptual and delivery skills. We cover the full consult, design, build and operate spectrum of media needs – combining media, information and communication technology in one. Through our strategic alliance with Siemens, we also access exclusive knowledge in physical engineering and cross-infrastructure skills.

We help you go beyond market best practices to secure future competitiveness with next practices that reflect your brand essence and drive audience loyalty. No two media enterprises are alike. Discover how you can catalyze growth and reinvent performance.

The challenges facing media leaders such as yourself go way beyond the 'cheaper, faster, better' kind of remedies needed in other sectors. You are confronted by a perfect storm of drivers and compelling events, forcing you to completely rethink whole value chains, business models and technology approaches.

The media business is swarming with new competitors and fragmenting into specialized and very demanding audiences. Monetization in a digital world has become an overriding strategic concern. Mergers and acquisitions are redrawing organizational boundaries. Regulatory and licensing changes are forcing the pace of adaptation. Major events demand rapid deployment of full capabilities. Provisioning new services is stretching established workflows. Functional

consolidation requires innovative thinking. And all the while, technology evolution is driving a new media agenda. How are you dealing with these and other strategic issues?

Many media enterprises across the world have already found the extra advantage in leveraging an external consulting partner – someone focused entirely on their concerns and experienced already in their critical transformations. Strategic Media Consulting is a stand-alone engagement or a complementary part of an entire transformation program. Whatever the agenda, discover the cost, time and risk benefits to be had by consulting an IT partner with singular media insight. Global maturity, technology freedom and a head-start in transformational knowledge are your warrants of future success in strategic thinking.



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**Think again – as best practice becomes the norm in your competitive environment, now is the time for reinvention.**

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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 & Technology Services, Atos Worldline and Atos Worldgrid.

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**Strategic Media Consulting:  
It's not the ideas you have, it's the ones you  
bring to life that make a business difference.**

**For more information:**  
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