Case Study

talent and technology
make Glasgow 2014
a world-class event

Dedicated Atos team set new global standards for Commonwealth Games

Atos' business technologists delivered critical applications and services to help make the Glasgow 2014 Commonwealth Games a resounding global success. Support for athletes, officials, spectators, volunteers and media achieved new levels of excellence, with secure and reliable delivery, and safe handling of unexpected events. A team of passionate experts leveraged Atos' experience from more than two decades of Olympic and Paralympic Games, including London 2012 and Sochi 2014.

As an Official Supporter of Glasgow 2014, Atos provided the Games Management System that accredited 71,000 athletes, officials, workforce, volunteers, media and sponsors. Atos also developed the key Volunteer Portal for the recruitment and management up to 15,000 volunteers. A Games Information System instantly relayed results, athlete data, competition schedules, medal tables and sports records to media, sports officials and the Glasgow 2014 website during the 11 days of competition and to a global audience of 1.5 billion people.

"Glasgow 2014 has benefited significantly from Atos' long standing experience in powering performance at major events at Olympic level around the world over the past 20 years, and the role the company has played in the delivery of the critical Games Management Systems and Games Information Systems has helped set new standards for the Commonwealth Games."

David Grevemberg, Chief Executive
Glasgow 2014 Organising Committee

Atos

One chance to get it right

When Atos took on its role in March 2012, it was ready to meet major challenges:

▶ Developing, implementing, and managing systems and services that would determine Glasgow 2014's success

▶ Delivering against tough and critical deadlines

▶ Operating with highly complex, multiple stakeholder relationships

▶ Performing in full view of the world's press and media, with a projection of more than 1.5 billion people watching on multiple devices, anywhere at any time.

Atos only had one chance to get it right.

Local team with global support

The Atos team was carefully selected. When the Games began 60 business technologists worked 24/7 in the Technology Operations Centre and local offices, supported by specialists in the Atos Major Events team headquartered in Barcelona and Madrid.

The Atos team played an important role in the success of Glasgow 2014 Commonwealth Games . As individuals, they had to deal with unexpected eventualities and ensure seamless delivery. Drawing on its vast experience of major sporting events, Atos endlessly rehearsed 'what if' scenarios to prepare the team for the most unlikely events. Major Incident Management processes and a Crisis Management Strategy and Plan were meticulously constructed.

Key to Atos' operational readiness, and their people's ability to work under pressure, was that everyone from both Atos and the Glasgow 2014 Organising Committee (OC) worked collaboratively in groups, and all individuals were completely clear about their responsibilities to each other, and to the project itself.

Atos' services at Glasgow 2014

The Atos solution comprised of six main elements:

1. Games Management Systems (GMS)
   ▶ Accreditation management, including a venue access control system, and guest passes system
   ▶ Sport entries management
   ▶ Games workforce management and information
   ▶ Volunteer portal
   ▶ Volunteer scheduling system
   ▶ Uniform distribution management system.

2. Games Information Systems (GIS)
   ▶ Central results service
   ▶ GamesINFO Service
   ▶ Official results website
   ▶ Results data feed.

3. Hosting of the Atos Games Management Systems and Games Information Systems

4. Supporting the GIS and GMS, Major Incident Management and Crisis Management was in place to assure operational readiness and mitigate risk

5. Provision of a highly resilient and secure Glasgow 2014 primary Data Centre

6. Managed by a Scottish Delivery team and supported by our Major Events team in Barcelona and Madrid.

The Benefits Reaped the Rewards

Atos took its one chance to deliver excellence, and got it right. It met its challenges, and delivered important benefits to the Glasgow 2014 OC:

Solution

▶ A robust, flexible and scalable solution, tested and proven by Atos at major global events over decades, matched the OC's vision and service requirements

▶ The infrastructure platform was secure and scalable, and was hosted at Atos' data centre in Scotland

▶ It was the most fully integrated technology platform ever for a Commonwealth Games, which helped to drive efficiencies into Games management, and eliminated many previously used paper-based systems

▶ Change freezes were implemented during critical periods to minimise disruption.

Team

▶ Collaborative teamwork with the OC from start to finish included technology, PR, public affairs, social media and security representatives

▶ Dedicated Atos people with global Games capabilities were on hand, working in Scotland

▶ Individuals were prepared and organised to deal with any eventuality

▶ Close liaison with Police Scotland, and joint security teams ensured preparation for potential cyber attacks or threats to critical systems

▶ A lasting legacy of skills and knowledge will enable delivery of future major events from Scotland.

Delivery

▶ Athletes, officials, workforce, volunteers, media and sponsors all received an enhanced Games experience through a highly efficient accreditation and registration process

▶ Software supported the extensive background security checking processes required for the Games

▶ Atos' Volunteer Portal recruited and managed up to 15,000 volunteers who helped the Games run smoothly

▶ Atos instantly relayed the sports results to the worldwide media in 0.5 seconds promoting the 140 Commonwealth Games records broken, the best ever Team Scotland performance, athlete information, competition schedules, medal tables and sports records. All of this information was available in real time on myGamesInfo user accounts, the Glasgow 2014 results website and mobile apps

▶ The first ever Commonwealth Games results mobile app was developed on Android, iOS and Windows platforms

▶ Atos used 66 virtualised data servers before and during Games time.

"The effort, quality and professionalism of the Atos team has been incredible and absolutely invaluable for us to be able to accomplish what we have. There is also no doubt that on multiple occasions the Atos team have gone over and above to help us resolve and remediate issues that have arisen from areas out with their control. Whilst this is, to an extent, the nature of the Games, it places a huge amount of pressure on everyone and we relied upon Atos' positive attitude and commitment to delivering a great results product."

Martin Fitchie General Manager, Results Technology Services,
Glasgow 2014 Organising Committee

Keep ahead of the game

Atos' skills and experience at the Glasgow 2014 Commonwealth Games are valuable to any organisation, large or small, in any sector – in Scotland, or anywhere in the world.

Solutions and services for Glasgow 2014 owe much to Atos' wide range of capabilities. For example, Atos' expertise in Big Data, Social Collaboration and Workplace Services is widely used by many clients to create their firm of the future.

Get a grip on Big Data from within and outside

Big Data doesn't come much bigger than for global sporting events. Atos played an important part in handling data at the Glasgow 2014 Commonwealth Games, just as it has with Olympic and Paralympic Games for the past 20 years. At Glasgow 2014, Atos enabled rich, accurate data and intelligence to be delivered to media organisations on a massive scale: simplified and even page ready. Members of the press and media didn't even have to be at the Games to access it. Our Big Data stats recorded that over 9,000 users accessed over one million page views on the GamesINFO system. The central results service provided 117GB of data - on average 2MB per second, and the official results website recorded over 37 million page views during Games time.

Atos provides similar Big Data services and support to all kinds of clients, nationally and internationally. We put data to use intelligently for organisations, providing clearer insight, enabling better decision-making, and sharpening competitive advantage. With help from Atos, thousands of employees have the precise data they need, at their fingertips, at the very second they want it.

Social Collaboration for business acceleration

Huge amounts of digital information is exchanged at major sporting events, particularly as more and more people use tablets, smartphones and netbooks to share ideas, thoughts and information, 24/7. Many people now use social media as their channel of choice because they see email as redundant, and limited.

Atos showcased this trend at Glasgow 2014, and took collaboration to the next level. The Atos team avoided email, using collaboration tools instead to manage, monitor, and share data.

Never has there been so much information to deal with – in business, just as much as at a global sporting event. Never has so much data moved so quickly, or has it been so easy for important messages to escape attention. Atos can help organisations to work in a collaborative workplace, freeing management and employees from the maze of data, and enabling you to get on with what you do best: growing your business.

Workplace Services work better

In order to support the Games Management and Games Information Systems, Atos provided Glasgow 2014 with rich, real-time content available on an anytime, anywhere, any device basis, with IT security firmly in place. You too can also leverage better mobility, security, content management and managed services across your workplace.
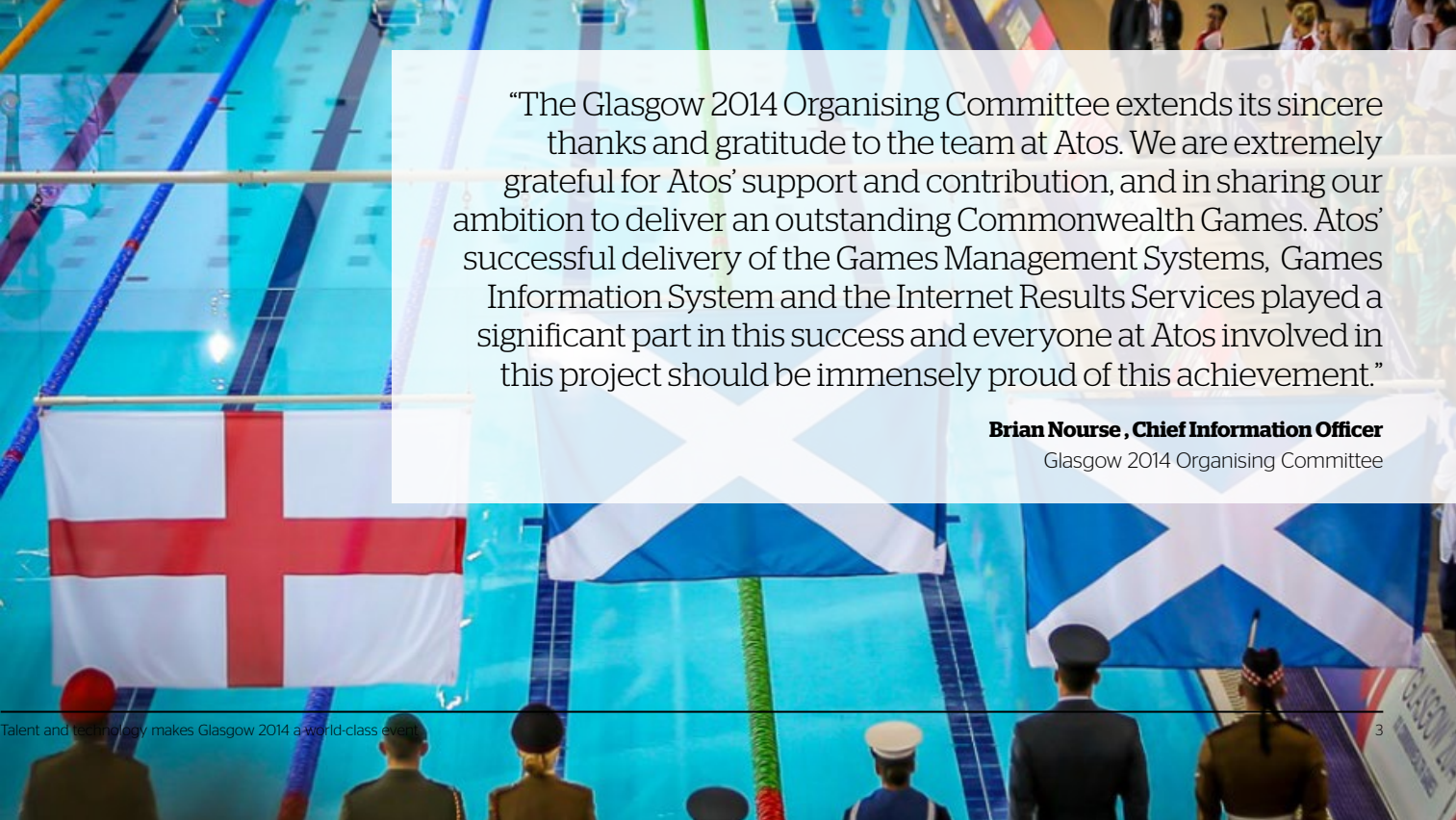
Mobility is not going away. It is an increasingly influential factor in the modern workplace. Nowadays, delivery drivers and shop-floor workers use IT-enabled productivity tools that are more powerful than those of the CFO less than ten years ago. That means staff can be anywhere, any time, on any device – and still in touch with the office.

The way that organisations design and manage the enterprise workplace is now about more than technology and business function. It is also about the choice of commercial and contractual engagement, and about unifying and simplifying the end-user experience.

Atos can help you leverage better mobility, security, content management, and managed services. Work with the Atos Adaptive Workplace, and you can cut costs, lift productivity and sustain security, while making sure you reconcile organisational objectives with personal needs.

Next Steps

To find out more about how Atos can help you be more competitive, and drive business transformation, please call our Sales Team on 01506 606315 or visit http://uk.atos.net

> "The Glasgow 2014 Organising Committee extends its sincere thanks and gratitude to the team at Atos. We are extremely grateful for Atos' support and contribution, and in sharing our ambition to deliver an outstanding Commonwealth Games. Atos' successful delivery of the Games Management Systems, Games Information System and the Internet Results Services played a significant part in this success and everyone at Atos involved in this project should be immensely proud of this achievement."
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> **Brian Nourse , Chief Information Officer**
> Glasgow 2014 Organising Committee

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About Atos

Atos SE (Societas Europaea) is an international information technology services company with 2013 annual revenue of €8.6 billion and 76,300 employees in 52 countries. Serving a global client base, it delivers IT services through Consulting & Systems Integration, Managed Operations, and transactional services through Worldline, the European leader and a global player in the payments services industry. With its deep technology expertise and industry knowledge, it works with clients across different business sectors: Manufacturing, Retail & Transportation; Public & Health; Financial Services; Telcos, Media & 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 & Paralympic Games and is listed on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Worldline and Atos Worldgrid. For more information visit: atos.net.