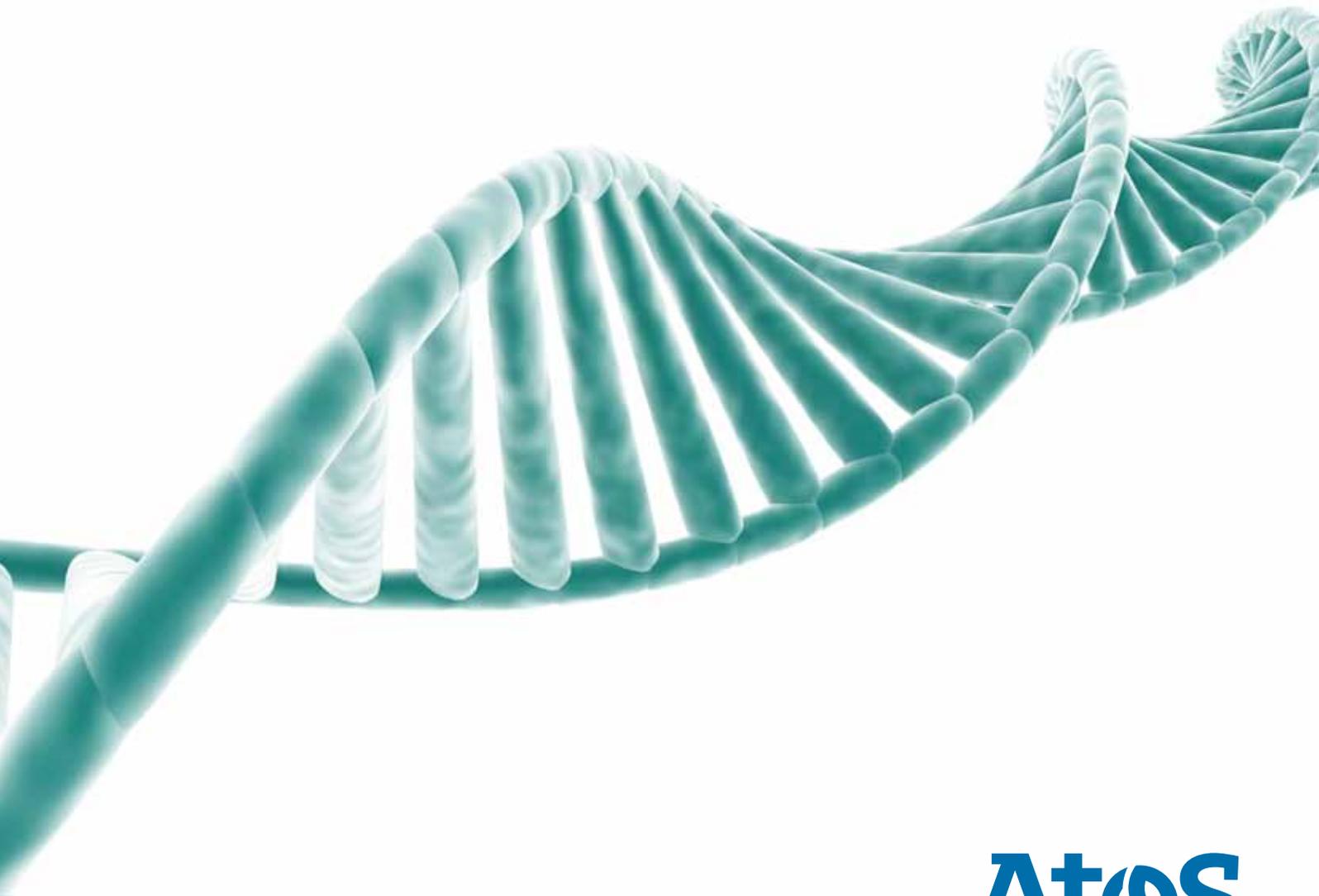


adapt

and respond faster
for long-term profitable growth





Innovate to survive

For manufacturers, achieving growth in a tough market requires innovative thinking and more effective collaborative working across the full value chain and product lifecycle.

The manufacturing sector changes continuously under the impact of customer demand, new technology, market evolution, regulatory requirements and process improvements. The challenge today lies in the speed and scale of change.

- ▶ Financial pressures are more intense than ever, and management teams are looking urgently for new ways to improve balance sheets and drive down fixed costs
- ▶ Customer behavior is evolving, with growing demand for mass customization, more product variations and greater use of consumer technology to aid purchasing and managing ownership
- ▶ Manufacturing is more global than ever, with new low cost locations being constantly sought, leading to a complex supply chain

- ▶ Compliance is an issue locally and globally, and the need to deal with more regulatory regimes and meet tougher sustainability and environmental standards
- ▶ Recycling and life-time support are increasingly part of a manufacturer's remit—responsibility doesn't stop at building and supplying a product
- ▶ Innovation is a strong driver for change, with performance improvements and updates leading to shorter development cycles and a faster time to market.

Creating a product is now a highly collaborative, international activity, and that applies to makers of virtual products (like insurance policies or software) and services, as well as to traditional manufactured goods.

The need for speed

Market cycles keep becoming more complex and fast-moving.

New technology drives new working practices, and they fuel the demand for new, lighter, smarter products. We can see this in the products around us, with the move from PCs to laptops and tablets, and from the first cell phones to multi-use Smartphones.

There has also been change to the more complex, heavy engineering products. The first commercial jet engines had an average of 3,000 parts. As the drive for greater fuel efficiency, power and noise reduction impacted the market, engines became more complex, and the high-performing engines of today have as many as 20,000 parts. Development never stops.

So how can you speed up development cycles and cope with ever-increasing

complexity? To stay ahead, you need to move fast and be more responsive. You can't do that by working in the same traditional way.

In this market, the fast and innovative players win. You need to target customer needs more accurately, be first in the market with innovative ideas and be more agile than your competitors in responding to change.

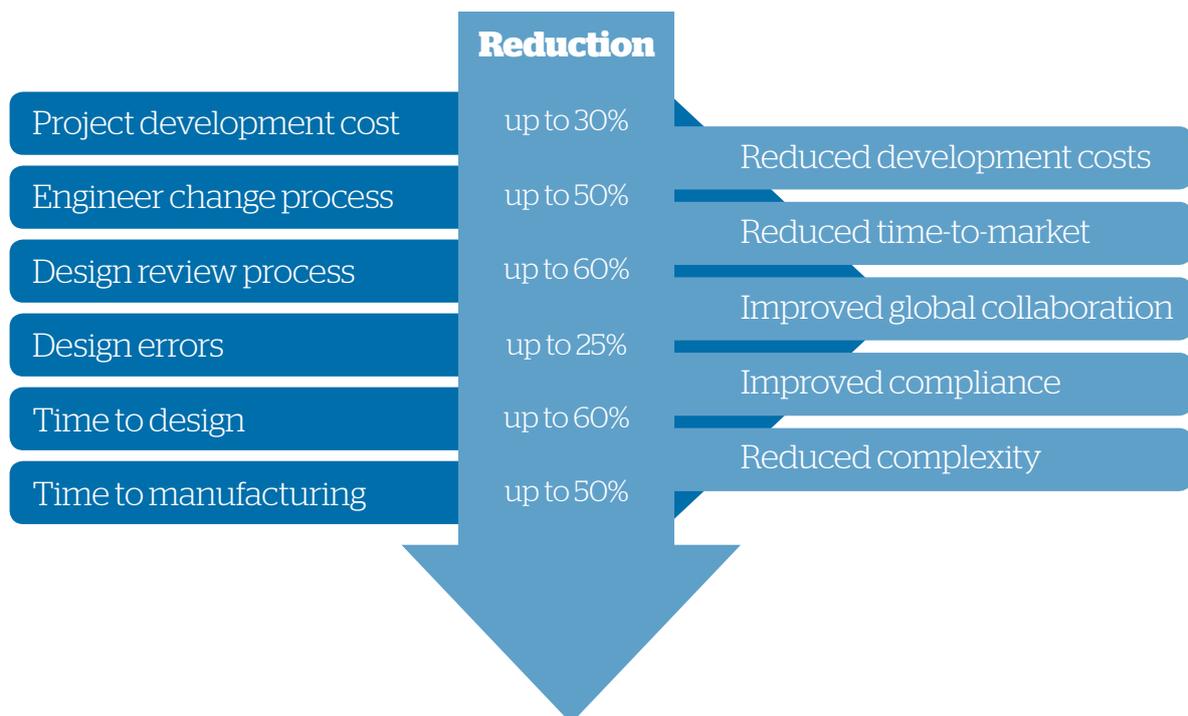
In modern manufacturing, everything connects and you cannot afford to treat the different process stages in isolation. Design, testing, sourcing, managing the supply chain, manufacturing, customer intimacy, long-term maintenance and retirement: these stages are all part of a single, integrated product lifecycle.

Product Lifecycle Management (PLM)

was created to bring closer integration across the value chain, and is now a key business process for a growing proportion of the world's leading enterprises. PLM is not just another software package: it's a different way of looking at the way a business operates, from end-to-end.

Once you see all aspects of your business together, new possibilities appear. So you can gain the benefits of speed, agility and efficiency across the entire lifecycle of your products, while maximizing all of your existing investments.

Optimization potential by PLM, according to studies and analysts



Powering your progress

We have manufacturing and engineering in our DNA. The combination of Atos Origin and Siemens IT Solutions and Services, brings unique capability, experience and global reach.

Atos has been a driving force in the development and implementation of PLM over the past 15 years and more. Thanks to our close connection with Siemens, one of the world's largest manufacturers, we have an insider's knowledge of the complex processes that make up design, development, launch and maintenance of products in key industrial sectors.

We have built up an extraordinary level of knowledge, experience and capability, together with the ability to partner right across the world. We understand that PLM requires an integrated vision, as well as integrated systems and processes to make it work.

We also understand that the manufacturing world is now highly collaborative, and will become increasingly more so. You will rely on a huge variety of partners and suppliers for critical input to core processes, and Atos can provide the assurance that this complex network is seamlessly integrated, at every stage and on every location.

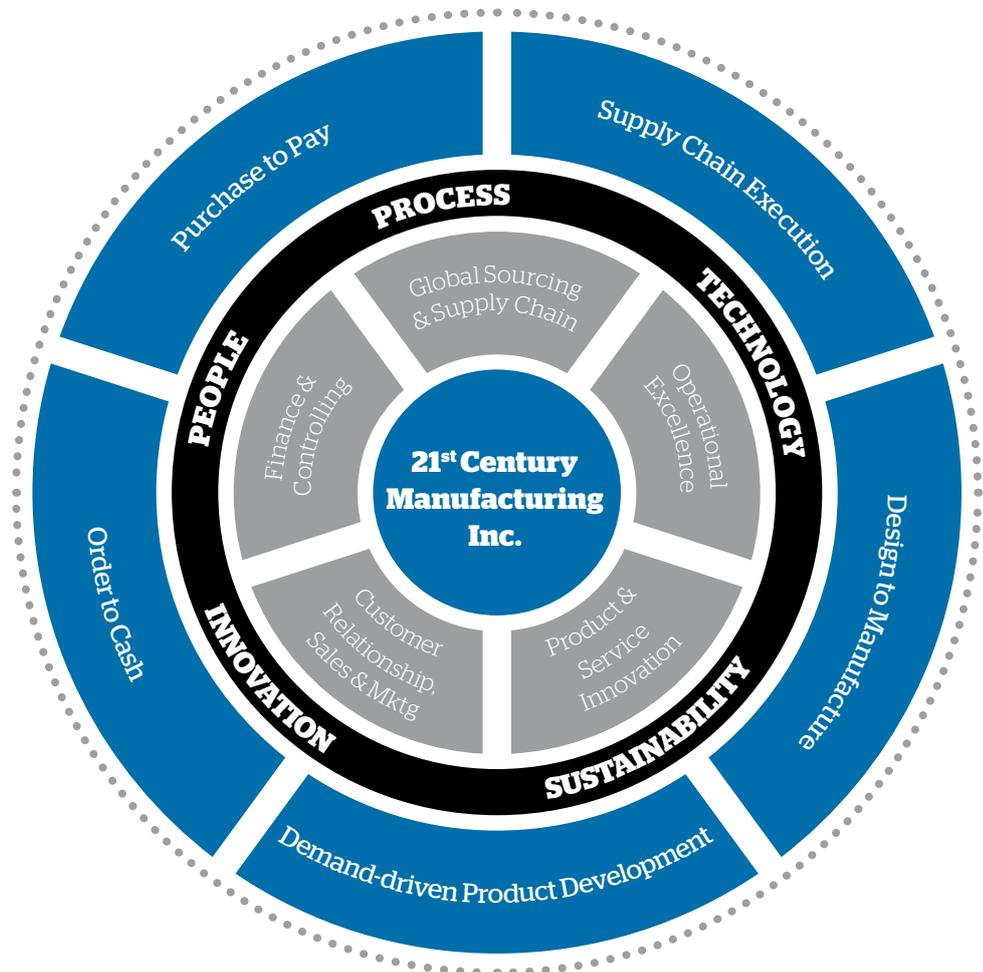


Optimization to profit

Atos understands the direct connection between process integration and long-term profitability.

Manufacturers in the 21st century are managing complexity in several different dimensions. They need an integrated, end-to-end view and effective tools to manage for long-term profitable growth.

We make PLM work for our clients because we know how they see the world. We understand the pressures they deal with, and we are expert at all core production disciplines.



Dealing with complexity

Every large enterprise has a complex system and process landscape.

You will probably have invested in a solid ERP backbone, and want to maximize this investment. At the same time, you may have separate systems (or outsource partnerships) for key process steps, like CRM or finance & accounting.

Introducing a new system is like redeveloping a busy city center you cannot simply clear space and build from the

ground up. Instead, you need to ensure end-to-end integration, adding value from day one, while enabling all other systems to continue operating as normal.

Atos is a key leader in PLM, but is also an expert in Manufacturing Execution and a strong player in implementing ERP systems and solutions, so we know what your current process landscape looks like. And we know how to ensure that PLM brings processes together and delivers performance improvement, without duplication or redundancy. That is one of the things that make us different.



Complete solutions

Atos has used its in-depth knowledge and experience of the market to build an effective and comprehensive engagement model.

| Portfolio elements | Description |
|----------------------------------|---|
| PLM Consulting | We carry out initial assessments, apply our own maturity model, analyze the business impacts, and develop the dedicated approach, architecture, and deployment roadmap for applying PLM to your business. |
| PLM Core Services & Solutions | We bring together all the resources, skills and experience needed to deliver a comprehensive solution, anywhere in the world. We have the capacity to organize change management and training, and to manage the transition phase. |
| PLM Process & Industry Solutions | We are using our exceptional vertical industry expertise to fine-tune solutions so that they fit the precise needs of organizations in any sector and market. |
| Global PLM Outsourcing | Using our dedicated capabilities and methodologies, backed by a flexible delivery model such as PLM on Demand, we provide scalability and lowest possible total cost of ownership (TCO). We also combine low-cost global sourcing with onshore storage of confidential data, helping our clients replace many existing systems with package-based, master applications, while enabling integration with those legacy systems that remain. |

No matter what the need, location or industry, the Atos approach enables us to deliver the right answers to your needs today and into the future.

Our engagement approach is not only complete, it has been repeatedly proven to work with demanding global clients.

Tasks range from how to create an enterprise dashboard to verify PLM data (**Thales**), to creating a new, targeted PLM solution from common components (**Norma, IAC**). We have built, managed and migrated an entire lifecycle application landscape to a new version developed at our offshore center in India (**FCI**) and designed, built and managed PLM-based technical documentation applications (**Schlumberger, Daimler**).

We have also carried out pure consulting missions, such as defining an overall PLM architecture and roadmap (**Siemens Energy**) and approaching the integration between PLM and ERP, while also defining the strategy behind the use of eBOM and mBOM (**Poclairn Hydraulics**).

Connected for success

We are independent and objective, but we also have close working relationships with every leading PLM vendor. These partnerships give us influence and priceless early insights.

PLM is a specialized field with a limited number of global players, and Atos works closely with them all. This puts us in a strong position to assess their offerings in an objective way and make sure that you get the solution that fits most closely to your needs.

One key PLM application provider is part of Siemens, our leading strategic partner, and our inside knowledge of their solutions cannot be matched by any other company in the world. We also have a global strategic alliance with PTC, while one of our most ambitious, long-term client relationships involves the closest possible working relationship with Dassault Systèmes.

In addition, core ERP players, such as SAP, have developed their own offerings to cover some of the key PLM modules, and Atos has worked closely with them in helping them to make this move.

We cover the entire field of PLM, with experts that understand all the existing software products inside out. We use this unique combination of inside knowledge and strict objectivity to deliver the best possible outcomes to clients, and that's exactly what we are doing now, all over the world.

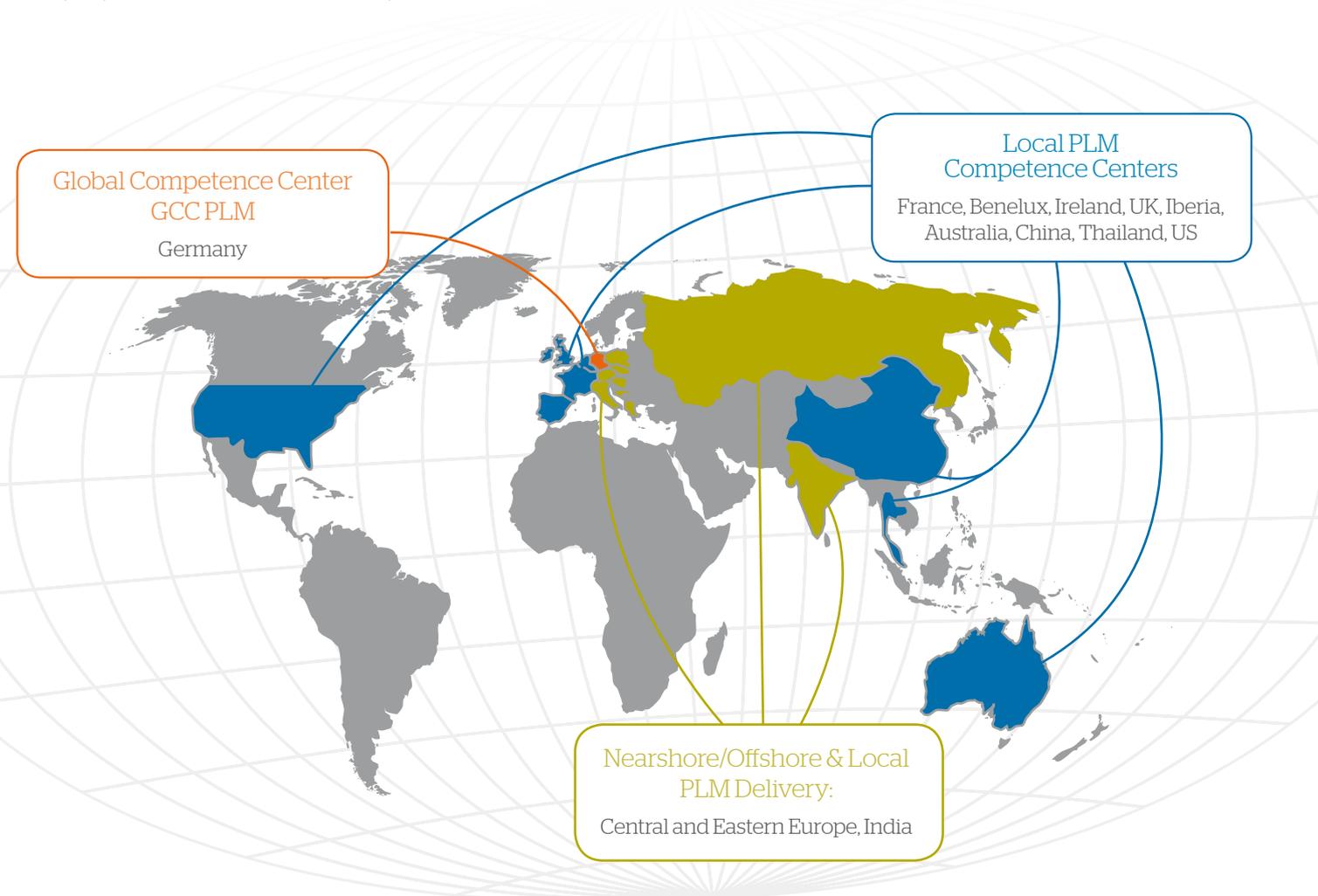


Anywhere, anytime, anyhow..

Atos has one of the most powerful global delivery networks in the world, backed by leadership in a wide range of delivery options.

We have strategic resources in key regions, notably Germany, Eastern and Central Europe, North America, Brazil, India, Australia and China. Our development teams are locally available in all of the world's leading manufacturing centers, with 400 expert, highly-skilled consultants backed by 10,000 SAP specialists.

Our delivery centers enable us to provide PLM solutions in the way that best suits client needs. This includes Application Management, delivery through the Cloud and PLM on-demand: anywhere, anytime. We can develop and implement highly scalable solutions, with capacity that relates directly to daily needs. This all provides the kind of flexibility that is a key requirement at a time of uncertainty.



Focus on your success

Atos works with clients to deliver outstanding results through targeted PLM solutions.

Atos has developed a family of PLM solutions adapted for a growing range of industry sectors. The result is a faster time to profit, higher impact and a stronger contribution to long-term competitive advantage. We are business technologists, and everything we do is driven by deep industry knowledge and a clear focus on measurable business benefits, as experienced by:

- ▶ **EADS-Sogerma**, the world leader in the aeronautics, defence, space and associated services sector. It has worked with Atos to create digital mock-ups for design and testing, reducing time from specification to deployment, while ensuring perfect alignment with final products.
- ▶ **Cassidian**, the defence subsidiary of EADS, chose Atos to implement a multi-site, secure design and production backbone, fostering technical innovation and driving down time to market.
- ▶ **IAC**, one of the world's leading automotive component suppliers for interior systems. Atos has helped to create integrated change management, anywhere, anytime manufacturing, higher data consistency and a long-term database.
- ▶ **Wincor-Nixdorf**, a top manufacturer of retail and banking systems, worked with Atos to achieve a 30% reduction in time to market, up to 90% reduction in time to access documentation and up to 10% reduction in CAD design times.
- ▶ **The Royal Australian Navy** uses AMPST[™], an Atos deployable asset management and logistics software, to consolidate the data and provide the functionality required to manage configuration and through-life support for the ANZAC class of ships. There are now some 2000 AMPST[™] users in the RAN alone, with more coming online each year as new ships are delivered and older ships updated.

Contact us

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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.

For more information:

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