



Case study

Device provisioning and life(zzz)cycle management

How a tech company's *boring* side ignited the innovative service offering at the center of the workplace of the future

Surprisingly, the innovation didn't come from the Atos scientific community or teams of technologists working the proposal. It came down to two of the least technological things about the technology company: strong industry relationships and financial responsibility.

The trick to digital workplace efficiencies

Large organizations in North America keep employees' phones, tablets and computers fresh and secure without buying devices, provisioning them or managing their lifecycles. It's not BYOD. It's a service that provides all of those things as a core element of their larger digital workplace programs.

Device provisioning and lifecycle management services are known by many names such as mobility managed services, device-as-a-service, mobile device management or workplace mobility. Most follow an as-a-service model, providing devices plus services such as image packaging, shipping, software distribution, device support, asset management and end-of-life. Financially speaking, monthly per-user billing allows these services to be cross-charged down to the department level.

Data makes the difference

The leading providers take those basic benefits a step further with data and analytics. They collect rich data from the connected devices and use it to personalize and improve the user experience. Device data collection drives predictive analytics that reduce incidents and increase efficiencies.

All in all, these services make it much easier for the enterprise both operationally and financially. IT can focus on its business differentiators. Employees get exceptional customer service with personalized device support and security built in.

That's exactly the experience delivered by one of the world's leading providers, Atos, in its new Workplace Mobility service.

Continue reading to learn how it became a service and if it's right for you...



Trusted partner for your **Digital Journey**

Atos

The RFP origin of Workplace Mobility by Atos

Car rental company hits a roadblock

A large retail transportation company was growing significantly across all of its brands and business lines. The next step was international expansion, but it was hindered by disconnected business processes, operations and systems. It needed a technology platform that would continuously optimize, automate and enhance business services to improve the end-user experience. So the company issued an RFP.

Clearing the way

Atos, a global digital services provider, responded with a proposal for Digital Workplace Transformation to migrate the transportation company's legacy environment to a comprehensive subscription-based, device-as-a-service model. Atos eliminated all but one competitor with this six-point plan:

1. **Integrate existing IT systems into a rich digital ecosystem** to improve productivity while mitigating operating risks.
2. Differentiate the customer experience through **multiple channels with intuitive service options and self-serve technical support** available anytime, anywhere, on any device.
3. Improve decision-making and overall productivity by using **analytics to enhance how services are delivered across all organizational touchpoints**.
4. Reduce service variability and boost productivity across all channels by **automating internal business processes**.
5. Deliver more responsive, consistent user experiences by incorporating **intelligent self-learning approaches to workflows** to more efficiently manage business processes and IT.
6. **Refresh the 90k-device landscape across 9k locations** over an 18-month period.

Feats of nontech strength

This proposal was among the best. But the deciding factor was not Atos' technological capabilities. It came down to the IT company's less exciting characteristics: financial stability and strong relationships.

With a third of the transportation company's legacy environment already aged out of support, a refresh was unavoidable. Cash flow was going to be an issue because its accounting structure placed P&L with the branches, of which there are more than 8,000.

Atos was able to assume the financial risk of upgrading the entire environment – some 90,000 devices. This formed the basis for an innovative subscription billing model. The devices themselves plus provisioning, lifecycle management and device support would be billed monthly, per user, as one service.

This arrangement can be recreated with many vendors and types of devices. For this specific engagement, Dell Technologies offered Atos the best pricing for tablets, laptops (Surfaces and MacBooks), desktops and printers to be used at the retail branches. According to the plan, the transportation company would be completely transitioned into a Dell Technologies footprint in 18 months.

Atos and Dell Technologies have a longstanding partnership that allowed the two tech leaders to negotiate around risks associated with early termination and other liabilities.

This is where the competition fell away. Only Atos could offer all the benefits of an advanced digital workplace plus:

- Favorable terms and fees for all services
- Price certainty and inflation protection included in base charges
- A mechanism for adapting prices to fluctuating volume of services
- Transition, migration and termination considerations

Green light

The transportation company chose Atos for its workplace transformation project, which will begin in January 2018. But there was an unexpected twist. As the Atos bid team worked through this proposal process, it identified similar needs emerging in many other client organizations. As a result, the elements of this RFP are now widely available as Workplace Mobility, a core component of Atos' Digital Workplace services.

Could this work for you?

You should consider Workplace Mobility by Atos if your goals include:

Keeping devices current and secure

Avoid vulnerabilities by consistently providing current, in-demand devices with regular refreshes – monitored, secured, and policy-compliant at all times.

Moving from CapEx to OpEx

Manage and predict costs through transition to an as-a-service model, particularly where P&L is carried by downstream organizations and cash flow is limited.

Managing volatility

Enable employees to efficiently navigate constant change within the business instead of navigating inconsistent devices and services across departments and locations.

Enabling analytics and IoT

Collect metadata about devices, not just data off devices, to provide valuable information to end users and business units.

Digital Workplace by Atos

Workplace Mobility is a gateway to Digital Workplace, a suite of collaborative, secure, intelligent work tools delivered as services. A recognized leader in workplace modernization around the world, Atos supports more than a million people in some of the world's largest organizations.

Digital Workplace gives your workers the tools they need while ensuring outstanding agility and rigorous cost control. Components include:

Unified collaboration

Communicate across all devices through audio, web and video conferencing as well as messaging, voice over IP and email. All with federated presence to indicate user availability.

Embedded security

End-to-end security includes governance, managed services for all endpoints and conditional access for certain persona types. Many options and service levels are available.

Intelligent support

Omnichannel service delivery uses cognitive intelligence to deliver and manage advanced helpdesk support. Get help online from AVA, the Atos Virtual Assistant, or download the OneContact app to keep 24-hour support within reach wherever you are.

Device management

Device provisioning and lifecycle management services provide a consistent and secure user experience for mobile workers across devices and locations.

Digital Workplace consulting

If you need more strategic services, Atos provides industry-focused Digital Workplace consulting for your journey, regardless of your starting point.

See for yourself

To learn more about Workplace Mobility and Digital Workplace by Atos, visit



pages.atos.net/workplacemobility



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About Atos

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa € 12 billion and circa 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.

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Let's start a discussion together

