#MWC19 Barcelona

digital by design
accelerating the race to value

Stand #2F60

Worldline

Atos

At MWC19 Barcelona, we ask what it means for an organization to become **digital by design**. Our guests can explore an extensive range of real-world use cases in which digital innovation shapes everything from customer experience to network operation.

With 5G imminent, the pressure is on for every company to accelerate the race to value.

This brief guide introduces the themes and use cases which Atos and Worldline will showcase in Barcelona. Let us know which topics are particularly interesting to you, and we will make sure the relevant experts are on hand to share ideas and experience.

THREE KEY THEMES

As business technologists, we will have a special focus on impact of three critical areas throughout MWC19:
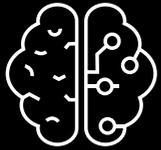
Artificial Intelligence

Discover practical pathways to benefit from AI in activities as diverse as customer profiling, new business development and network management.

The Internet-of-Things

Dig deep into how forward-thinking organizations can create new value with IoT offers, for consumer, commercial and civic clients.

Edge Computing

See how this game-changing computing model transforms operations and delivery, exploiting the benefits of active proximity, virtualized network functions and anticipating 5G.

CHOOSE FROM FIVE INNOVATION AREAS

With over twenty real-world use cases on show, we have topics to suit every telco business and technology specialist.

To make it easier for you to explore and discover, we have arranged all use-cases according to five critical innovation areas. To make the very best use of your time with Atos at MWC19 Barcelona, simply let us know which topics interest you the most.
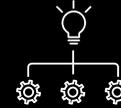
CUSTOMER ENGAGEMENT

Omni-channel campaign management, chatbots and frictionless payment experience can all help you boost loyalty and spend by improving customer experience.

DATA-DRIVEN ORGANIZATION

Increase new business opportunities by turning data into actionable insight in everything from crowd management to sentiment analysis.
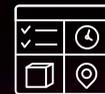
NETWORK TRANSFORMATION

Only by using AI and virtualized computing models can you create the agile, high-performance networks your future business demands.
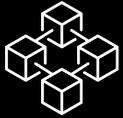
FUTURE IT

Data-intensive, 5G mobile futures need new approaches to both IT and IT sourcing, with Edge Computing gaining prominence as the go-to computing platform.

NEW BUSINESS MODELS

Explore the commercial and engagement models needed for new data-driven business - IoT and dynamic application management become the watchwords.

CUSTOMER ENGAGEMENT

BLOCKCHAIN

Worldline was one of the first companies to offer commercially viable blockchain solutions. At MWC19 we will be showcasing blockchain use cases which support organizations across the complex transaction scenarios which lie at the heart of engagement with their customers.

With media consumption key to business success, media content managers need to manage everything from personal consumption and monetization to copyright. Other use cases build on innovative research into using blockchain in both ID and food traceability scenarios.

CHATBOT

Atos communication and collaboration specialists Unify give you the chance to get hands on with their OpenScape Contact Center. See how this omni-channel system routes, tracks and handles phone, email and web-chat customer interactions.

Automation is key to success and Chatbots act as virtual agents, interpreting requests and directing customers to the most efficient, satisfying and cost-effective resolutions.

E-IDENTITY

For any consumer, cybersecurity and web identification are critical concerns. See how Worldline security expertise and innovation make internet ID safe for customers and meet or exceed legal and regulatory obligations.

Our trust services focus on three domains: digital identity, digital signature and digital preservation.

MOBILITY AS A SERVICE

Travel is changing. People are beginning to rely less on private vehicles, especially for urban journeys. Mobility as a Service is currently the concept that is shaking up today's transportation model. It puts the user at the center of the transport service to find the best travel option.

With its Mobility as a Service approach, see how Worldline gives Passenger Transport Operators or Passenger Transport Authorities the tools they need to capitalize on increasingly personalized and agile travel services in their customer offers. Worldline has developed the next-generation Digital Ticketing platform that will allow consumers to travel but also use many public services within cities, without the need to buy a ticket.
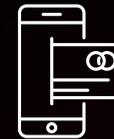
NEW PAYMENT EXPERIENCE

As the European leader in payments, Worldline takes innovation to another level. Check out our use of ultrasonic verification for P2P payments and discover our latest next-generation Android based payment and interaction device.

As FinTechs fight for dominance in smart payments, see how Worldline can help any institution take the advantage in everything from card-issuing and authentication through to integration with mainstream mobile payment systems.

OMNI-CHANNEL MANAGEMENT
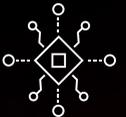
Telco customers get more demanding every day. They expect great service, performance and consistency across every contact channel.

See how Atos works with leaders including Salesforce.com and Vlocity to deliver exceptional levels of service and consistency across all channels. As business technologists, we also help ensure our telco clients keep up to-the-minute with emerging technologies in this critical business area.

REAL-TIME CAMPAIGNING

For every CSP, actionable realtime intelligence now becomes a prerequisite for effective marketing. This becomes an even higher priority in new contextual and personalized marketing initiatives.

We'll be showing how real-time analytics combine with intelligent dashboards to deliver usable realtime intelligence. We've built this use case on BigIP by F5 and Ciena's BluePlanet.

DATA-DRIVEN ORGANIZATION

ARTIFICIAL INTELLIGENCE

Telcos want near-immediate benefit and return from their analytics initiatives.

With this use case, discover how the Atos AI software suite accelerates adoption and return. With Atos Codex, we leverage machine learning to simplify both the build and deployment of AI applications across the telco resource, service and product layers, putting you on the fast-track to a genuinely data-driven business.

CROWD MANAGEMENT

With this use case we show telcos how to harvest customer and network data to create compelling B2B propositions.

With this invaluable data, telcos can create must-have services for retailers, transport providers, sports and cultural event organizers. Atos crowd analytics pinpoint patterns and behaviors –giving both telcos and their B2B customers the chance to engage subscribers with additional contextual services.

CUSTOMER EXPERIENCE

As business technologists with a specialist telco focus, Atos understands that the success for CSPs depends on maintaining the highest level of customer experience.

Find out more about our extended ecosystem of expertise and specialist partners in telco customer experience. Discover how our solutions span everything from prescriptive analytics at network level up to individual real-time interaction with customers based on artificial intelligence systems.

REMOTE FIELD SERVICE
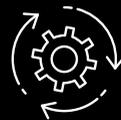
Network operators still rely on the dedication and efficiency of their own and contracted-in field service teams. Atos was among the first to apply virtual and augmented reality for field service apps.

This use case shows how productivity rises in your field service teams, once engineers are empowered with virtual over-the-shoulder guidance, instant access to technical and service data, and enhanced reporting functions.

NETWORK TRANSFORMATION

CLOUD WAN

Today's distributed IT and hybrid cloud architectures need secure and agile communications. Only a software-defined WAN delivers the required combination of security, agility and performance.

This solution showcases the Atos Cloud WAN. Built on Cisco technology, it benefits from Atos extensive network design and management expertise. As a carrier-independent network, it offers CSPs and their enterprise clients an ideal communications platform for cloud or IoT services.

EDGE COMPUTING

Telcos must be ready to manage a data deluge in 5G applications.

This will require computing power on an unprecedented scale. Atos is fully prepared to deliver the necessary resource through its Multi-Access Edge Computing Data Centers.

See how this power is even further enhanced by the Atos Codex AI Suite. Using AI, we are able to dynamically orchestrate your computing resources, ensuring you always have the power you need when you need it.
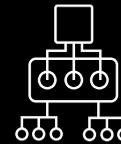
CRITICAL COMMUNICATION NETWORKS

Private LTE and 5G are already becoming the preferred approach for critical communications, industrial IoT, enterprise, campus and public venues. These private LTE enterprise networks also give enterprises a jump start to 5G.

Atos Critical Communication Networks are built on our LTE portfolio. They allow CSPs to offer secure services which integrate vast and variable data streams from sensors, machines, people, drones, cameras or vehicles.

CYBERSECURITY

Security must be managed end-to-end. Atos provides on-demand managed security for both traditional connected use and for the rapidly-growing IoT. We provide encryption services for applications, virtual machines and databases and manage the complete security certificate lifecycle.

With this use case, we give a taste of the overall Atos cybersecurity proposition, with special emphasis on the embedded security so essential to the safe growth of the IoT.

NETWORK FUNCTION VIRTUALIZATION

For a digital-by-design telco, only NFV offers the affordable network agility which is central to sustainable success. Atos offers both the technology and services telcos need to deploy NFV and SDN.

With this use case, we pay particular attention to dealing with accelerated change: cloudification, for example, is a real game-changer right now. Explore the best way to build a foundation for affordable and responsive next generation networks.

FUTURE IT

OPERATIONAL EXCELLENCE

Every successful telco is breaking down the barriers between network and IT operations. See how Atos is helping boost agility and reduce cost by introducing massive virtualization in both areas.

Automation, robotics and AI all play key roles in creating agile and effective network and IT operations. See how, with Atos as your partner, you will accelerate time-to-market for new products and deliver quality customer experience.

CLOUD MIGRATION

Mobility, analytics, cognitive, and IoT: these are the technologies and practices which underpin digital transformation. To exploit these, telcos must make cloud the foundation.

Take a closer look at Atos' rigorous and comprehensive suite of orchestrated hybrid cloud services. These ensure the agility, scalability and security required by any organization seeking to become digital by design.
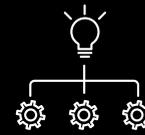
THE DIGITAL WORKPLACE

Positioned by Gartner as a leader for managed workplace services, Atos helps organizations work effectively. Cloud delivery offers instant control over accounts and secures mobile access to a complete range of business applications and services. Utility modelling delivers cost-efficiency too.

Whether reimagining the workspace for your own employees, or crafting a workspace offer for your business customers, Atos is an expert guide.

COLLABORATION WITH CIRCUIT

Circuit gives you a complete and integrated collaboration environment: voice, video, chat, screen and file-share, and storage delivered through one app.

By offering Circuit as part of your own proposition, you give your business customers a compelling reason to make you their partner of choice. Circuit is easy to adopt and scale as a collaboration platform, making it ideal for both growing SMEs and major enterprises.

DIGITAL BSS

While introducing IoT and 5G, operators need to be fast and flexible with easily configurable business models when developing and launching new digital services and introducing new partner offerings. All this is achieved through convergent charging/billing, a dynamic product catalog and a real-time data-driven architecture.

Atos Digital BSS helps telecom operators to optimize and de-risk their vendor-agnostic transformation journey and eliminate the gap between digital business goals and BSS technology.

NEW BUSINESS MODELS

CONSENT MANAGEMENT

As CSPs offer an extending range of products and services, often through third-party partnerships, managing customer data becomes a critical legal requirement. Consent management is central to the regulatory landscape and has got even tougher since GDPR.

With the Worldline mobile messaging platform, consent management by SMS provides a rapid and efficient means to handle this essential function in processing confidential personal data.

IOT AND THE CONNECTED CONSUMER

As the IoT gains momentum, we see a vast array of applications emerging which affect every aspect of our day-to-day lives. With this use case, we are showing off the Wearlumb smart t-shirt.

Impregnated with smart sensors, Wearlumb helps analyze posture and minimize the problems of lower back pain. The shirt transmits posture profiles via Bluetooth to deliver on-screen analysis and remedial posture guidance.

SMART HOSPITALITY

It's easy for our most popular urban tourist destinations to become victims of their own success. Tourist density needs to be intelligently managed so that our cities can be enjoyed by visitors and residents alike.

With this mobile app, we show how the wealth of visitor data, much of it location and time-specific, can be used by policy makers and planners to optimize resources and tourist development.

THE MWC AND BEYOND

With over twenty live use cases on show, we are sure that you will find plenty to explore with Atos at MWC19.

Use this summary guide to plan your visit – just let a member of the Atos team know your areas of interest, and we will introduce you to the relevant experts.

It's a huge event, and we appreciate that schedules get very busy. Do take time to visit us on stand #2F60, and remember, we can always arrange to spend time together after Barcelona. The worldwide network of Atos Business Technology Innovation Centers make great venues for more relaxed exploration of your digital transformation initiatives.

MAKE YOUR FUTURE DIGITAL:

digital by design
accelerate your race to value

About Atos

Atos is a global leader in digital transformation with approximately 100,000 employees in 72 countries and annual revenue of around € 13 billion. European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, the Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cuttingedge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index. Find out more about us
atos.net

About Worldline

Worldline [Euronext: WLN] is the European leader in the payment and transactional services industry. With innovation at the core of its DNA, Worldline's core offerings include pan-European and domestic Commercial Acquiring for physical or online businesses, secured payment transaction processing for banks and financial institutions, as well as transactional services in e-Ticketing and for local and central public agencies. Thanks to a presence in 30 countries, Worldline is the payment partner of choice for merchants, banks, public transport operators, government agencies and industrial companies, delivering cutting-edge digital services. Worldline's activities are organized around three axes: Merchant Services, Financial Services including equensWorldline and Mobility & e-Transactional Services. Worldline employs circa 11,000 people worldwide, with estimated pro forma revenue of circa 2.3 billion euros on a yearly basis. Worldline is an Atos company.
worldline.com

For further information Visit our virtual booth:

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