

Atos Breakout session  
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Quantum in business and society,  
creating a market for quantum use-cases

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# Quantum in business and society, creating a market for quantum use-cases

## ▶ Description of Paper:

The Paper will dive into the work I have been doing for the past few years. It is focused around the creation of use-cases and other market approaches for a (hyped) technology, and how to create an early market that works for the approach of Atos. It addresses the advantages and limitations of the present Atos Quantum Strategy, and how to leverage this in a business context and quickly create a larger market that supports larger business cases. A lot of the material is also in the course Frederik gives at the University of Amsterdam with the same title.

## **Abstract:**

- ▶ The past few years a large gap has existed in applications of quantum computing and quantum internet. There is great interest of industry, and strong technological push from creators. However there is a great gap between promise and performance of these technologies. In this paper it will be clarified how strong and effective use- and business-cases can be created for quantum technologies. It will dive particularly in the position of Atos in the world market, and how a product of QLM, which is ahead of its time, can be best marketed. It will dive into:
  - ▶ Making business cases without (available) QC hardware
  - ▶ Marketing 5+ year investments in companies with a 3 year return on investment scope
  - ▶ Executive conversations, what to say, what not to say
  - ▶ Partnering with industry
  - ▶ Dealing with governments and governmental clients.
  - ▶ Requirements descriptions for quantum use-cases
  - ▶ Real-life examples and use-cases from the Atos portfolio.

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**Presenter:**

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M Quantum  
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