



## Welcome to AtosConnect Newsletter

Hello,

I'd like to wish you and your families a happy new year on behalf of everyone here at Atos.

I think it's safe to say that 2020 was rather a challenging year for many of us; however, it's also been an exciting year for Atos with the launch of our business transformation in February last year, which allowed us to be more customer-centric with a verticalized approach.

As a valued member of our community, I want to welcome you to AtosConnect and ensure that you are the first we share all our exciting news with – including thought leadership insights, events, and emerging trends & technologies across our telecom, media, and technology sectors.

So I hope you find time to grab a drink and discover something interesting and insightful through AtosConnect.



**Jean-Philippe Poirault**  
EVP, Global Head of Telecommunications, Media & Technology

Want to sign up to receive AtosConnect newsletters?  
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### TIM and Atos launch a strategic partnership for the development of the cloud

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We have signed a strategic agreement with TIM, the largest Italian telco provider, to develop a digital platform for the TIM Cloud in order to supply innovative solutions along with secure and localized public and private data management in Italy, which will provide companies and Public Administrations with speed, flexibility and immediate control of information.

Find out more [here](#).

You can find out more about the Atos OneCloud initiative in the article below.

## Atos launches Atos OneCloud



We understand that on the journey to the cloud, no path is the same. The steps to progress on the cloud journey looks different for everyone.

We're pleased to introduce [Atos OneCloud](#), a unique initiative to pro-actively accelerate your business's migration to the cloud through a one-stop shop offering industry-specific go-to-market and organization. Supported by a dedicated c. €2 billion investment over the next five years, Atos OneCloud will be delivered through highly secure and decarbonized, public, private, or hybrid cloud environments.

Adapted to each industry, Atos OneCloud aims to unleash your business potential of the cloud through business processes optimization and application modernization, making you more agile, mobile, data-driven, and customer-centric. The initiative combines a unique set of 10 offerings in a powerful one-stop shop to bring business outcomes, answer market challenges and fit your cloud journey maturity.

The Atos OneCloud initiative delivers in close collaboration with a **world-class partner ecosystem** including **Amazon Web Services, Dell Technologies (including Dell EMC and VMware), Google Cloud, IBM - Red Hat, Microsoft Azure, SAP, ServiceNow, and Salesforce**.



*"We believe cloud is more than ever the new normal for Digital and Atos is uniquely positioned to deliver the full value of cloud to its clients, Atos OneCloud is the only solution on the market that blends industry customized consulting with application transformation expertise in an end-to-end set of services."* **Elie Girard, Atos CEO**

[Atos OneCloud event for TMT industry – watch the replay](#)

Following the launch, we held an exclusive event featuring **Elie Girard - Atos CEO, Jean-Philippe Poirault, EVP, Global Head of Telecommunications, Media & Technology**, and other world-classed cloud partners and clients to share our vision for cloud – including customers' use cases deep dives as well as testimonies from partners.

To watch the event replay, register [here](#).



## National Trust collaborates with Atos to enhance the supporter experience



We are pleased to support the National Trust, Europe's largest conservation charity, in its program to reconfigure membership and fundraising activities digitally.

The transformational program involves implementing a supporter engagement platform built on the Salesforce Lightning framework and using both Salesforce modules and independent apps to facilitate and encourage ongoing engagement among the charity's many members and supporters.

**Jon Townsend, Chief Information Officer, National Trust**, said: *"As part of our long term-vision to enhance supporter engagement and experience, we are pleased to partner with Atos to integrate business processes which support our digital transformation while reducing our energy footprint. This will improve agility across our technology estate and will ultimately support the conservation of heritage sites across the UK."*

Find out more [here](#).

## Atos transforms the Digital Workplace with 'Vodafone Infinity Workplace'



We have joined forces with [Vodafone Spain](#), a leading European telecommunications operator, to transform their workplace environment.

Through the launch of '**Vodafone Infinity Workplace**', this new Digital Workplace offering combines the most advanced mobile communications and 5G technology from Vodafone with the next-generation Digital Workplace solutions from Atos and key office tools and applications such as Microsoft Office 365 and Google Workspace. It aims to change the workplace paradigm for SMEs and freelancers by providing them with the most powerful solutions and tools on the market to work efficiently in a mobile, hyper-connected work environment.

*"By partnering with Atos, we believe that Vodafone Spain can bring new innovative Digital Workplace solutions to the market for the benefit of our clients,"* explains **Daniel Jiménez, Managing Director of Vodafone Business Spain**.

Find out more [here](#).

## Hard Rock Stadium - Cutting edge technology in sports and entertainment



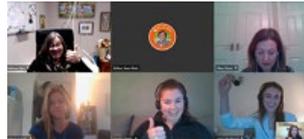
Atos developed a cybersecurity solution for Hard Rock Stadium's critical infrastructure in Miami Gardens, Florida, providing a new level of security never achieved before and ensuring a consistent experience for fans and spectators.

As a result, Atos successfully cyber-proofed the Stadium's distributed communications network and all connected technologies for Super Bowl LIV, including around 7,000 operational technology (OT) and information technology (IT) devices such as point-of-sale terminals, scoreboards, televisions, visual broadcasting equipment, field microphones, and servers.

**Kim Rometo, Vice President, Chief Information Officer, Miami Dolphins and Hard Rock Stadium** said, *"The security of our fans and their physical and online environments is of the utmost importance to us. With Atos, we recognized an opportunity to secure Hard Rock Stadium in new and critical ways, creating a defense strategy that protects our operational and informational technology."*

Find out more [here](#).

## Atos wins Company of the Year at TechWomen100 Awards, Diversity and Inclusion Initiative of the Year Award and Lotus Business Culture Award 2020



We were named **winner of the WeAreTechWomen's TechWomen100 Company of the Year Award for 2020** for how we support talented women to build rewarding careers at all levels. Find out more [here](#).

We were awarded **Diversity and Inclusion Initiative of the Year at Women in Tech Awards 2020** for our menopause campaign. The campaign has seen the introduction of a new policy, an ambassador network, and the hosting of webinars, helping to educate the broader organization and foster an inclusive environment in which colleagues can converse openly. Find out more [here](#).

Our Together Network has **won the Lotus Business Culture Award 2020**, which recognizes the Rise Program's success, a three-part initiative consisting of a reverse-mentoring scheme, the Pathway Future Leaders Program, and the Changing Face of Technology event.



## Hybrid Clouds - understanding available options, hazards, and opportunities



Unless you've been following daily cloud computing news, chances are your understanding of the technology is outdated. This is especially true over the last 18 months, in which telecom, media, and technology companies (among others) have dramatically increased the type and number of applications they are able to deliver over public clouds. No reason to delay the move to cloud any longer.

Find out more from **Clive Grethe, our head of Hybrid Cloud for TMT**, on why cloud is no longer an option for organizations [here](#).

## How multi-clouds can improve telecom engagement and customer support

It's an exciting time for telecommunication companies. With the arrival of 5G, edge computing, and other new internet services, it's hard to think of a more promising generation for telcos than now.



Over the last 18 months, the quality, accessibility, and adaptability of public clouds from Google, Microsoft, and Amazon are helping a growing number of telcos to improve their business support systems (BSS), and ultimately serve the end customer in a more seamless, if not delightful, way. But are new innovations from cloud providers more of a technical trend, or can they have a real impact on customer value and telecom profitability?

**Jaap van Mechelen**, our head of Global Telecom Media & Technology Portfolio explains in his blog [here](#).

## Podcast - The Sustainability Report

*"Sports organizations are realizing the importance of grassroots and connection for having a deep relationship with their fans."*

**Paul Moore Olmstead, our Global Media Strategic Business Development**, discusses in the podcast the opportunities presented to the live events industry through the pandemic restrictions.

[Listen to the podcast.](#)



## Global Sports Week



**Date:**

Monday, February 1 – Friday 5

The Sports & Entertainment industry has accelerated its digital transformation to tackle new consumer behaviors, societal concerns, and environmental ambitions. How does Atos help organizations adapt to the 'new normal' and find new ways to deliver engaging, hyper-personalized and enriched experiences across multiple secured environments?

Find out more at the Global Sports Week, where global sports leaders, influencers and athletes gather to shake, shape and share the future of sport. For more information, click [here](#).

## Webinar:

### Delivering enhanced customer experience in the 5G era



**Date/Time:**

Wednesday, February 3 at 8 am San Francisco / 11 am New York / 4 pm London

Along with Omdia, a global technology research powerhouse specialized in telecommunications and media industries, and Viavi, a global leader in both network and service enablement and optical security performance products and solutions, join us at our webinar "Delivering enhanced customer experience in the 5G era" to hear about how Communications Service Providers (CSPs) can deliver consistent, relevant, and optimal customer experiences for 5G services.

Sign up [here](#).



Contact us: [AtosTMTCommunications@atos.net](mailto:AtosTMTCommunications@atos.net)

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