

Drive Revenue Beyond Connectivity

Atos: delivering tomorrow's
future today

Asset Monetization

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Atos

CSP Main Challenges - Become Digital Service Provider Leader



Huge Pressure

From competition

Economic value shifting
from Telcos to
technological titans

Rising customer expectations
New product/Services
New hyper-personalized
&
omnichannel experience



Reduce Cost

Modernization

5G, Cloud, AI & Edge
Computing enabling

Radical transformation
Of telecom
Networks & operations

Unified Data Platform



Increase Revenue

Value beyond connectivity

Keep innovating
& diversifying

to grow revenue

Leading digital
innovative services
With customer centricity



Re-gain the Position

in the value chain

“Telco operators need to

**re-imagine business models
by creating businesses at scale
&**

**design/deploy digital go to
market strategies with
simplified product offers”**

Source Mckinsey

Asset Monetization – From Telco to xCo Enablement



Connectivity/Mobility

5G, Cloud, AI & Edge computing
Telco Golden data assets



Create a Digital Overlay

Data Mesh & Microservices
API's management



Data-driven Technologies

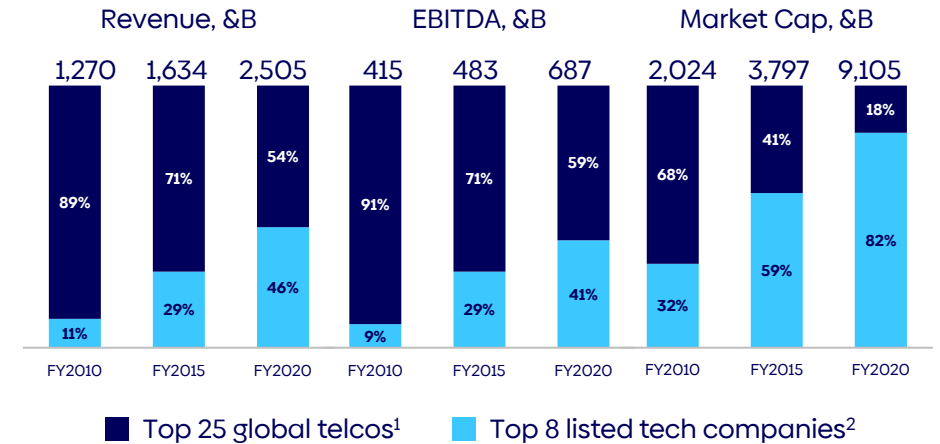
DSS modernization
Unified Data platform



Innovative Vertical Ecosystem Data Platform

API Economy/
Asset monetization

represent
3,7T\$
Re-gain FY2015
position*



*Source: Mckinsey

Atos put Telco's on the fast track to value

Atos Strategy

Telco Asset Monetization Capabilities over TMForum ODA*



Providing a controlled access to APIs through a digital M.place

Enabling flexible & innovative business models involving partner ecosystems
Generating New revenue streams



Enables fast & flexible API life cycle MGT

A structured API layer as a foundation of Asset Monetization



Unified, integrated, & intelligent E2E data platform for customer data

Data democratization as a personalized Cx

*TMF Open Digital Architecture



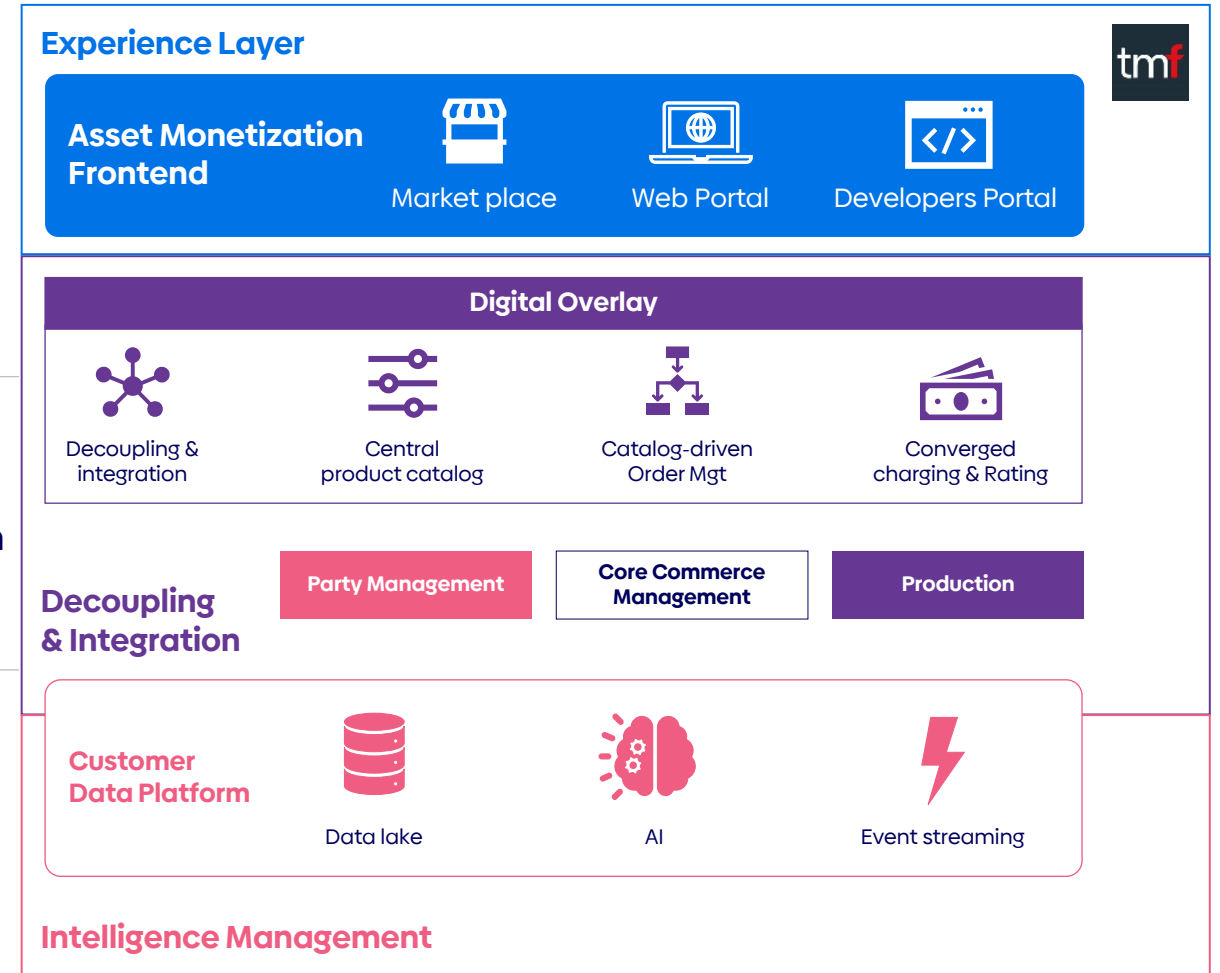
People



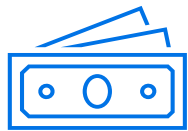
Organizations



Things



Atos Asset Monetization Strategies



New Revenue Streams

3rd Party services in CSP's portfolio (already in place)

E.g., Netflix, Home Alarm, etc.
 Dedicated campaign effort
 Possibility to include white-labeled services
 &
offer them under CSP's brand

3rd Party services through marketplace

Provide a marketplace for 3rd parties to promote their products

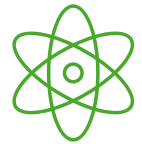
Target the long tail:
 few income, many services
 Automated onboarding, with scoring/approval process
 "best-of-week" or similar suggestion still possible

Sell own APIs to 3rd Party Market Place

Expose own APIs to 3rd party
 Allow 3rd parties to build their own product embedding CSP's capability
 E.g., Customer authentication, Anonymized usage data, messaging, calls, etc.
 Charge 3rd party by subscription or usage
 Define catalog for the API pricing tiers based on volume, subscription tiers, support level

| | | | |
|----------------------|-------|-------|-------|
| Increase ARPU | ■■■■■ | ■■■■□ | □□□□□ |
| New Business | ■■■■■ | ■■■■□ | ■■■■□ |
| Competitiveness | ■■■■□ | ■■■■□ | ■■■■□ |
| Technical Complexity | ■■■■□ | ■■■■□ | ■■■■□ |
| Business Complexity | ■■■■■ | ■■■■□ | ■■■■□ |

Business Value beyond Connectivity for Telcos



Vertical external Assets

Telco Assets
CSP

Business processes & Operations

Customer-related & service usage



Golden Data assets

Customer - related & Location data

Connectivity & Surveillance

Mobility infrastructure



Monetization Capability
Atos



Vertical Ecosystem

Data Platform



B2B2X Market Place

integration | API Monetization



Digital Overlay

Microservices/API MGT



**DSS modernization/
Unified Data platform
Data Governance**

**Large Gathering Intelligence
Predictive Analytics**



**5G Edge Cloud Computing
5G security
Computer Vision**

New Revenue Streams



New Vertical Digital Services



B2B Digital Market place

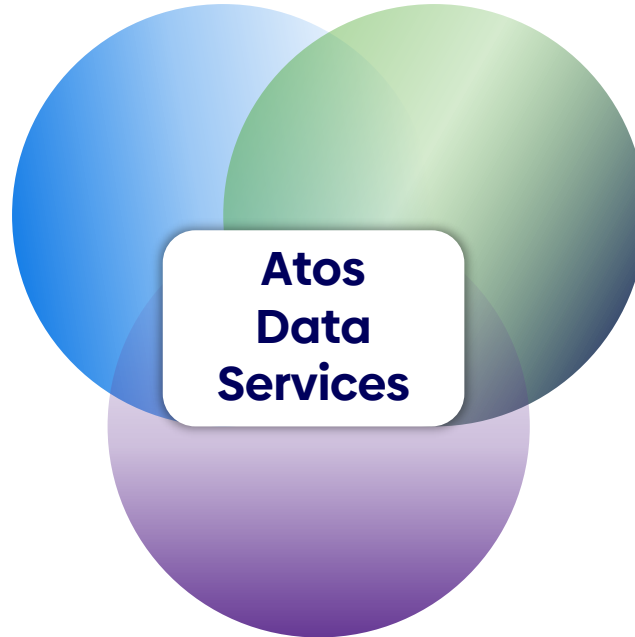


360°

Atos Data-related Services Portfolio

Next-Gen Data Platform Atos Cognitive Data Platform

Governed Cloud- based Datalakhouse
Through DSS & Datalake evolutions
DWH/BI Modernization | Move to Cloud
DSS Managed Services



Data Monetization

Innovative Vertical Industry Ecosystem Data Platform
API Economy | B2B2X to re-invent business

UC Fabric B2C

Data Analytics Use cases
Automation & AI-based analytics
Data value realization

Data Governance

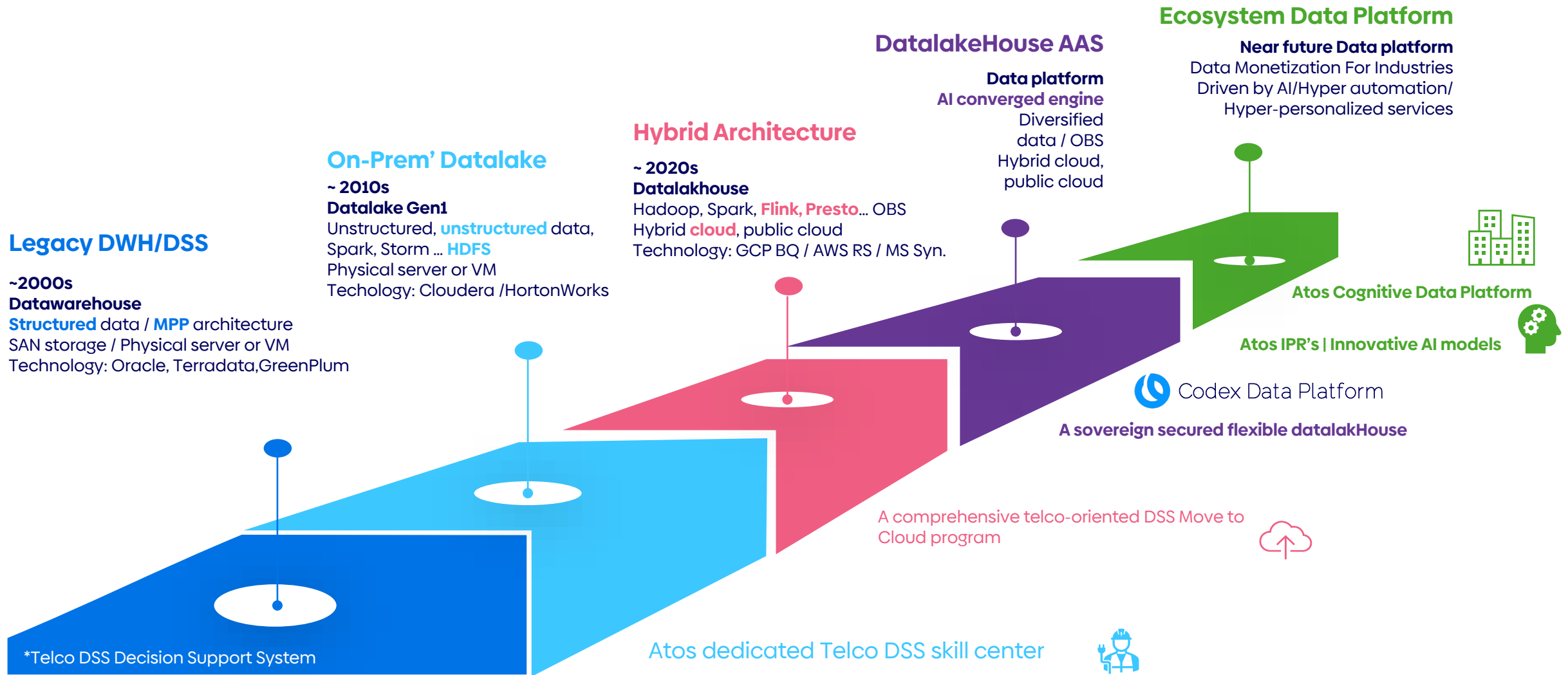
Data Strategy | DGOM | Data management
Roadmap & implementation
Improve the data quality
& deliver trusted data asset.

Data Academy

Build dedicated Data-driven CoE
DSS skill Center

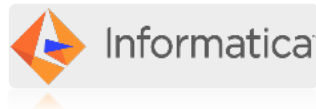
End to End Value proposition to support your Data transformation journey

Unified Data Management through out your DSS & Datalakes Evolution



Our Experience in Data Platform & AI Across Various Industries

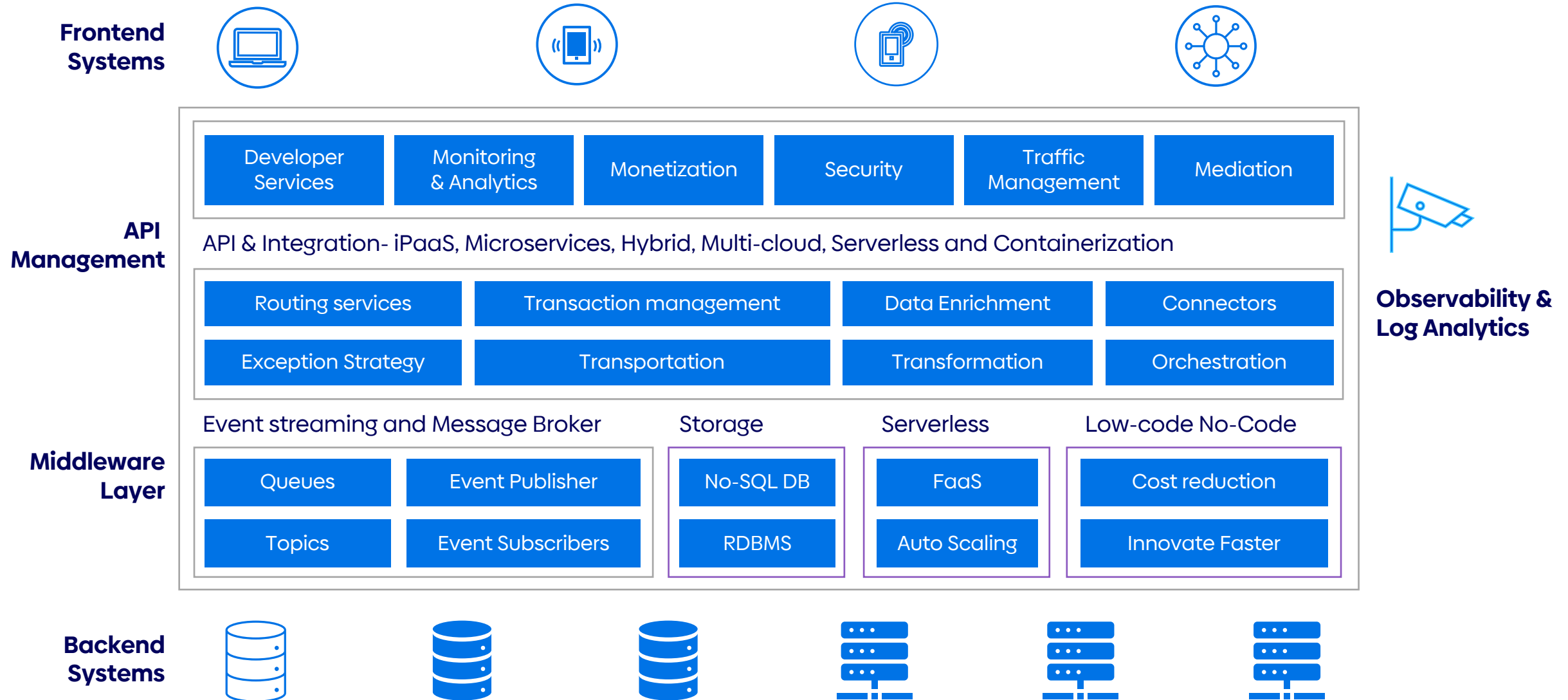
Ecosystem Partners Sample



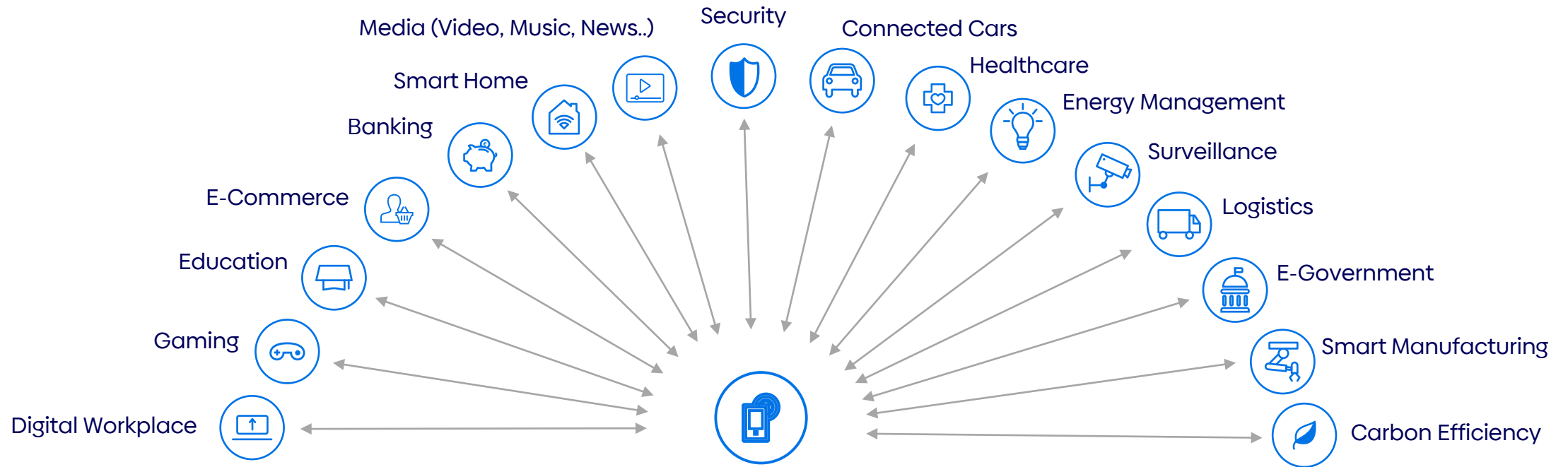
Customer Datalake/Data Platform Reference Sample

| | | | | | | | | |
|-------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|-------------------------------------------|
| | | | | | | | | |
| Data platform & Airport use cases | | | | | | | Data platform & Agriculture use cases | Data platform & Olympic village use cases |
| | | | | | | | | |
| Army sovereign platform & use cases | Pandemic data platform Covid crisis | HDS Trusted Platform Covid DNA sequencing & personal data | M2C from Oracle to Codex over OVH | HPC & BigData platform for advanced AI use cases | Customer 360° Platform Cloud-based Data Lakes & BI | | | |
| | | | | | | | | |
| Redshift to Snowflake Consolidation | Cloud Migration & Optimization of Mission Critical KPI | Near RT-Reports & dashboards | Migration from on-prem SQL Server to Snowflake | Modern Data Warehouse Implementation | Cloud Data Platform implementation | Snowflake Fixes 13 Businesses with 1 Stone | | |
| | | | | | | | | |
| Converged Datalake Data governance | ME - Enterprise Information Fabric Africa - Initial Datalake | KSA Tier 1 CSP Massive Datalake | Africa Smart-Notification platform | EU Tier 1 CSP Africa - DSS Transformation Africa - Datalake /DWH | CEU Tier 1 Cloud-based DSS Transformation ODAP 'An Atos Technology | High Tech Move to Cloud from Hadoop Yearly TMA -66% | French CSP Legacy DSS M2C GCP Transformation roadmap | |

API & Micro-services Capabilities



Expand to Own Marketplace



Service Aggregation

- Marketplace for CSPs and 3rd party services
- One-stop shop (Amazon-like)
- Unified delivery, tracking, payment

Cross-Service Intelligence

- Leverage unified customer data and intelligence, e.g.:
 - Location-based parking assistance
 - Loan and insurance based on e2e customer behavior
 - Sponsored data for value-adding services

Communities

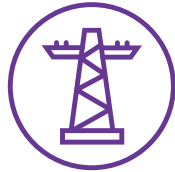
- Personalized experience
- Dedicated services
- Self-assistance from members

Atos API Economy References



African Tier 1 CSP API's Monetization

A unified API's experience
Easily consumed & reused by both
MTN & 3rd parties
45+ APIs, based on 136 microservices,
implementing 1,158 use cases
Technology:
Google APIGEE, CHENOSIS, MicroGW



Tier 1 EU CSP API's management

Cloud native solution integration CSP
frontend portals & 3rd party services
for subscription, charge, etc.
Technology:
AWS cloud hosting, Apigee Open API,
Istio GrayLog, ELK, Prometheus S3,
DynamoDB



Finance – 100's year old bank API monetization strategy

Defining business drivers
API Exposure Requirement
API Dimensions
APIM architecture
Strategy for service-to-service,
consumer and partner
APIs & roadmap
Delivery Governance
(API Quality Program)
Portfolio & Implementation guides
Consultancy services

Thank you!

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