



# Migrating from traditional to leading edge: one global manufacturer's cloud journey with Atos

**Atos**

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## About the client

The client is a global supplier of sustainable, infinitely recyclable, metal and glass packaging for brand owners around the world. They currently operate 63 metal and glass production facilities in 16 countries, employing more than 21,000 people with sales of approximately \$10bn. The consistent pursuit of market-leading innovation, quality, and customer service, backed by investment in people and processes, underpins everything they do.

# Outcomes

- ➔ **Established a clear strategic direction** for the transition from current to desired states.
- ➔ **United technology functions globally**, streamlining standards across regions.
- ➔ **Addressed challenges arising from diverse delivery** approaches and regional differences.
- ➔ **Delivered a cloud operating model globally**, reducing capital burdens associated with data center cycles.
- ➔ **Reduced ongoing operational costs**, whilst supporting financial objectives.
- ➔ **Successfully addressed technical challenges**, including obsolescence, security concerns tech debt, and building a scalable platform fit for future transformations.
- ➔ **Positioned the client for seamless technology upgrades** aligned with industry best practices.

# The case for modernisation

As a group, our client is committed to the continuous improvement of all aspects of their business to deliver long-term, sustainable success for its stakeholders. The business also seeks to prioritize robust cybersecurity measures to mitigate potential risks more effectively. This was the catalyst for a strategic shift in approach, recognizing the need to modernize and address obsolescence management. As a manufacturer, they also acknowledged the need for more agility - and the inherent resistance to change within their industry.

Key drivers for this transformation included cost savings, agility, and the need for a global outsourcer capable of providing 24/7 support across different time zones. The organization would need a partner with a broad portfolio of solutions to support future growth, from SAP applications, infrastructure services in order to swiftly mitigate and avoid renewal costs of the existing data centres.

Determined to enable a successful transformation, the manufacturer turned to cloud. With a strong Microsoft foundation in place, Azure was the logical and preferred choice to ensure compliance, standardization, and security. Their aim being to eliminate legacy systems and technical debt while adhering to strict hyperscaler support for technology versions that can evolve at pace with the business.

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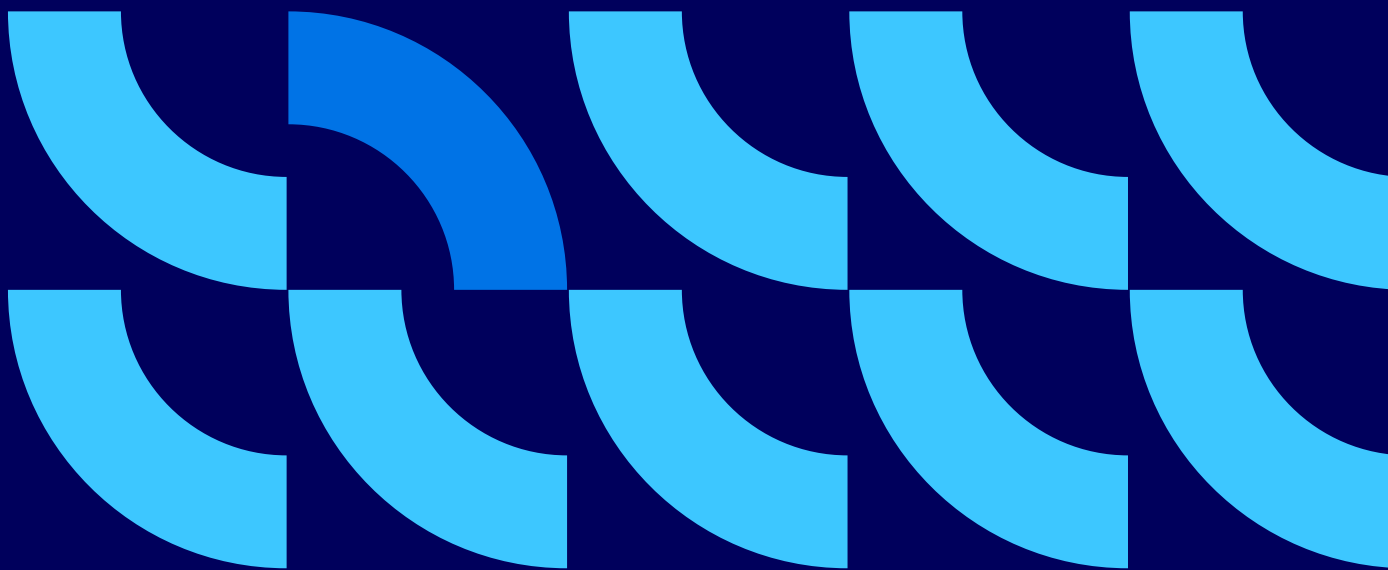
# The road to transformation

Our client faced a number of challenges not least of which was a lack of clarity on transitioning from their current state to a desired future state. Budget constraints and a keen focus on cost optimization opportunities added another layer of complexity, aggravated by organizational challenges associated with managing their four dispersed data centers and multiple providers. This particular enterprise operates globally, with a particular focus on key geographies like Europe, the U.S., South America, and Africa. Given that each region has its unique set of compliance requirements, governance structures, and partner networks, this presented a strong case for centralized technology ownership and standardization. Other requirements included uniting global technology functions, streamlining delivery approaches, addressing infrastructure obsolescence, and overcoming resistance to disruptive changes.

**Additionally, implementing standard products and services across diverse regions, accommodating our client's aspiration for a cloud operating model, and managing the rising cost of electricity further contributed to an already intricate landscape.**

# Building trust

Atos, coming in as a newcomer, took a practical approach to earn trust and prove our value. In the bidding process, we showcased our reliability and responsiveness with a team that not only had the skills but also understood our client's culture. Our co-creation workshops were more than a formality – they were about getting down to working together. Despite initial conservatism, our client's proactive approach and dedication led the charge in driving transformative change, showcasing resilience and unwavering leadership throughout the process.



# Open communication and close collaboration for a strategically aligned solution

To tackle the challenges presented, Atos initially recommended a two-step approach: first, a shift to Atos data centers and platforms, followed by a public cloud migration leveraging multiple vendors. However, through close collaboration and open communication, both parties agreed to leverage Microsoft Azure through a single-phase migration to Azure, instead of a multi-phase hybrid-cloud model, that would allow the business to take full advantage of native features and solutions as soon as practicable.





To address budget constraints, we offered a phased transition to allay concerns about time and complexity. Complexities like standardization, obsolescence, and risk adverse model were skilfully managed by emphasizing Microsoft Azure's robust capabilities. Throughout this process, our commitment to transparent communication and collaborative problem-solving ensured a smooth and successful transformation journey for the manufacturer.

Though their collaboration with Atos, our client strategically aligned their priorities and approach, resulting in substantial benefits. Recognizing the bimodal challenges within their teams, they leveraged Atos's expertise to cater to both cloud-native developers and traditional operational staff, ensuring a smooth transition to a cloud-centric model.

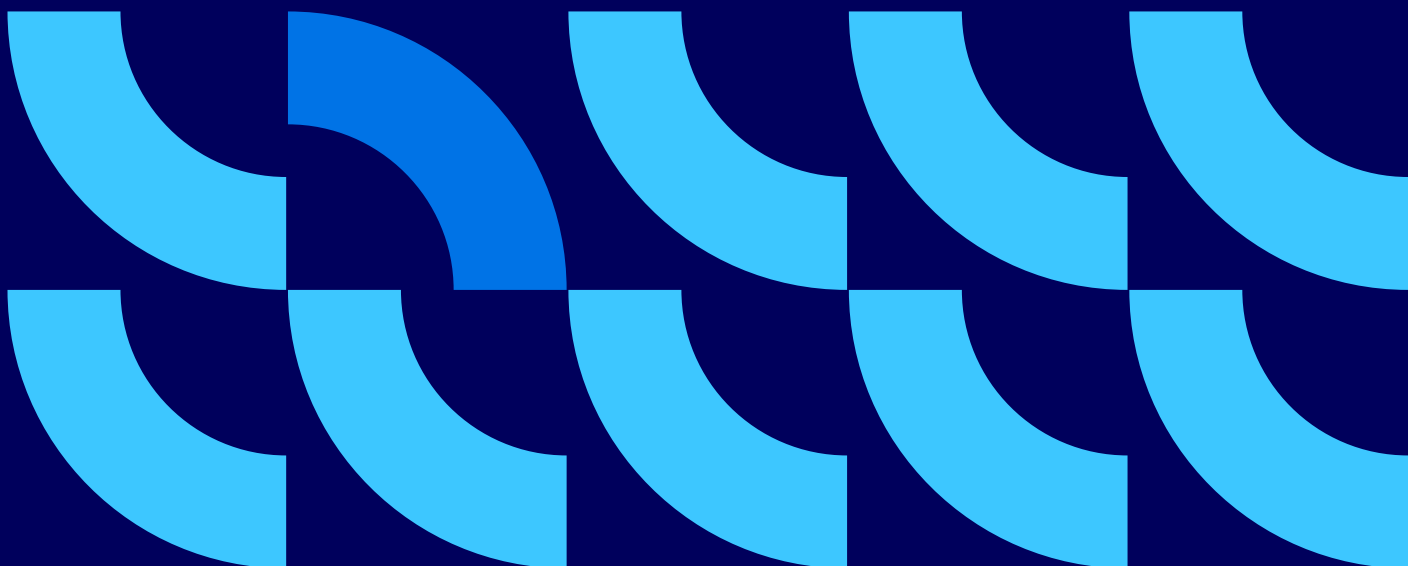
This proactive approach not only enhanced technological capabilities but also streamlined organizational processes, ultimately increasing efficiency and productivity across the board. Moreover, the manufacturer's proactive stance and willingness to adapt positioned them as forward-thinkers in the industry, fostering a culture of innovation and resilience within their organization.

**Thus, the partnership with Atos not only facilitated the necessary transformations but also empowered the client to thrive in an ever-evolving digital landscape, solidifying their position as leaders in the market.**

## Why Atos?

In the world of Hybrid Cloud Infrastructure, this client found a natural partner in Atos, especially with our strategic partnership with Microsoft. Our seamless collaboration and cultural alignment made us the perfect fit for their needs. Demonstrating our expertise through strong references and skills, bolstered by solid relationships with industry giants like Microsoft and SAP. The manufacturer's early adoption of Microsoft Azure, combined with our proficiency in SAP and cybersecurity, showcased our reliability as a partner. Importantly, our strategic alliances extended beyond Microsoft and SAP to include key vendors like Oracle and IBM, providing the client with a wide range of solutions.

We positioned ourselves as adept navigators of our client's global landscape, committed to creating a foundational transformation across diverse geographies. This success story revolves around Atos, known for its collaborative spirit, strong skills, and strategic partnerships, emerging as the clear choice for this manufacturer's Hybrid Cloud Infrastructure requirements.



## About Atos

Atos is a global leader in digital transformation with 107,000 employees and annual revenue of c. € 11 billion. European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 69 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

## About Tech Foundations

Tech Foundations is the Atos Group business line leading in managed services, focusing on hybrid cloud infrastructure, employee experience and technology services, through decarbonized, automated and AI-enabled solutions. Its 52,000 employees advance what matters to the world's businesses, institutions and communities. It is present in 69 countries, with an annual revenue of € 6 billion.

