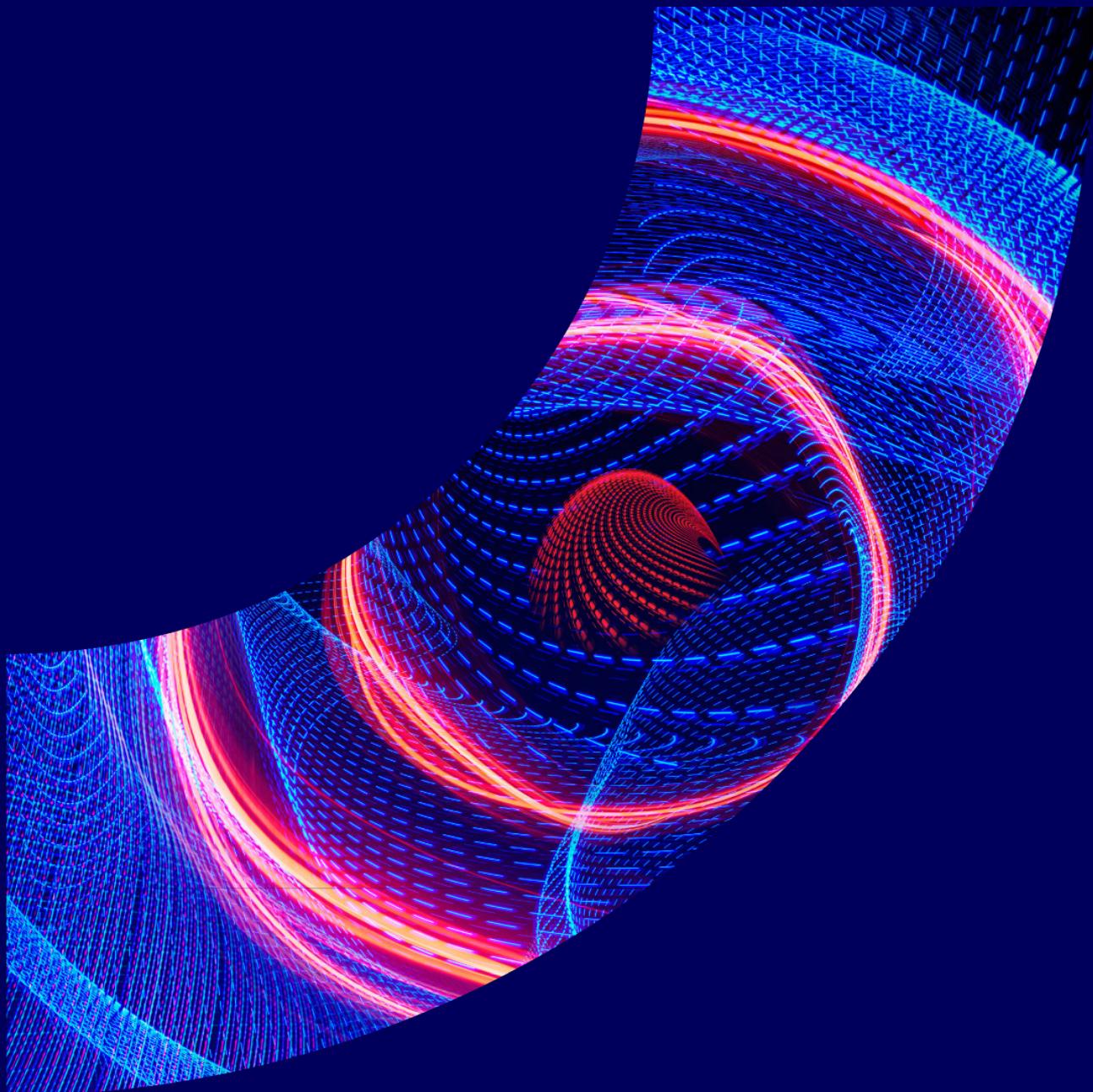


# Go-to-Market Strategy for GCC Services: End-to-End Value Creation



Atos' Go-to-Market strategy for GCC services is designed to deliver end-to-end capability center solutions, positioning the organization as a strategic partner for enterprise transformation rather than a transactional vendor. This comprehensive approach is segmented into two phases: Design & Setup and Optimization & Enhancement, ensuring clients move beyond initial cost arbitrage to sustained value creation and monetization.

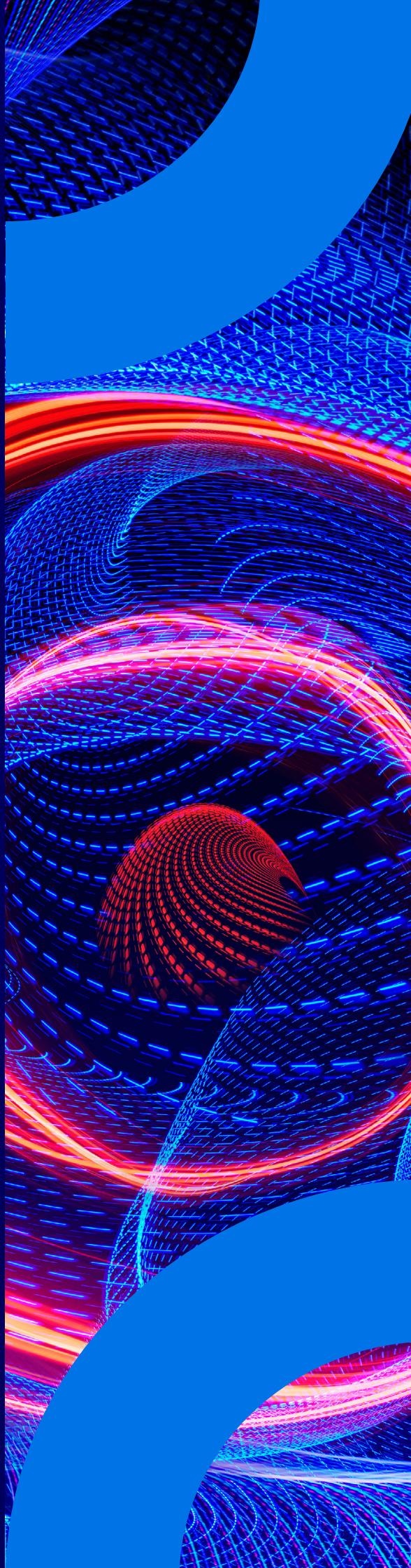
The strategy begins with Strategic Advisory and Operational Framework Development to establish future-ready centers aligned with high-level enterprise goals. Key value propositions include a commitment to accelerated innovation, achieving cost optimization beyond arbitrage by leveraging Agentic AI and hyper-automation, and providing scalable GCC-as-a-Service models for rapid deployment. Crucially, the focus is on performance: the delivery model is underpinned by outcome and performance-based contracting and guarantees access to AI-fluent talent, transforming the GCC into an agile profit center built on the rigorous Digital Core and the flexible Intuitive Flex pillars.

## Regional Specialization in Go-to-Market

While the core vision is globally consistent, the execution and industry focus are tailored to regional priorities, utilizing specialized expertise and the location strategy:

**North America (NA):** The go-to-market strategy in North America is centered on addressing the region's high-compliance and digital security needs. The focus is specifically on digital modernization, with core offerings centered on digital workplace modernization and enhancing cybersecurity resilience. Market penetration prioritizes highly regulated sectors, particularly BFSI (Banking, Financial Services, and Insurance) and healthcare, where the GCC provides compliant and secure operations necessary for large-scale digital transformation and risk management. This leverages our deep expertise in sovereign services and managed security.

**Europe:** The European strategy capitalizes on Atos' regional heritage and strong nearshore hubs. The focus is distinctly aligned with regulatory imperatives and sustainability goals. Key offerings drive cloud migration, implement Green IT solutions, and ensure strict GDPR-aligned services to manage data sovereignty. The target market includes traditional heavyweights like the manufacturing sector and the complex requirements of the public sector, where there is a high demand for compliant, secure, and decarbonized digital services.

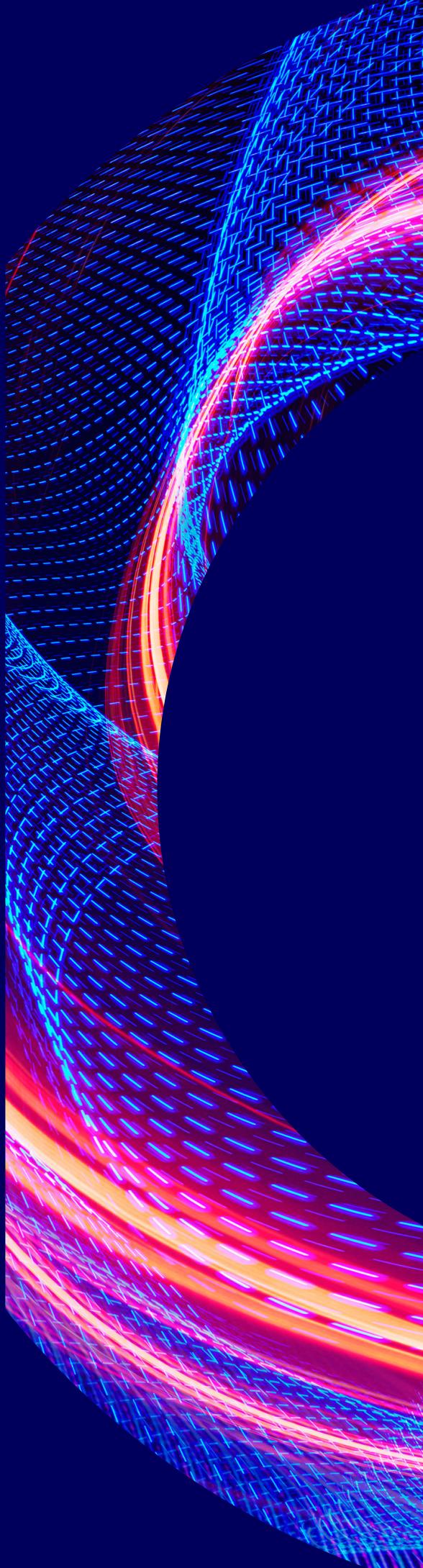


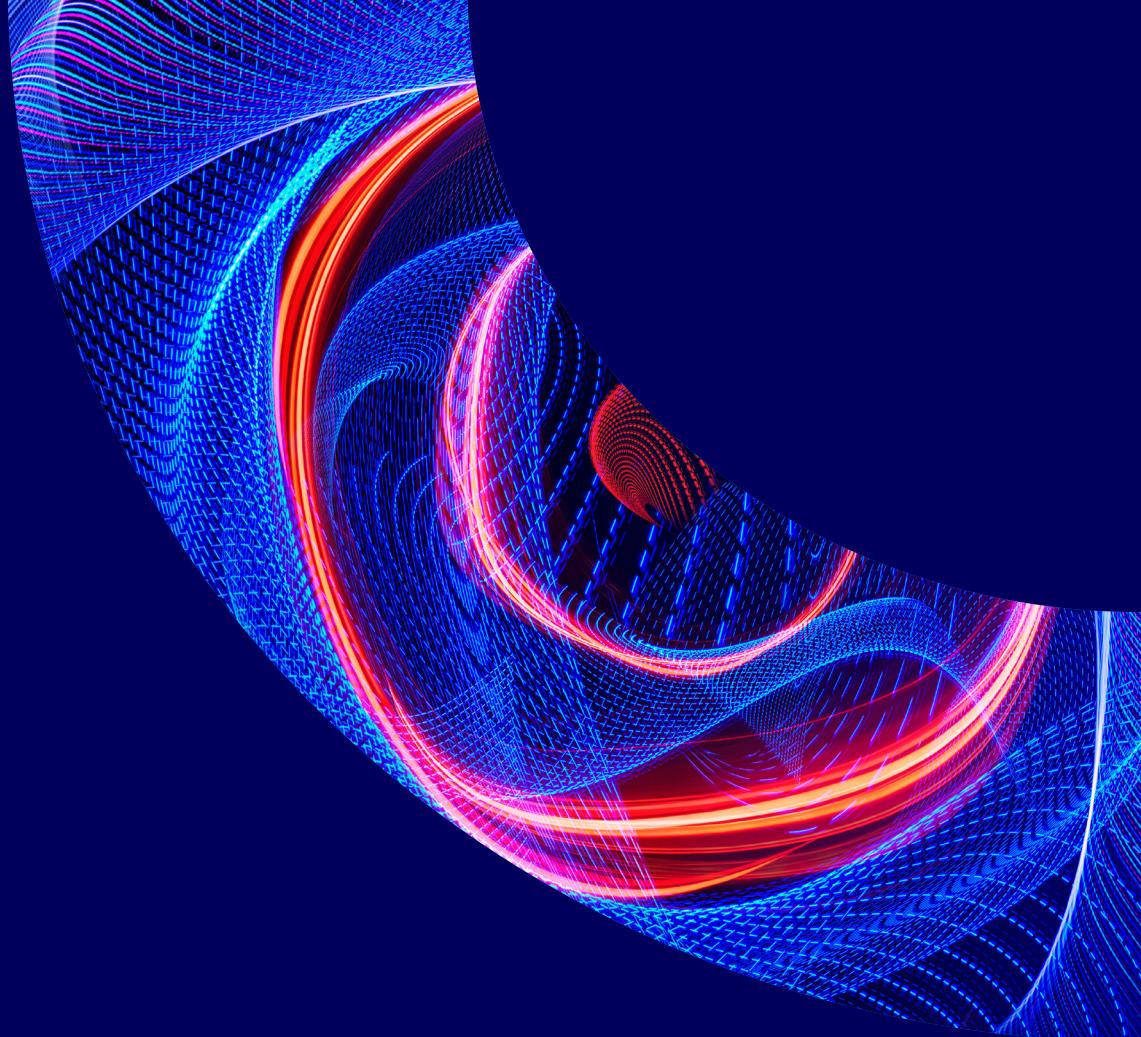
APAC (Asia-Pacific): The APAC go-to-market strategy positions the region as a global innovation incubator. Leveraging talent-rich markets identified by the Agentic-powered location strategy, the focus is on high-value product development and advanced technology creation. Offerings center on specialized AI engineering and developing proprietary digital assets. This specialization allows APAC centers to serve the global enterprise by accelerating the adoption of emerging technologies, such as Polaris AI and the Smart Automation Suite, making it the strategic hub for next-generation digital workforce capabilities.

This regional segmentation ensures that Atos delivers maximum, market-relevant value by aligning its GCC services with the most pressing strategic and regulatory demands of each geography, while consistently fulfilling the vision of delivering a globally scalable, performance-based partner model.

## Beyond India: Multi-Region, Shared Culture, and Collaboration

Our location strategy explicitly moves beyond a sole reliance on India to build resilient, multi-regional operations that leverage specialized talent pools globally. While our centers in India remain pivotal to large-scale delivery, the Agentic-powered location strategy actively promotes a diversified footprint across regions like Eastern Europe (nearshore), Latin America, MENA and high-value centers in North America and Western Europe (global local). Regardless of geographic location, the core differentiator is the maintenance of a powerful people and purpose mentality, building unified cultures that succeed. This is achieved through a shared induction and onboarding process across all centers, fostering common values and operational standards. Crucially, the model relies on cross-collaboration teams—structurally agile units that share knowledge and talent across regions—ensuring that the superpower talent and specialisms available in one center can be instantly leveraged to support and upskill teams globally, cementing the vision of a truly global, cohesive, and adaptable workforce.





## About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is 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.

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Let's start discussion together



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