
“Feet on Street”

**Mobility Innovation from
Atos**

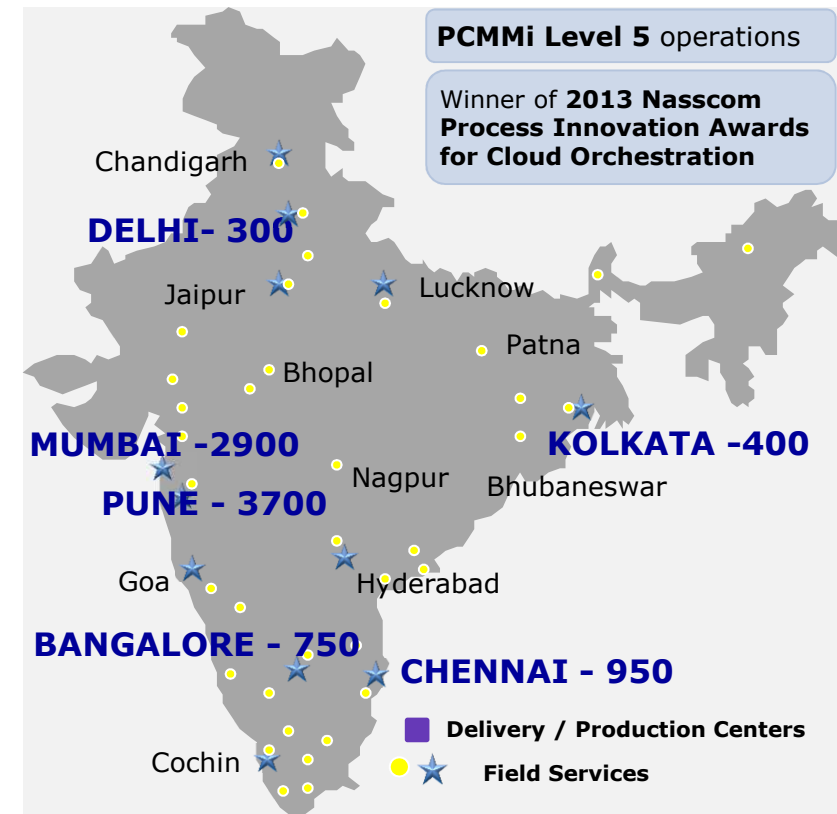
Powered by SO C LO MO

**Social, Cloud, Location,
Mobility**

Version:2.0, JULY 2013

Atos Operations in India

- ▶ Operational in India for Last 16 years, since 1997
- ▶ Global Delivery Centers for
 - ▶ SI
 - Application Development
 - Application Management
 - SAP
 - Embedded Software
 - ▶ MS
 - Remote IT Infrastructure management
- ▶ Strong Partnership with Siemens in India
- ▶ Partnership with SAP India, #1 SAP Training partner, Gold Implementation Partner, Product Development Partner
- ▶ Strong Technical partnerships with EMC, Vmware, CA, Cisco, Citrix, BMC, Microsoft, Oracle
- ▶ Present in all Metro Cities, IT Hubs like Mumbai, Pune, Bangalore, Chennai, Kolkata, Delhi to attract talents across India
- ▶ Atos India has 9000 employees (SI:5500, MS:3000, AWL:500)
- ▶ Atos in India approximately 800 resources (SI:520 ,MS : 280) working on Siemens perimeter
- ▶ AWL(India) is the largest 3rd Party Payment Processor in India



Atos India Certifications : ISO 9001, ISO 27001:2005, ISO 20000, ISAE 3402, CMMI Level 3 & PCMMi Level 5

Atos India is working for European Clients and ensures compliance to Data Protection laws with Atos GBU's

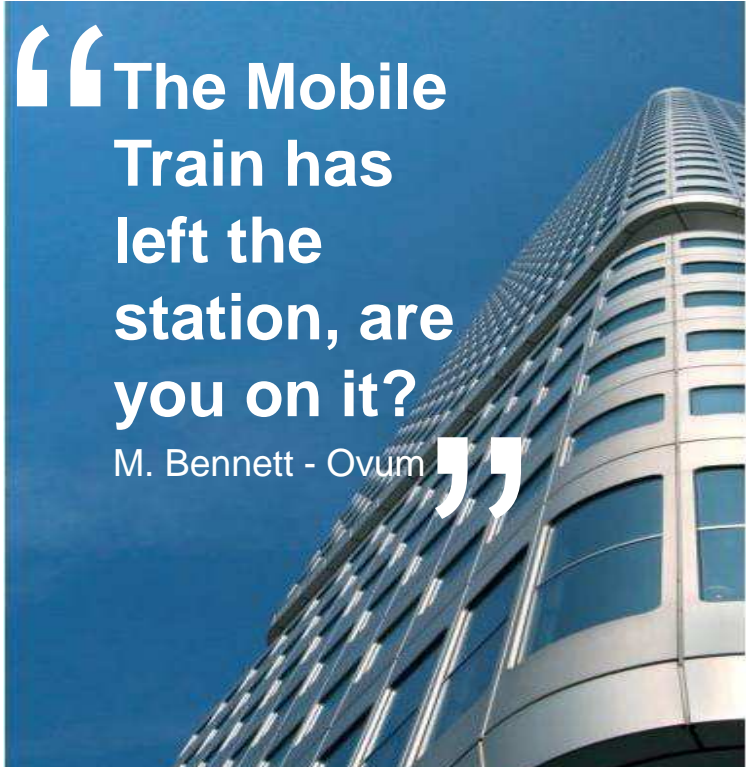
Large Deliveries from India



Enterprise Mobility – Powered using Atos Mobile Workflow Platform

- ▶ Productivity is perceived as a top business *and* IT driver when making mobility investments
 - Top Business Drivers of Mobility Investments
 - Enabling employees to be more responsive to customers (63% rating “very important”)
 - Top IT Drivers
 - Extending existing enterprise technology investments (38% rating “very important”)

Source: CIO Strategy Forum Market Pulse Mobile Technology Strategy and Investments : Conducted for Sybase December 2010

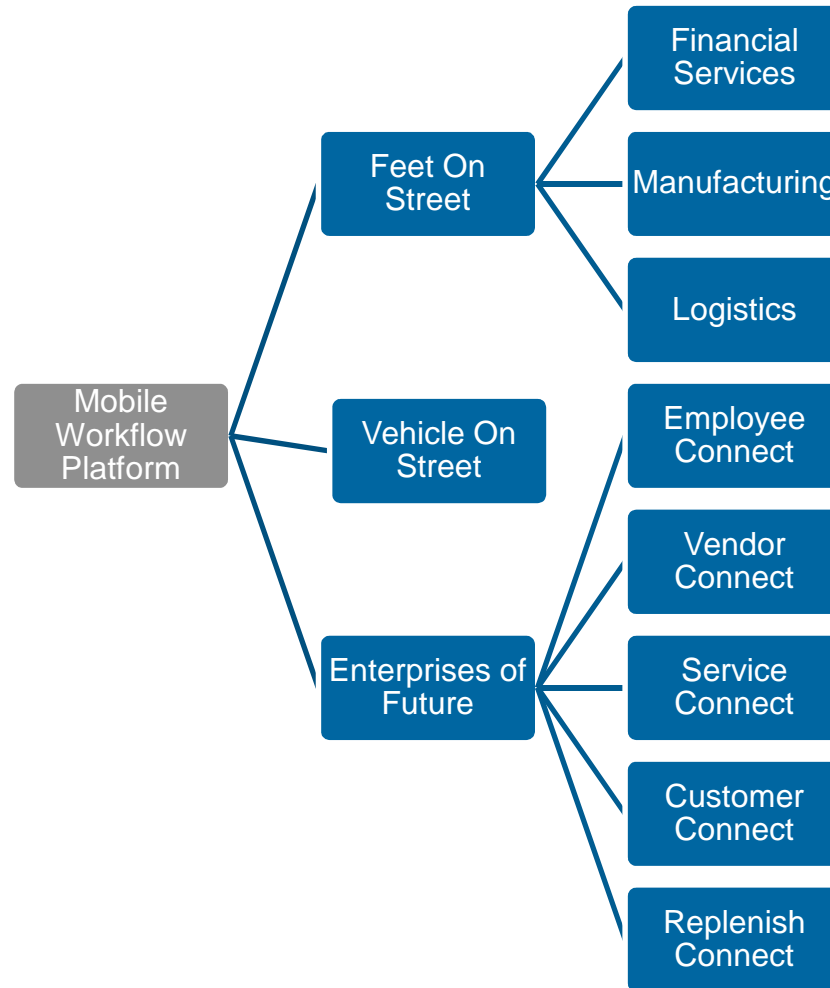


“The Mobile Train has left the station, are you on it?”

M. Bennett - Ovum”

Powered through **Mobile Workflow Platform** – Extending Enterprise system on mobile and making Mobile part of Enterprise Processes

Mobile Workflow Platform



Theme:

Run the business better, faster and cheaper with mobility

Drivers:

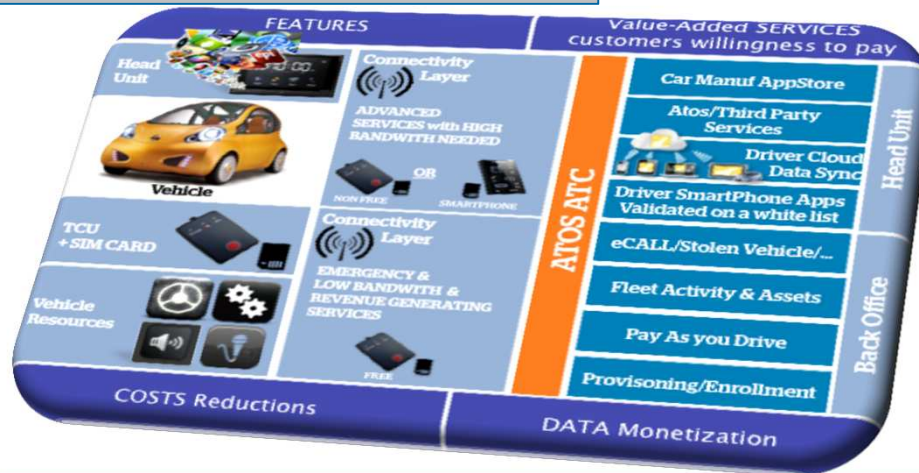
- ▶ Productivity
- ▶ Faster response time
- ▶ Brand image with potential hires

Examples :

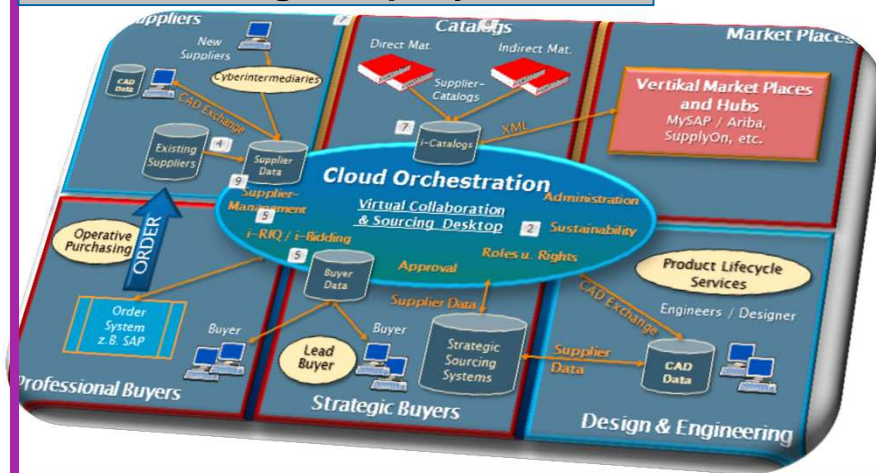
- ▶ **Field force enablement / Agent enablement**
- ▶ **Sales force enablement**
- ▶ **Mobile POS**
- ▶ **Executive Dashboard**
- ▶ **MDM / MAM with Private AppStore**

Mobile Workflow Platform applied to verticals

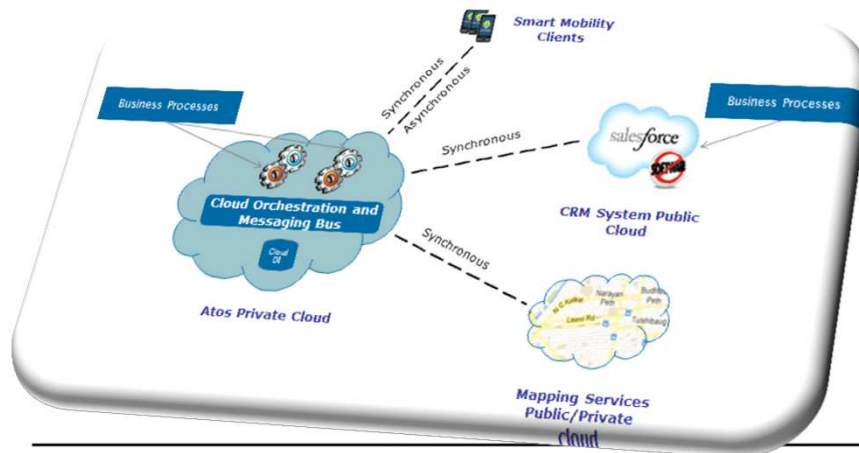
Automotive Company



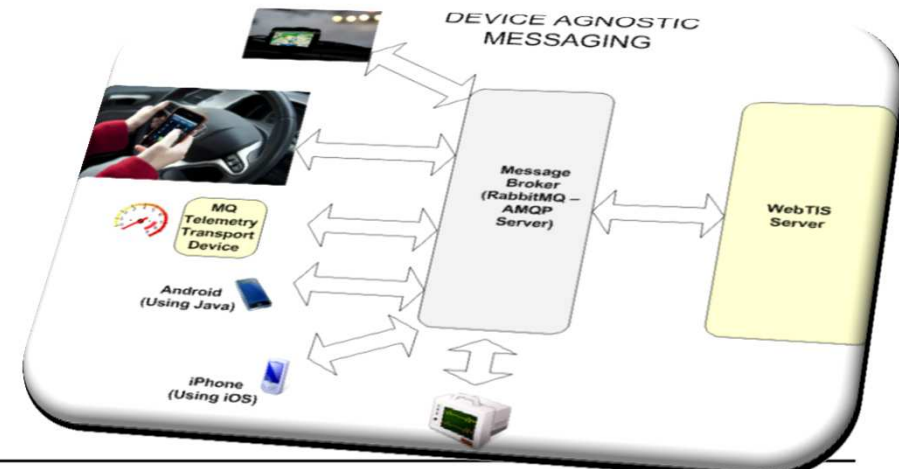
Manufacturing Company



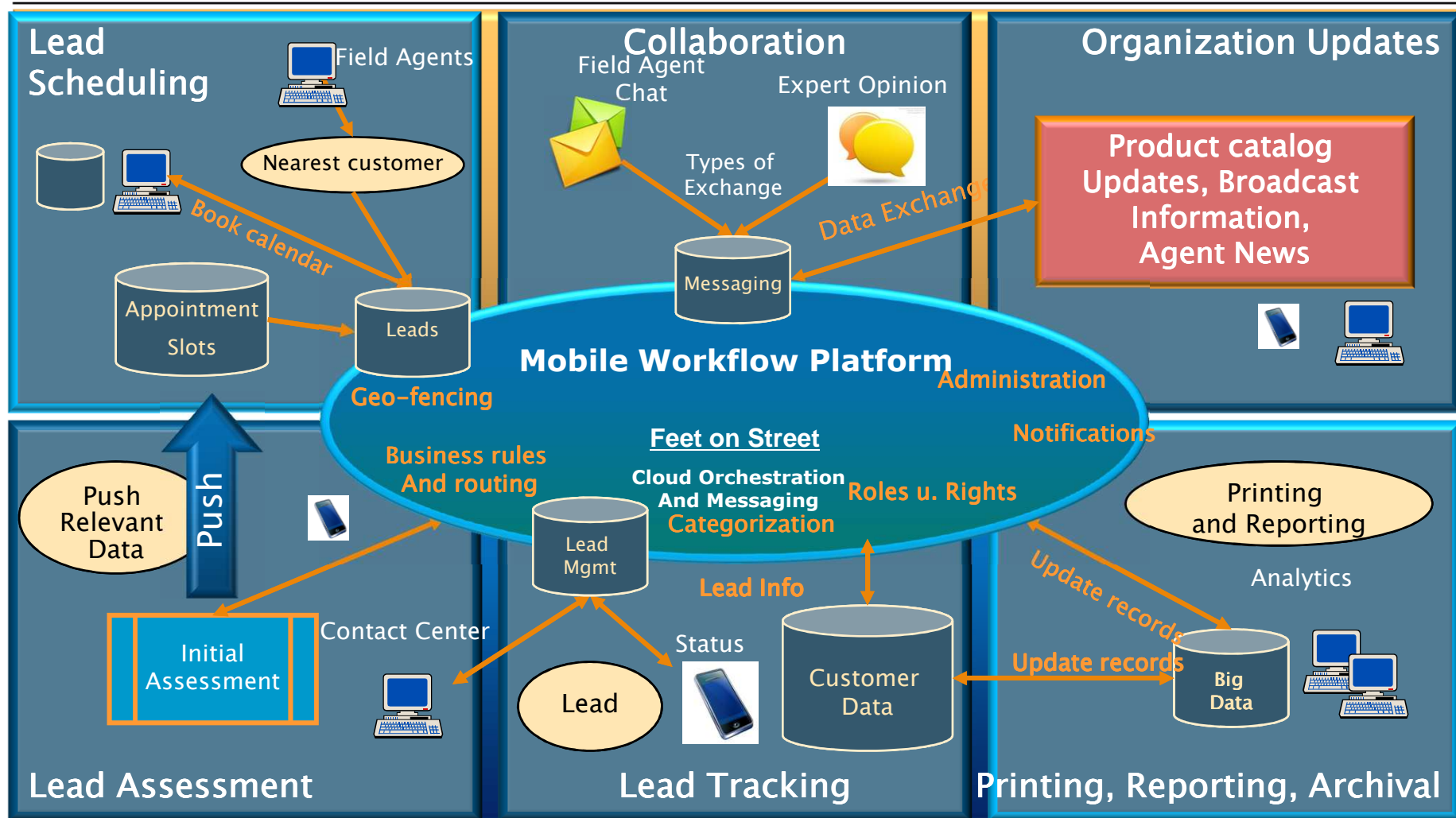
FS Company



Fleet Logistics company



Mobile Workflow Platform applied to industry field services



Feet On Street based on award- winning “Atos Cloud Messaging” solution

Business challenge

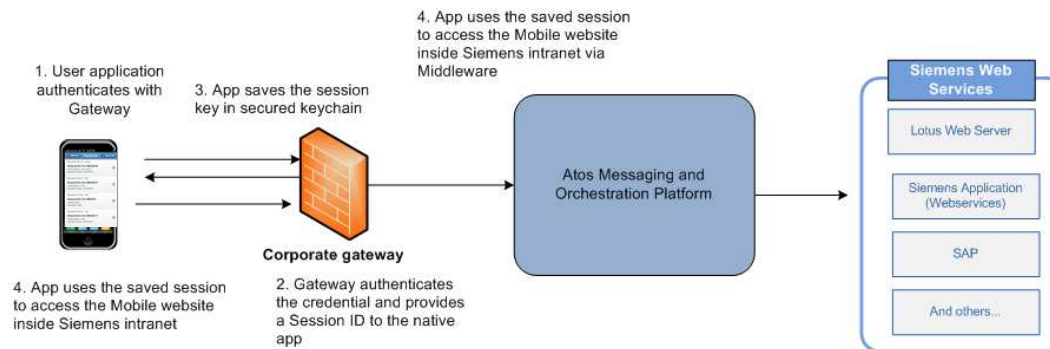
- » Approval processes form part of many business environments (e.g. purchasing, HR, decision processes)
- » Different backend systems require different process steps for users to approve items
- » Most of the backend systems provide native support for desktop applications only
- » Very often, approvers are highly mobile executives so that decisions are delayed

Solution

- » Atos Messaging and Orchestration Platform (Nasscom Award 2013)
- » Service Integration can be done with all required Siemens Systems:
 - » SAP, Lotus Notes etc.
- » Technology agnostic web services approach
 - » New systems can be integrated for future approval apps

Benefits

- » Increased employee productivity
- » Device agnostic messaging
- » Standard Notification solution for different devices
- » Always connected to “hotline” for messaging
- » Using standard protocols for ease of integration



Winner **NASSCOM**

Cloud Orchestration

Atos

What Analysts are saying about Atos Mobility

Gartner

Competitive Landscape: Enterprise Mobility C&SI Services, Major Providers, Worldwide

Atos

Published: 8 March 2012

Overview

Mobility is Atos' key area of investment. Atos has more than a thousand mobility specialists worldwide and more than 200 dedicated mobile platform experts, supported by the rest of its 74,500 business technologists. In addition, it has acquired two European mobile studios that help augment its capabilities in agile development and UI design.

Examples of mobility engagements include mobile travel agency, mobile banking, and an M2M solution to remotely monitor and manage diabetes. Other engagements include helping the Barcelona city council provide services to citizens via mobile devices, and smart

In addition to the traditional services, Atos has innovative ideas on using mobility to create new businesses and has invested in assets and programs to provide proof points and facilitate new business models. Key strengths include its technical skills, vision of the mobility possibilities and high-quality deliverables.

Service Marketing Strategy

Atos positions the potential of mobility to enhance customer relations and the user's context (such as time, location, and device) in real time according to the user's needs. Atos wants to be a leading service provider on a commercial model.

Atos is a strong proponent of open innovation. In addition to investing in multiple research programs, it has created the Atos 11 Challenge, a competition that looks for future 11 talents from more than 25 shortlisted students. Participants are tasked with finding new, innovative and useful context-aware applications that can be used anywhere, anytime and on any device to add value to a business or an individual. One Atos challenge coach is assigned to each team to help take the idea through to a fully functional proof of concept. Apart from the marketing value, this challenge supports Atos' objective to encourage and develop talent.

How This Provider Competes

Atos offers two sets of mobility services:

- Mainstream services include mobility consulting, apps development, embedded solutions, and apps and device deployment. It also includes a range of "out of the box" mobile transactional services, including mobile payments, mobile ticketing and mobile loyalty programs. In February 2011, Atos partnered with three French telecommunications companies, Bouygues Telecom, Orange, and SFR, to create Buyster, a company that develops, operates and markets an online payment service for e-commerce and m-commerce in France.

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Gartner

Gartner, Competitive Landscape:
Enterprise Mobility, C&SI
Services, Major Providers,
Worldwide, 8 March 2012,
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