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CONSULTING > SOLUTIONS > OUTSOURCING

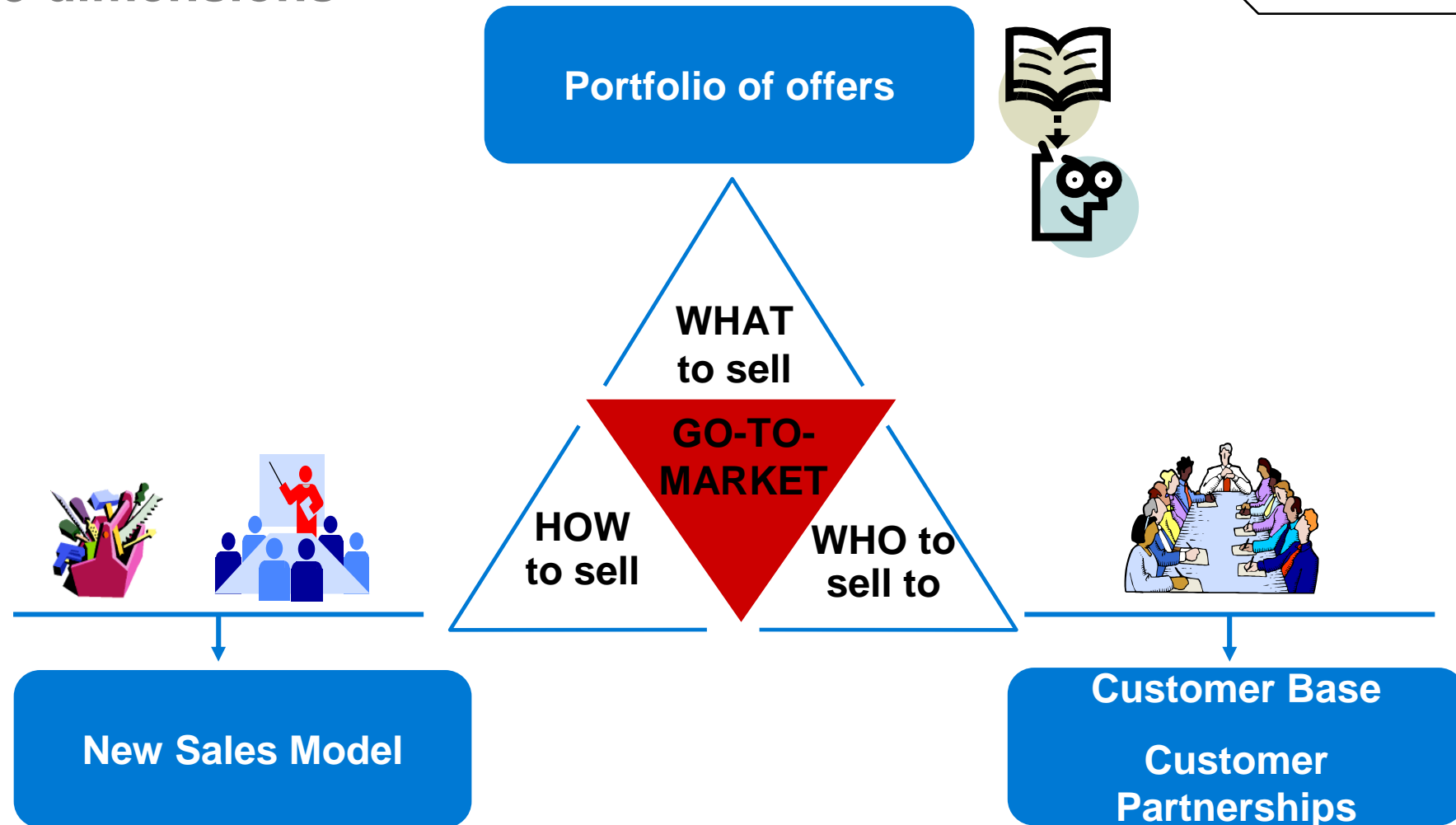
## Go-To-Market Strategy

Delivering profitable organic growth

Patrick Adiba  
Executive Vice President Sales & Markets

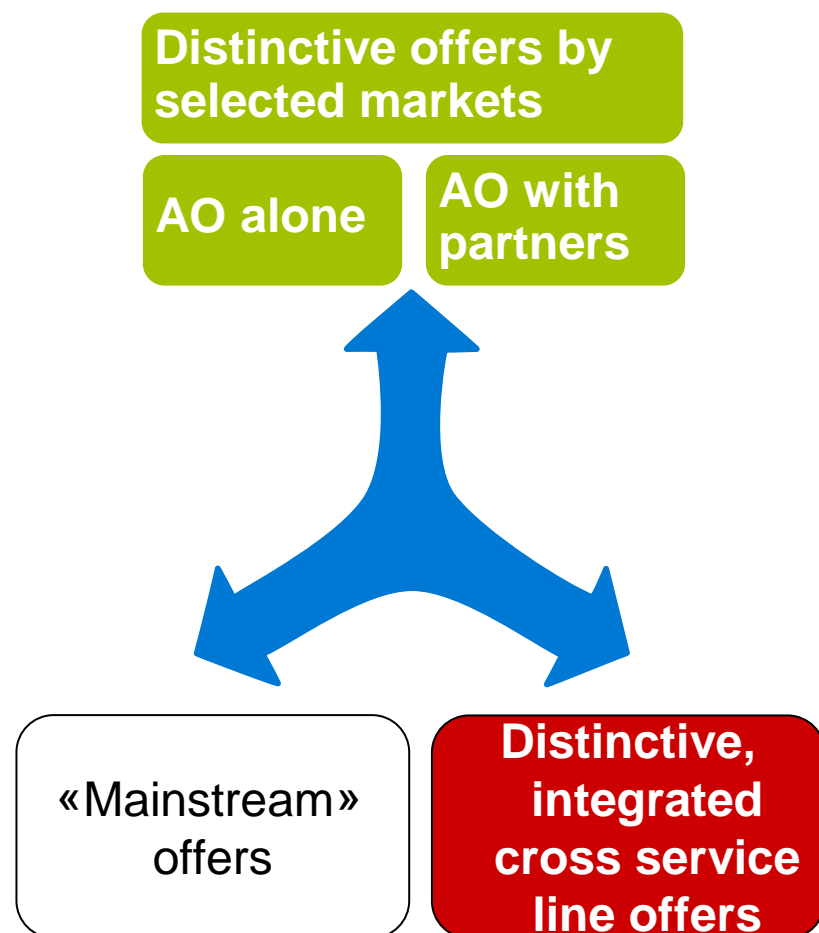
London, December 2007

# Our Go-To-Market strategy focuses on 3 dimensions





## Our target portfolio is built around 3 axes and supported by a coherent structure



- » Global portfolio management process in place
- » Dedicated innovation function to align offering proactively with demand
- » Partner management to extend geographical coverage and complement offer portfolio

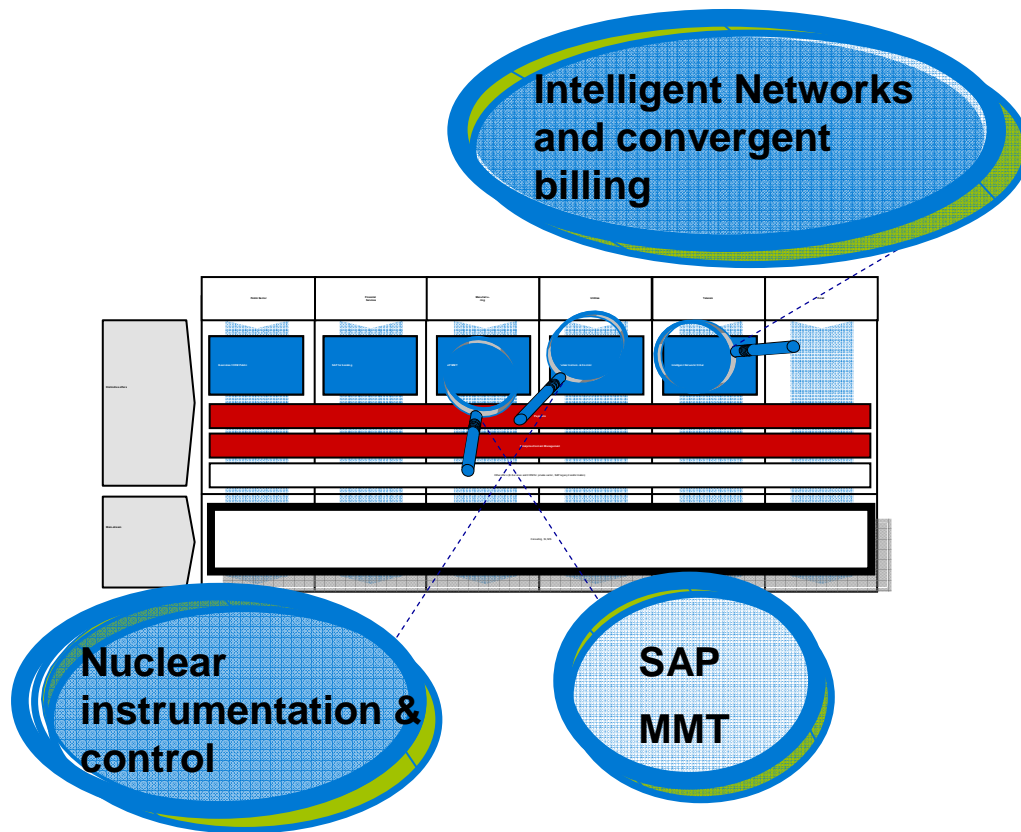
Our target portfolio is a balanced mix of mainstream and distinctive offers



	Public Sector	Financial Services	Manufacturing	Utilities	Telecom	Retail
Distinctive offers	E-services / CRM Public	SAP for banking	SAP MMT	Nuclear Instrum. & Control	Intelligent Network / Other	
	Payments					
	Enterprise Content Management					
	Other offers (E-Services and CRM for private sector, SAP legacy transformation)					
Mainstream	Consulting, SI, MS					

» Strong positions in mainstream spearheaded by distinctive, market-specific and cross-service line offers

# Distinctive offers by selected markets



## Client Benefits

- » Business process knowledge of selected markets
- » Global solution experts, linked across service lines
- » Dedicated consultants

Portfolio of offers in place and tangible benefits for customers

# We offer a truly distinctive solution for Nuclear Instrument & Control

## Solutions for Nuclear Instrument & Control

### Opportunity

- » Rapidly growing market for refurbishment and new nuclear power plants
- » Unique 30 years expertise in real-time technologies and unique skills basis for control and command system in an environment of talent scarcity
- » Unique proprietary and service oriented solution
- » Proven sourcing model with numerous existing projects between service center in France and UK
- » Best-of-breed partnerships with ABB, Westinghouse, Serck, Gillam, Simone, ESRI
- » Opportunity linked to becoming the preferred supplier of one of the leading players



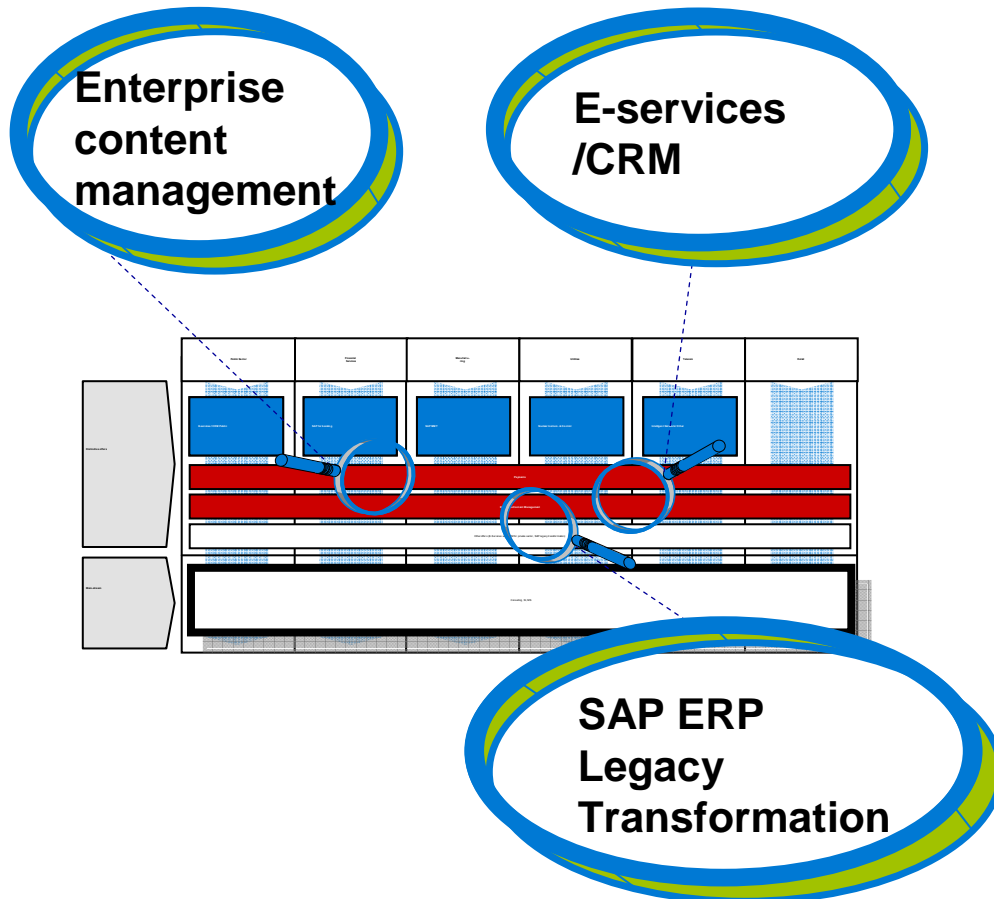
### Value proposition

Provide Nuclear & Utilities industry clients with monitoring and command control systems (design-build-operate)

## Some of our clients



Distinctive, integrated “cross-service line” offers



### Client Benefits

- » Deep solution knowledge
- » Global solution experts and sales, linked across service lines
- » Dedicated international account management

Portfolio of offers in place and tangible benefits for customers



# We have a clear value proposition in Enterprise Content Management

## Solutions for Enterprise Content Management

### Opportunity

- » Increasing concern of companies on how to get the information out of large volumes of content and various types of media; increasing compliance rules
- » Exploding demand for storage
- » Leadership position in NL to be leveraged and unique design-build-operate offering (ACSIMO)
- » Ability to deliver full Enterprise Content Management (ECM) programs: end-to-end solution from strategy to architecture and hosting
- » Strong partnerships with all key players (EMC, Open Text, Microsoft, IBM Filenet)



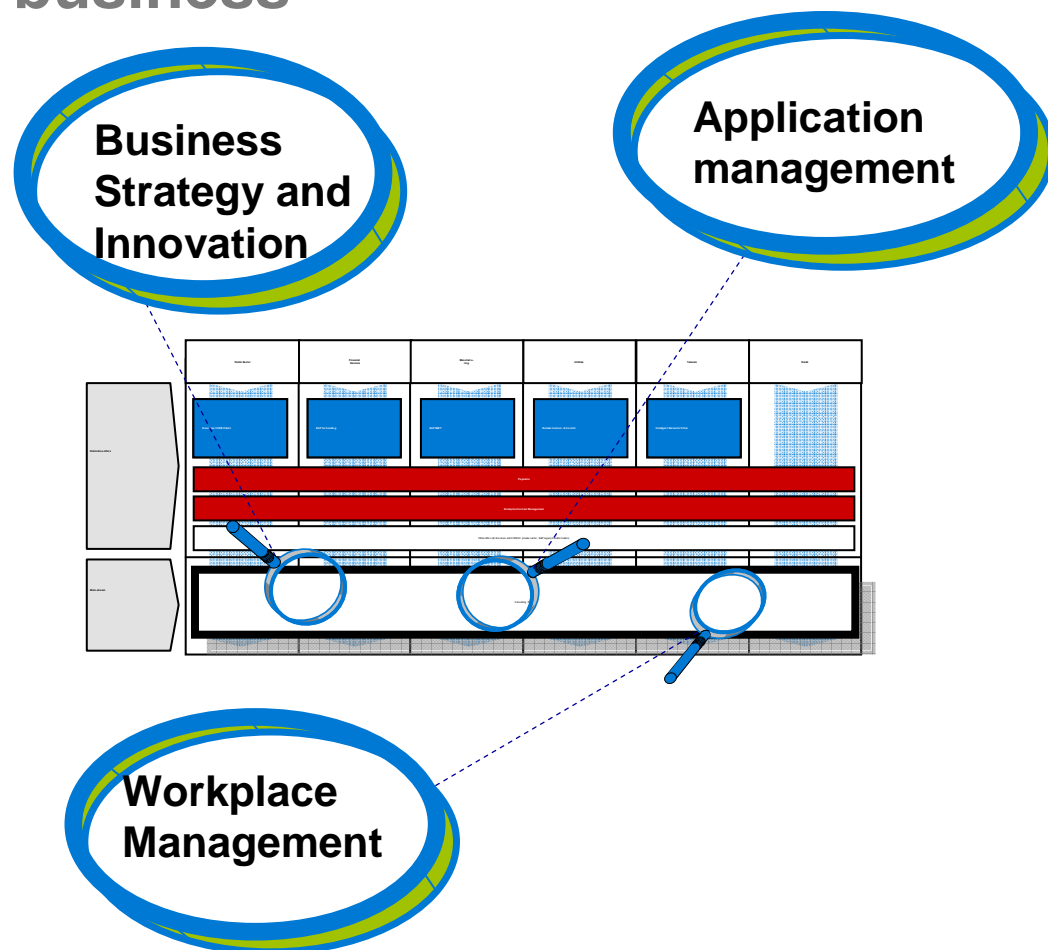
### Value proposition

Atos Origin solution addresses all types of multimedia content management needs through digitalization of information and search engines

## Some of our clients



## “Mainstream” offers – at the heart of our business



### Client Benefits

- » Cost effectiveness and economies of scale
- » High offshore ratio
- » Reuse of best practices
- » Dedicated international account management

**Portfolio of offers in place and tangible benefits for customers**

### The Customer



- » One of the leading banking groups in Europe
- » 1,000 branch offices
- » 26,500 full-time staff
- » 50 different countries

### Challenge

- » Consolidation & significant cost savings within IT
- » Transition to flexible application development and management
- » Extension of Global Sourcing

### Solution

- » Long-term maintenance and development of 88 applications within business and retail banking
- » Transfer of nearly 200 employees
- » Sourcing: from a local delivery to a Global Sourcing mix with a significant offshore component

### Benefits

- » Significant cost savings
- » Long term perspective for staff through HR model
- » Formalization of informal SLAs and quality improvements of existing service levels
- » Increased flexibility and shorter time-to-market

# Leveraging the Olympics



## » The Olympic project is an ongoing case study of Atos Origin capabilities

### » Project – Program management

- Coordination of 15+ suppliers

### » Risk driven program management

- Mission critical role in a very visible environment
- No second chance
- Must deliver on-time



### » Ability to offer an end-to-end service – Design-Build-Run - Operate

- Testing and Operational Readiness

### » Rapid IT deployment

- Setting up IT in 60+ venues within tight timeframe

### » IT Security

- Filtering millions of security events
- 0 impact on the games

### » Successful long term mutually beneficial relationship

- Since 1992 and as IOC Worldwide IT Partner from 2001 until 2012

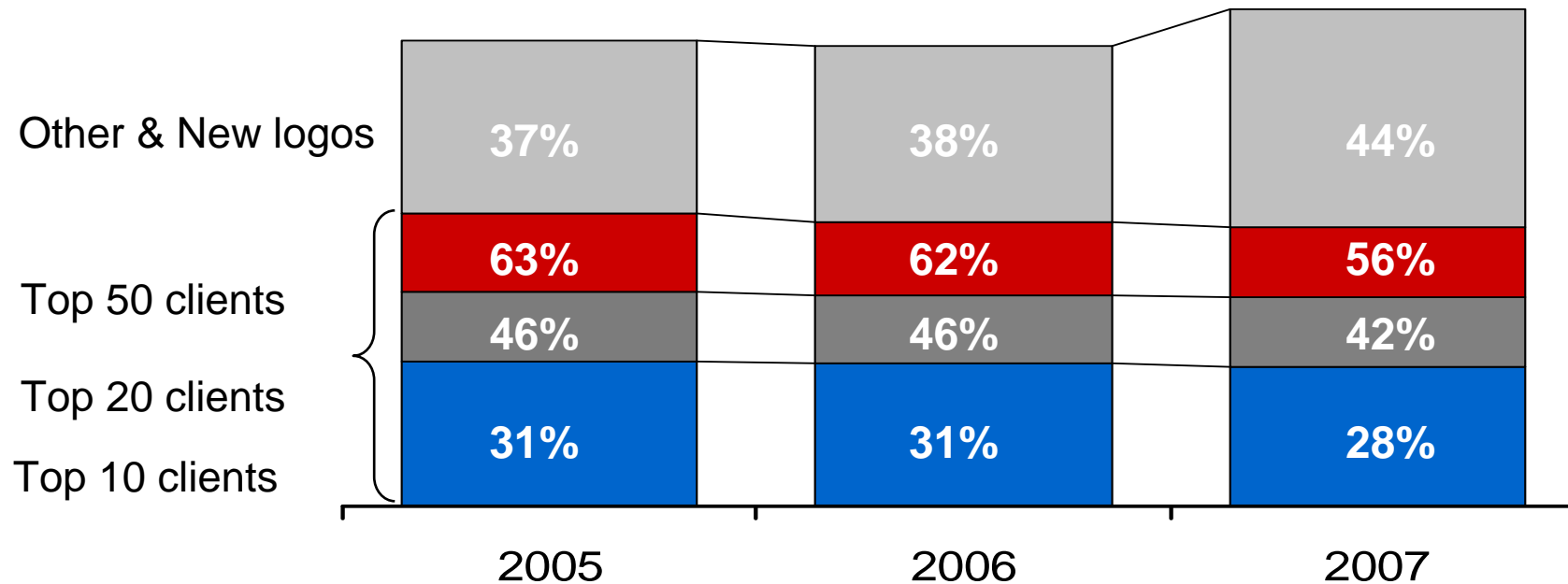




# We are already growing our client base and winning new contracts

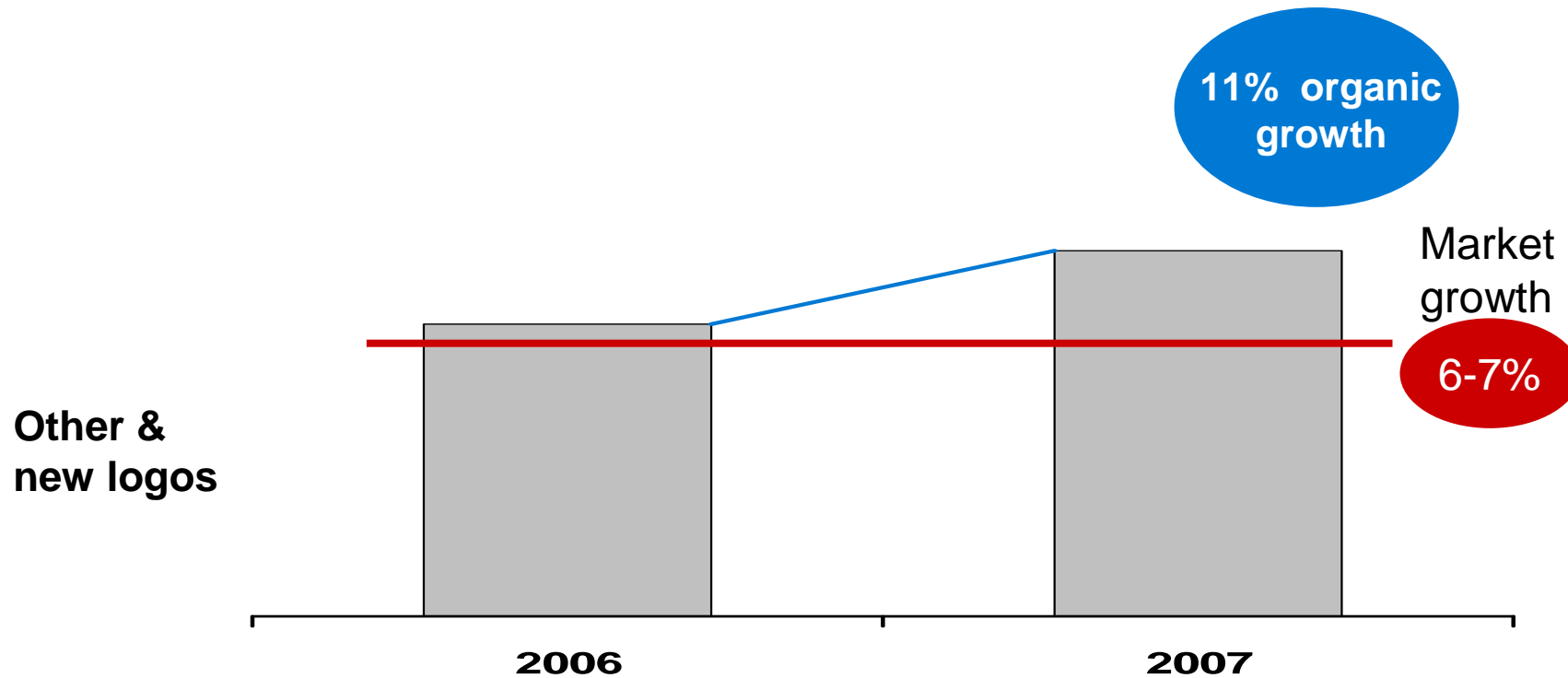


## Top client weight in Group revenues %



**Diversification of client base means reduction of client exposure and risk  
Increase of win-rate, driven by new customers and medium size deals**

In our target customer set, we are growing faster than the market



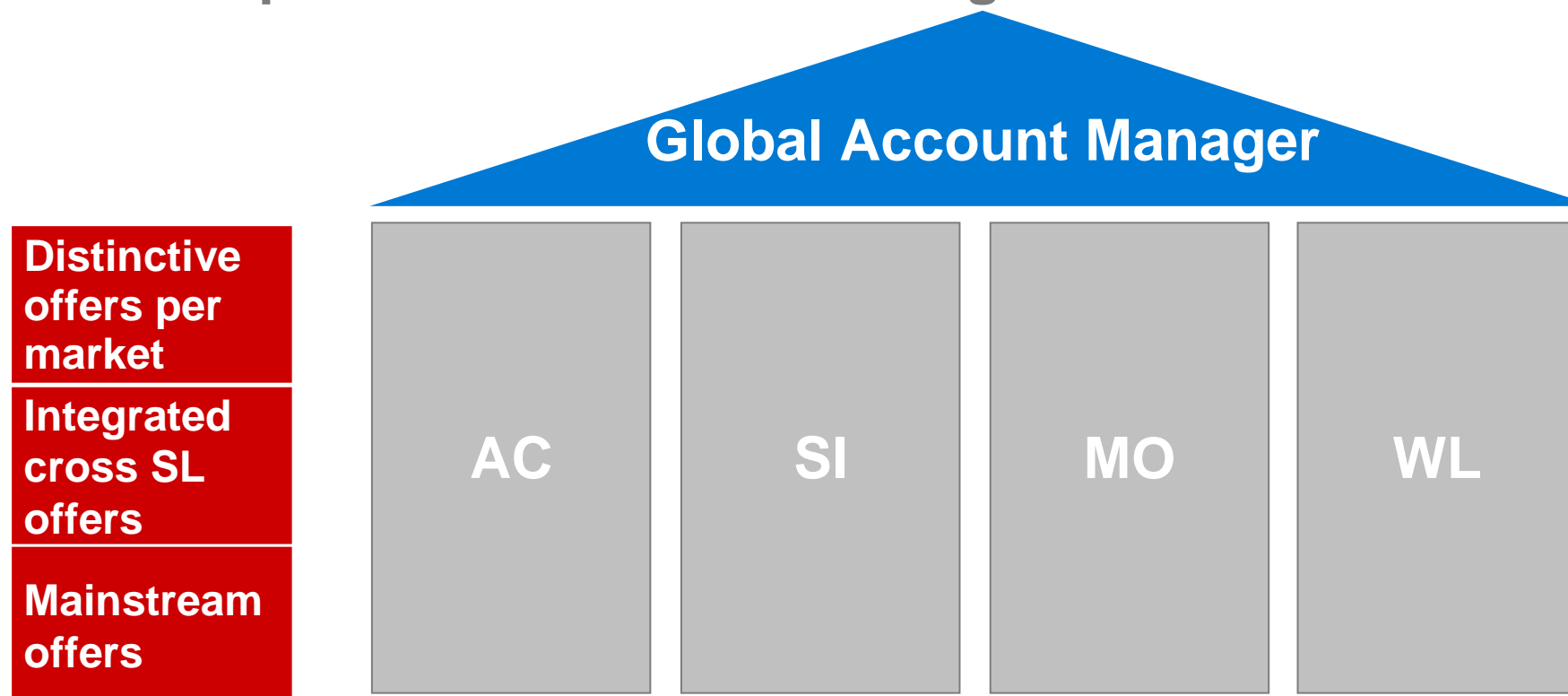
“Atos Origin is a partner, not purely a supplier” - French Financial Services client

“Atos Origin people are open and understand our culture, this is why we chose them” - UK Insurance client





## One Go-to-Market model under the leadership of Global Account Management



**Global Account Manager as orchestrator of the customer relationship**  
**Stronger role of Global Markets and Consulting in selling process**

## Enhanced Sales Force: Atos University – Sales & Markets fully operational

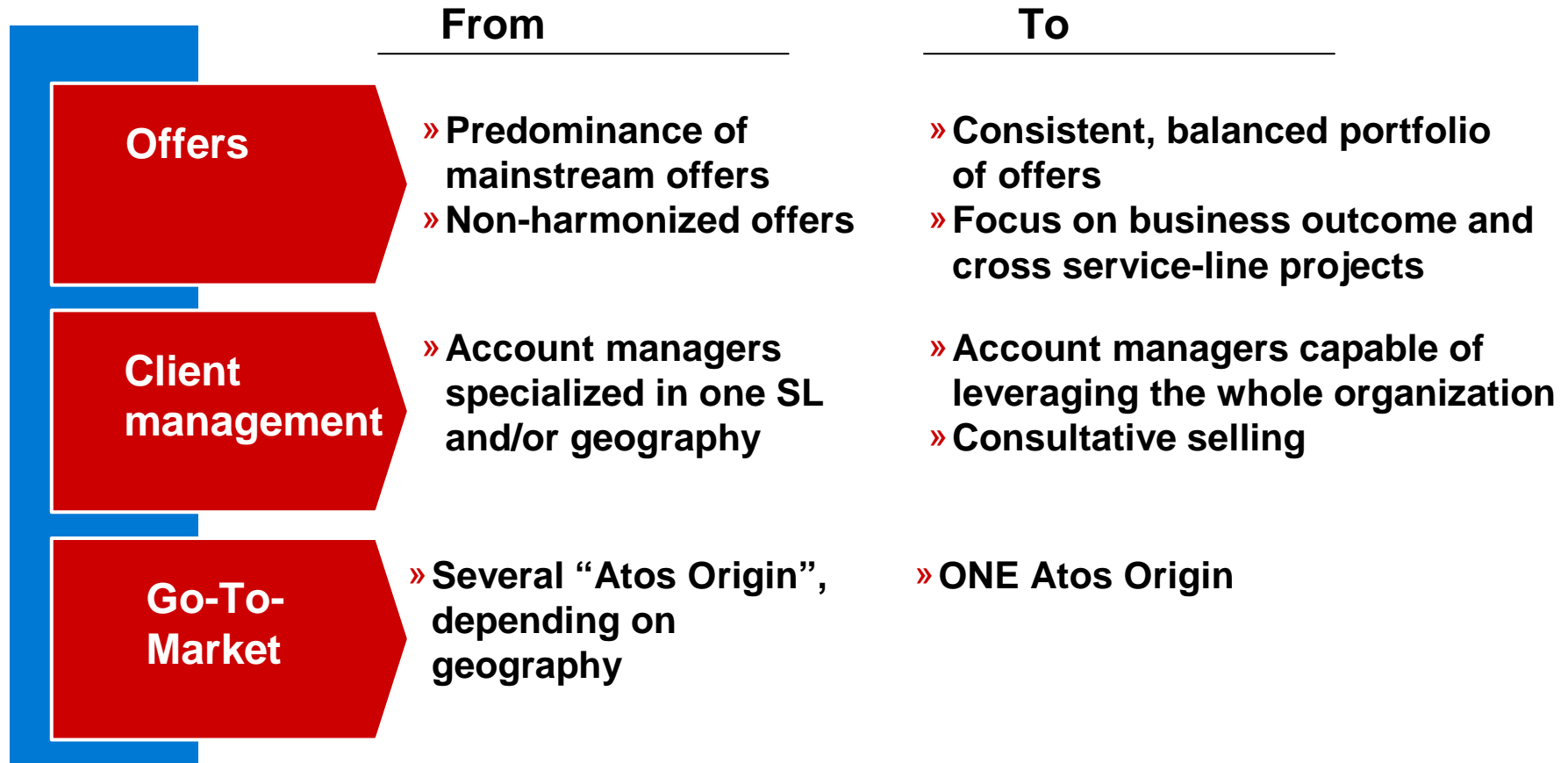


**Continuous  
Professional  
Development**

**3 way partnership:**

**Customers- Atos Origin – Analysts / Advisors**

# What will our customers see ?



**We are well on track to achieve profitable organic growth**

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