

#### About Atos Origin

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are EUR 5.4 billion and it employs over 50,000 people in 40 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Euronext Market Solutions, Atos Worldline and Atos Consulting™.

#### About IBM

IBM strives to lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. In 2006 the company's annual revenues were \$91.4 billion and it employed over 350,000 people. For more information about IBM please visit <http://www.ibm.com/ibm/us/en/>

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# CREATING VALUE THROUGH APPLICATIONS MANAGEMENT »

**WORLD LEADING APPLICATIONS MANAGEMENT SERVICES POWERED BY WORLD LEADING TECHNOLOGY**



Atos Origin provides value-driven Applications Management in combination with IBM technology, to deliver powerful capabilities for every organisation determined to maximise its existing IT investment.

Today's businesses need Applications Management services far beyond traditional requirements – services targeted at optimising applications to the full with the aim of delivering multiple business benefits.

### The issue

A typical description of Applications Management is the management, maintenance, enhancement and support of an organisation's business applications throughout their lifecycle. But for CIOs and business leaders today, this dry description fails to highlight three key Applications Management challenges that must be faced:

- > Reducing the Total Cost of Ownership (TCO) in order to invest more in innovation
- > Improving corporate agility
- > Increasing resource capacity in critical areas.

### Our solution

These are testing challenges for a business, and they require a solution that provides a scalable, flexible and innovative growth model which manages the inherent risk profile of IT transformation.

But properly implemented, IT transformation will help a business move up the value chain from simple cost-cutting measures to solving the more complex issues of software-portfolio management and business-process change – and that will deliver cumulative benefits as the journey progresses.

We believe it is also important to recognise that, not only are the objectives of Applications Management specific to a given organisation, but they also change over time. That's why our solution is based on a relationship growth model that matches objectives to best-practice service management and corporate governance.

This growth model below provides the basis for an enduring partnership between your business and Atos Origin for a comprehensive range of Application Management services.

#### Atos Origin and IBM

Atos Origin is recognised as Europe's leading Applications Management service provider, while IBM is the world's leading open, scalable, secure and industry-focused technology. IBM software products, hardware and industry solutions will help your organisation to innovate and become more flexible by making the most of current resources and controlling costs.

**Our Application Management services, powered by IBM technology, provide best-in-class solutions without any "early adopters" risk.**

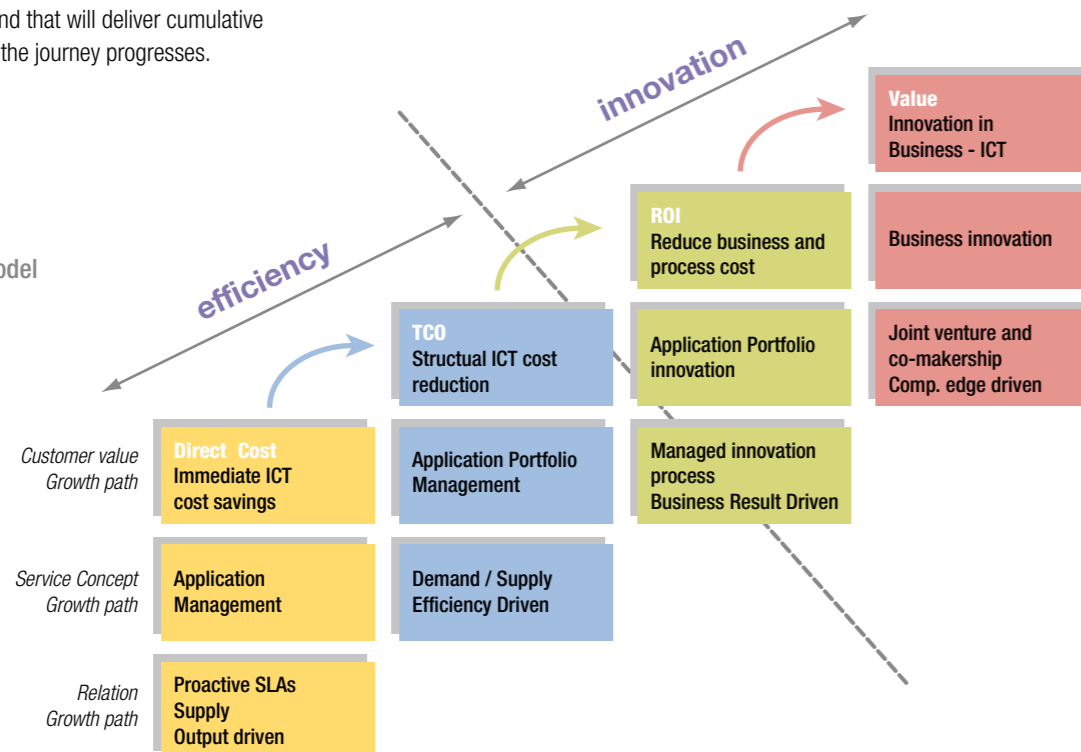
It's a truly effective combination of the business, industry and technology know-how needed to turn IT management from an inevitable cost-base into a platform for sustained business improvement. This best-of-both-worlds offering enables your organisation to continuously assess, transform and efficiently manage your entire applications portfolio. That's the key to making Applications Management the basis for a value-creating process.

Applications are aligned with business priorities and integrated for maximum cost-efficiencies, freeing up capital without increasing budgets.

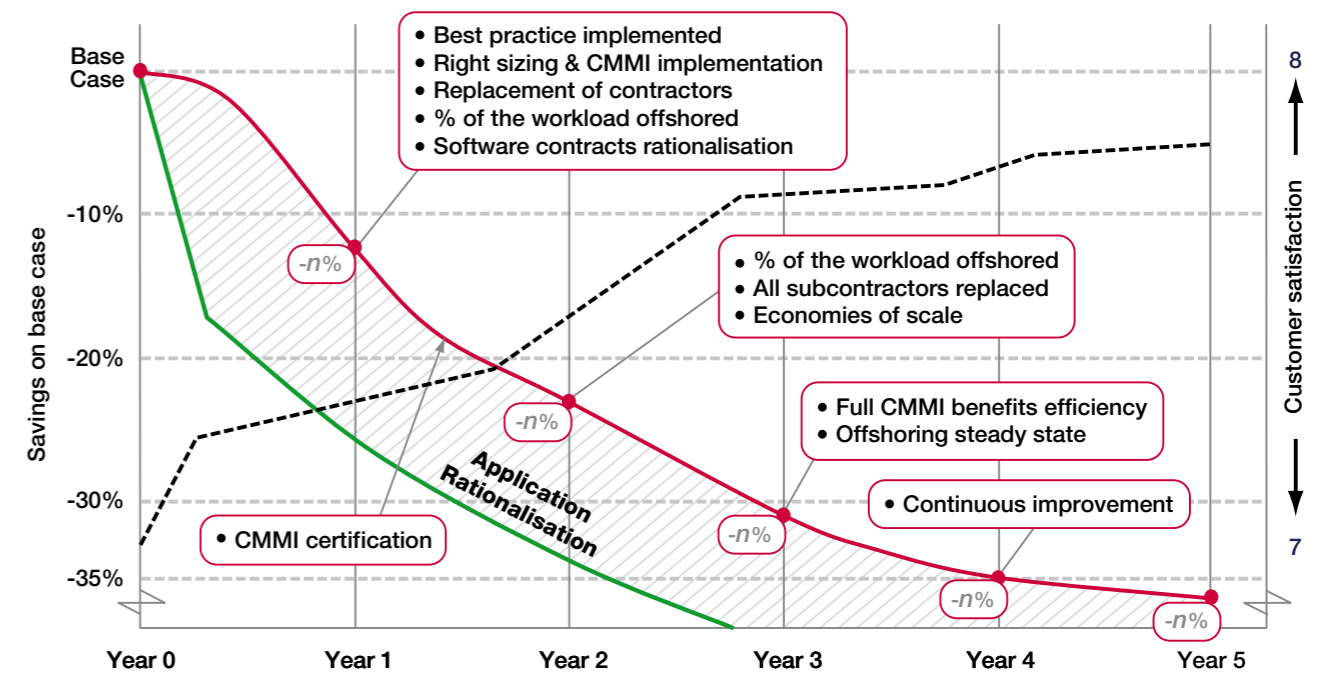
Atos Origin Application Management services powered by IBM technology can help your business to:

- > Reduce operational risk
- > Release existing budget to drive innovation
- > Improve development and support productivity
- > Improve service delivery
- > Access specialised skills and resources.

**Figure 1**  
Growth Model



**Figure 2**  
Ski Slope Model



#### Maximising valuable assets

Our solution enables businesses to easily reuse and extend valuable existing applications, in order to:

- > Reduce development and maintenance costs
- > Optimise training costs
- > Minimise errors and deliver higher quality applications
- > Simplify legacy modernisation and integration
- > Improve flexibility and responsiveness
- > Achieve increased levels of application development productivity
- > Enable business and IT developers to exploit new technologies
- > Fulfil new or changing business needs
- > Facilitate future development of the IT estate within existing budget constraints.

#### Transformation for innovation

A typical schema and cost profile is shown above. The "ski slope" model portrays the nature of the transformation that occurs in an Atos Origin Application Management deployment, and indicates the areas of change that can contribute to the release of existing funding – a key factor in stimulating innovation.

#### A proven heritage

Applications Management is a core strength of Atos Origin. We have over 30,000 man years experience delivering measurable and sustained business benefits to our clients. Our leading position in this field is maintained by constantly updating best-practice and industry standards, by integrating and sharing our experience of projects around the world, and by our complete accountability for every solution we provide.

#### The benefits

Our flexible approach allows you to outsource a single application, a group of applications, or your entire portfolio. We can demonstrate cumulative reductions in Total Cost of Ownership (TCO) – typically up to 40% over a 5-year term – providing the all-important basis for redistributing your IT budget to those areas of your business that offer the best prospects for growth. The TCO savings are delivered by leveraging a variety of enablers:

- > Focused competency centres
- > Contractor reduction
- > Global sourcing delivery
- > Rationalisation of your applications portfolio
- > Infrastructure services.

#### Next steps

If you would like to find out more about Atos Origin Applications Management Service, please visit [www.atosorigin.com](http://www.atosorigin.com) or contact your local Account Manager.