Société Générale
The Premium
Review Conference
-
Atos Cloud Services

29 November 2012

AtoS

Disclaimers

► This document contains further forward-looking statements that involve risks and uncertainties concerning the Group's expected growth and profitability in the future. Actual events or results may differ from those described in this document due to a number of risks and uncertainties that are described within the 2011 Reference Document filed with the Autorité des Marches Financiers (AMF) on April 5th, 2012 under the registration number: D12-0288 and its update filed with the Autorité des Marchés Financiers (AMF) on August 2nd, 2012 under the registration number: D. 12-0288-A01.

► Global Business Units include Germany, France, United Kingdom & Ireland, Benelux (The Netherlands, Belgium and Luxembourg), Atos Worldline (French, German, Belgian, Asian and Indian subsidiaries), Central & Eastern Europe (CEE: Austria, Bulgaria, Croatia, Serbia, Poland, Czech Republic, Russia, Romania, Slovakia and Turkey), North America (NAM: USA and Canada), North & South West Europe (N&SW Europe: Switzerland, Italy, Denmark, Finland, Sweden & Greece), Iberia (Spain and Portugal), and Other Business Units including Major Events (including MSL), Latin America (Brazil, Argentina, Mexico, Colombia and Chile), Asia Pacific (Japan, China, Hong Kong, Singapore, Malaysia, Indonesia, Philippines, Taiwan, Thailand and Australia), IMEA (India, Middle East, Morocco and South Africa), blueKiwi and Atos Worldgrid (including E-Utile).

► Revenue organic growth is presented at constant scope and exchange rates.

► The AtoS pro forma financial information for the 18 months to 30 June 2011 comprises the results of the former Atos Origin perimeter and the acquired scope of the ex Siemens IT Services (SIS), as if AtoS had been in existence since 1 January 2010. The information is provided as guidance only; it is not audited and, as pro forma information, it does not give a full picture of the financial position of the Group. The key assumptions used in the preparation of the information are as follows:

 – The pro forma information has been prepared using accounting policies consistent with those used in the historic Atos Origin interim and year-end financial statements;

 – Pro forma tax is based on the estimated effective rate of tax for AtoS for the relevant periods applied to pro forma profit before taxation.

 –The pro forma Profit and Loss account excludes significant exceptional items as being non-recurring, notably provisions on contract risks recorded in the first semester 2011.
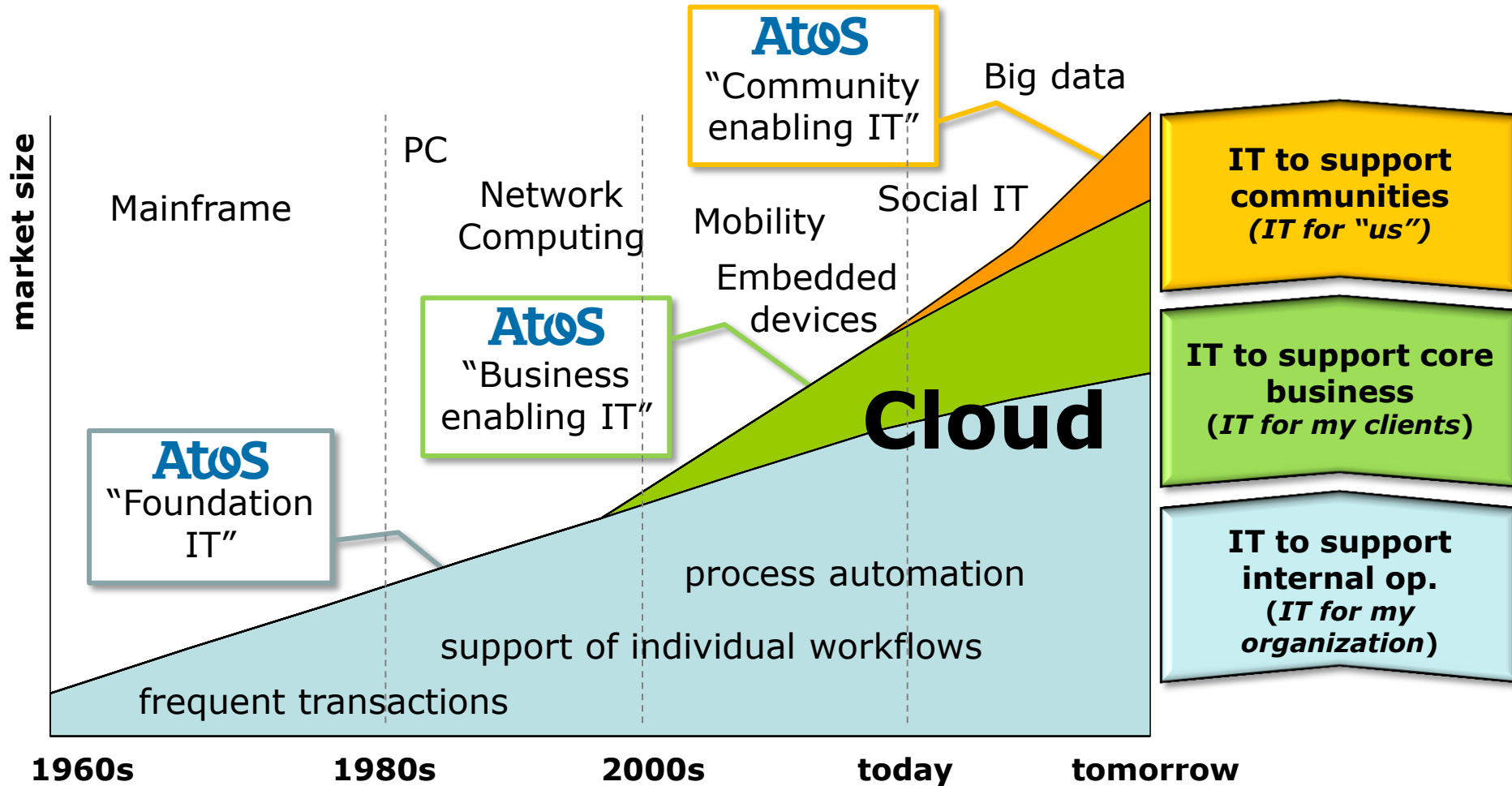
Agenda

1. Cloud Computing in the new IT landscape

2. Atos view and positioning

3. Examples of Atos Cloud offerings

4. Atos ambition in Cloud

5. Q&A session

Your business technologists. **Powering progress**

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Cloud Computing in the new IT landscape

AtoS

Cloud computing is a powerful enabler of the IT transformation

market size

Mainframe

PC

Network Computing

Mobility

Embedded devices

Big data

Social IT

Cloud

"Community enabling IT"

"Business enabling IT"

"Foundation IT"

process automation

support of individual workflows

frequent transactions

IT to support communities (*IT for "us"*)

IT to support core business (*IT for my clients*)

IT to support internal op. (*IT for my organization*)

| 1960s | 1980s | 2000s | today | tomorrow |

Cloud Computing is the new IT Revolution

- A way to **cut costs** (double digits)
- A way to **variabilize IT costs**: « Liquid IT »
- A way to **avoid capex**
- Scalability
- Concentration

Financial benefits

Delivering IT capabilities, hardware, software or services, over the network to consumers or enterprises in a scalable way, with pay per use models

Business benefits

- **More agility** with faster provisioning and ramp down
- **Access to best in class apps** with **instant implementation**
- **Enhanced** web-based, multi-device **end-user experience**
  - Compatible with **BYOD**, **secure**

Cloud is a key growth factor of future IT spending

Cloud IT spending

in EUR billion

X 5

300
250
200
150
100
50
0

2012 2014 2016 2018 2020
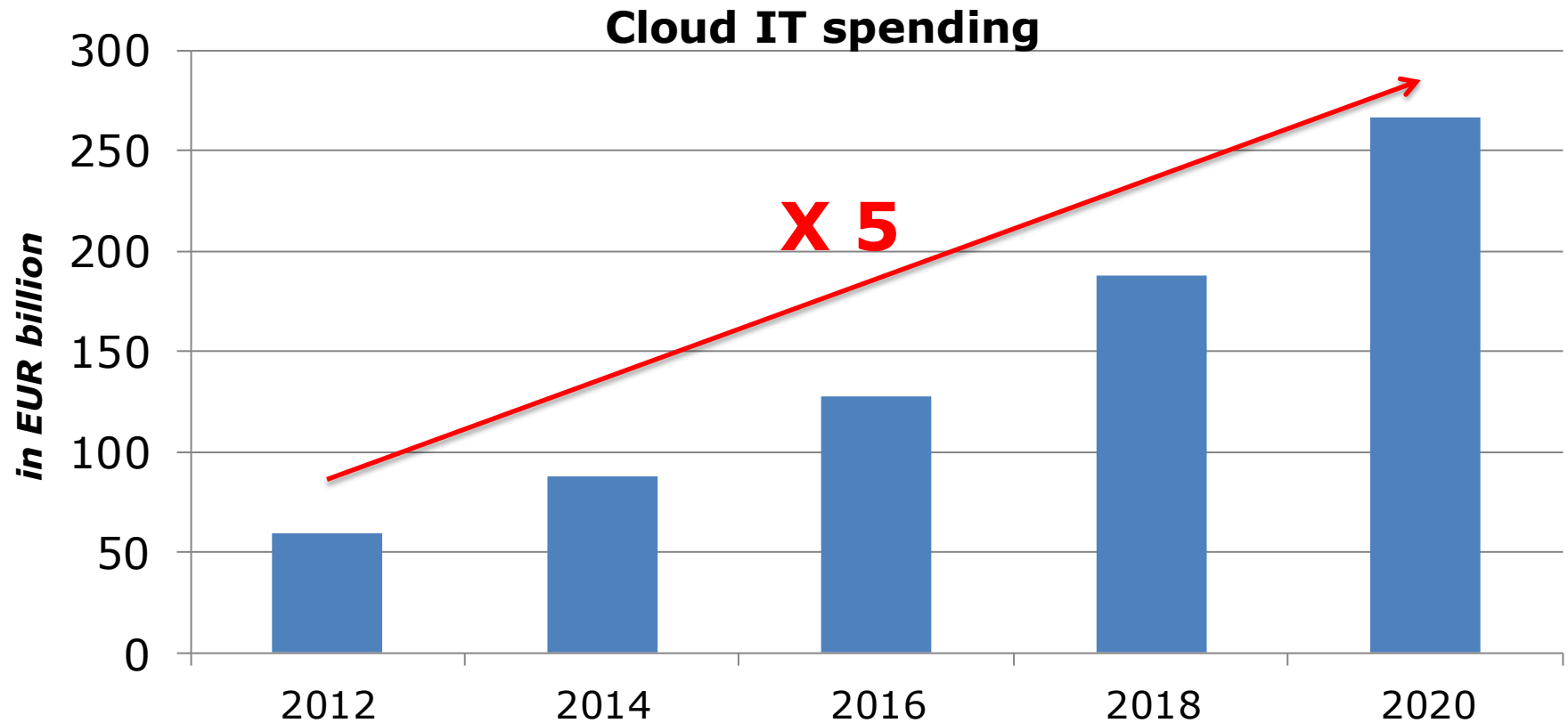
Source: Forrester 2011

CIOs top priorities

US Top Five priorities :

1. Software as a Service
2. Storage (Disk)
3. Security Software
4. Applications development
5. Networking Equipment

Europe Top Five priorities :

1. Security Software
2. Software as a Service
3. Storage (Disk)
4. Applications development
5. Telecom Systems

Asia Top Five priorities :

1. Software as a Service
2. PCs
3. Storage (Networking)
4. Servers
5. Security Software

Source: Citi Investment Research and Analysis
Relative to 2010, please estimate/characterize your spending in the following categories during 2011

Software as a Service is a top priority across US, Europe & Asia regions.

Customers are still on the edge of their journey to the Cloud

Enterprise roadblocks to move to Cloud

Weight of legacy and fear of migration complexity

Complex Cloud market, Complex billing and management

Localization of data to comply with regulations

Enterprise-grade availability & Security missing in many offers

Reluctance to become prisoner of another technology silo

Characteristics of the ideal solution

► One stop shop: from Cloud consulting and professional services, to Infrastructure on-demand, Platform on-demand, and an Application Store offering multiple Software as-a-Service

► Enterprise-class specifications: commitment on data security, service levels, availability to meet premium requirements

► Industry/market expertise: deep knowledge of specific needs; ability to customize applications

► No lock-in : Commitment to open standard, use of open technology

Atos view and positioning

Atos answers to customer needs

From:

To:

► **Atos Sphere:** infrastructure optimization and storage on demand

► **HTTS:** Cloud in BPO and payments

► **Various initiatives:**
- Ufida (ISV) – CRM/ERP as SaaS worldwide
- Canopy: strategic alliance with EMC² and VMware

► **Full end-to-end offer:**
- Consulting to define the journey to the Cloud
- Best of breed software on demand (SaaS)
- Application development platform to migrate legacy applications or develop new applications on SaaS
- Private Cloud

Atos view on Cloud

Vertical Business Integration

Market Sector / Community Clouds

Hybrid Enabling Cloud Brokerage	Cloud Transformation	**Software as a Service**	Security / Compliance	TCO Optimization
		Platform as a Service		
		Infrastructure as a Service		

Enable **SaaS** **PaaS** **IaaS**

Atos and the Cloud

Atos cloud Services

Strong open partnership ecosystem through co-investment, JVs and acquisitions in selected areas

Enable the transformation of our clients to the Cloud
- ▶ Security
- ▶ IaaS/PaaS
- ▶ Consulting

Enable the shift to SaaS for leading software vendors
- ▶ Multi tenant architecture
- ▶ Pay per use

Reinforcing Atos SaaS portfolio
- ▶ Partnership
- ▶ Acquisitions
- ▶ blueKiwi

CANOPY and YUNANO already live

Targets and positioning

▶ Focus on **large customers** as commercial targets

▶ **Positioning** in Cloud through 3 main services:

- **Private cloud** either in Atos Data Centers or on premise, and not public Cloud
- Strong focus on **Saas offerings** from our Canopy enterprise App store
- **Paas** as a key driver

▶ Atos **differentiators**:

- Accepting **enterprise-class grade SLAs**
- **Global reach** with local regulatory compliance
- Unique capability to drive **customers journey from legacy to the Cloud**

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Atos Private Cloud platforms

European customers' data stay under European sovereignty

⬣ VMware platforms

⬣ Microsoft platform

⬣ Canopy platforms (vBlocks)

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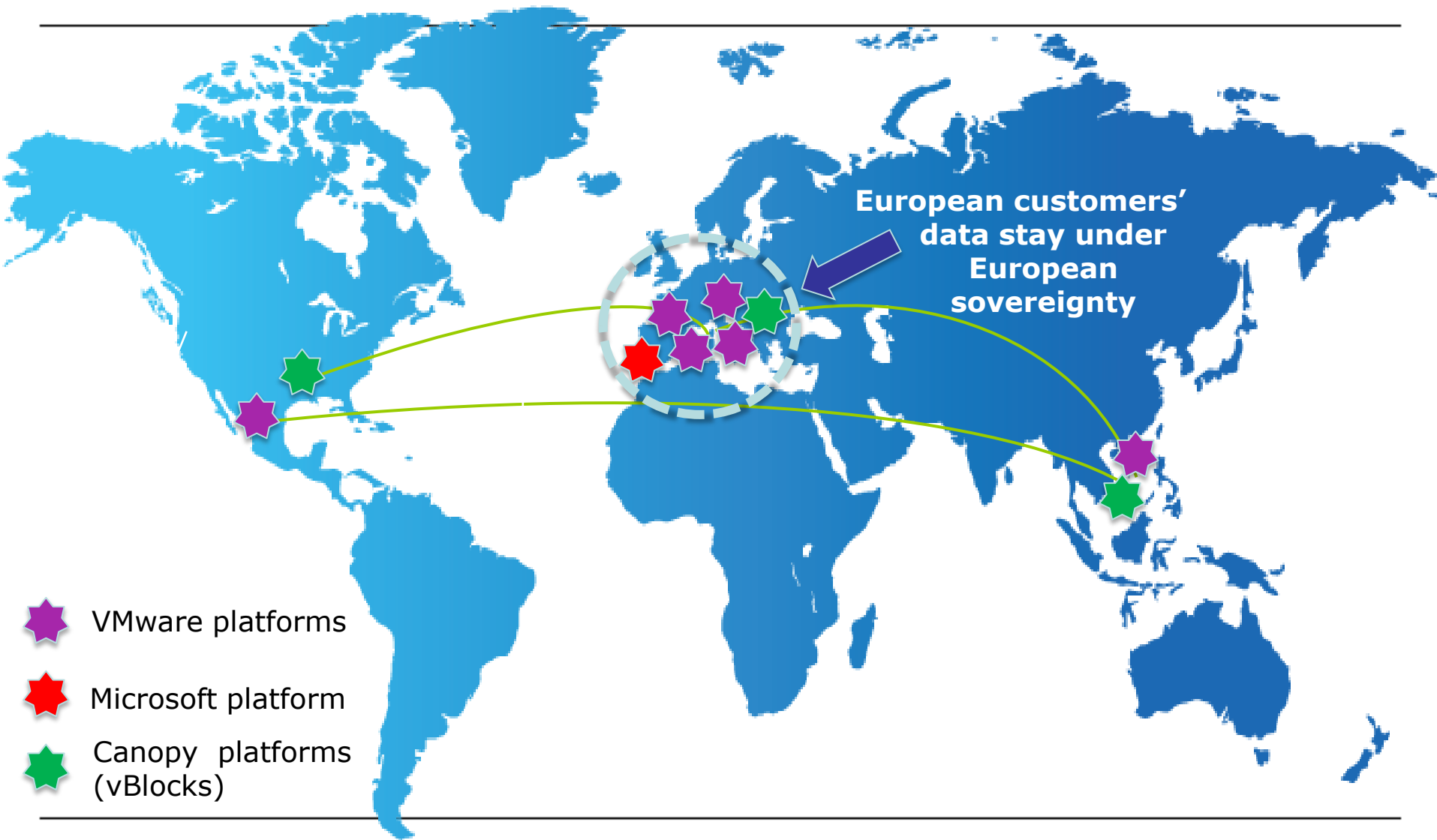
Atos

Examples of Atos Cloud offerings:

Canopy: the one stop shop for Cloud Services

Saas offerings: - Yunano
                            - blueKiwi

Consumer cloud services

A Reminder of what Canopy is

▶ Canopy is the **JV between Atos, EMC and VMware**, leaders in their respective domains of expertise, focused on Cloud

▶ Canopy is **a separate Company** with legal entities in UK, FR, US, NL, GER

▶ It does not replace or compete with **Atos cloud offerings**. It completes them

▶ Canopy currently has **4 Lines of Business covering the entire Cloud needs** of an enterprise as a one-stop-shop:
 – Canopy Consulting services
 – SaaS/App Store
 – PaaS
 – Private Cloud

▶ Canopy sources all its **delivery capability from Atos** except strategy consultants

Canopy Cloud Service Offerings

① **Comprehensive Cloud-based, lifecycle consulting and management services**
- ► Strategy
- ► Architecting, sourcing
- ► Implementation and operations

② **Enterprise Application Store**
- ► Inspired by consumer application stores for ease of use
- ► Applications for business processes adapted to specific markets / verticals
- ► Open ecosystem for Independent Software Vendors

③ **Cloud-based, Solution Development and Test Platform (PaaS)**
- ► Development, Test and Production environments based on the Cloud Platform
- ► Open
- ► Enterprise grade SLA

④ **Private Cloud on customer premises**
- ► End-to-end capability to deploy
- ► Public Private Cloud orchestration

Consulting

Development & Migration Services

Enterprise AppStore

Canopy Cloud Platform
Development + Production

Private Cloud Infrastructure
customer premises
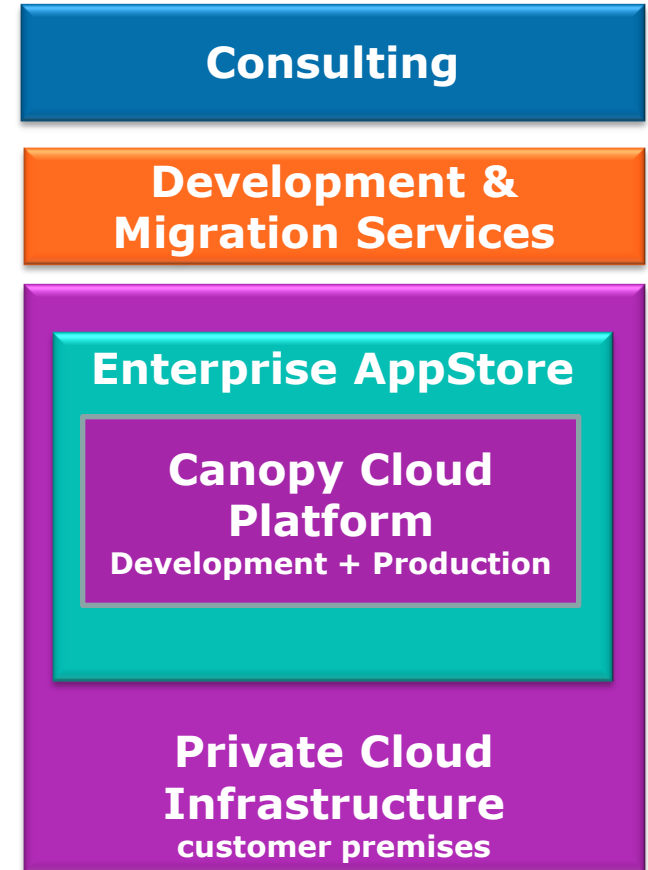
| Enable | SaaS | PaaS | IaaS |

✓ = ready to sell, today.

Atos

Atos cloud Services

Yunano: CRM and ERP in SaaS

yunano™

THE ALLIANCE BETWEEN
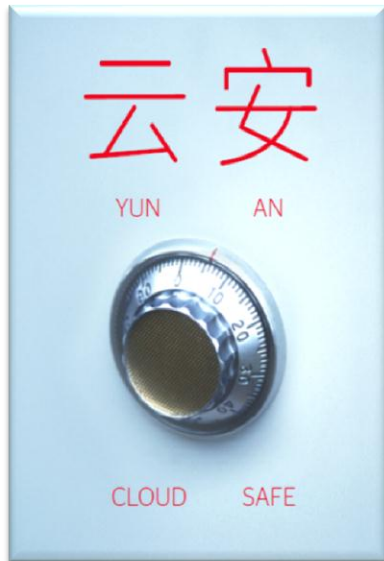
Atos and **用友** yonyou

The Leading European IT Services company

The #1 Software company in China

Run your entire business with a single, cloud-based application for CRM/ERP

→ **To jointly market SaaS solutions for corporate customers in Europe, Middle East and Africa**

→ **To expand their geographic footprint in Europe and Asia**

Yunano ERP

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blueKiwi

Atos cloud Services

bluekiwi
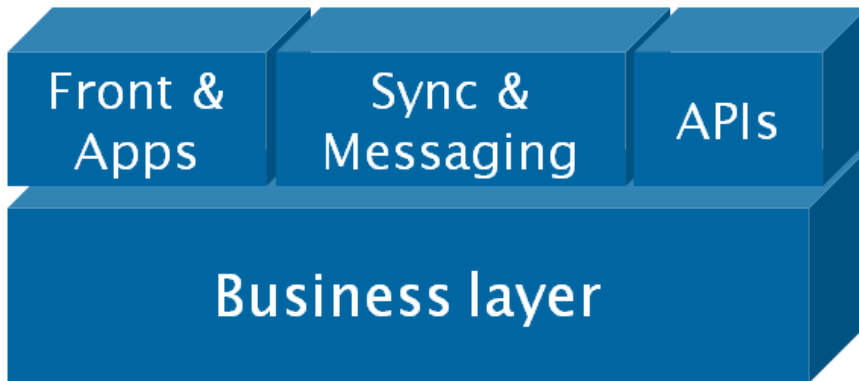enterprise social software

Atos

- Innovative enterprise social software, enabling organizations to engage with their employees, partners, customers and influencers to increase business performance
- Leading European solution with blue chip clients
- Feature-rich SaaS offering

- Strong consulting practice
- Great capabilities in transformation of collaborative practices, system integration and operation management
- Mature Cloud offering

- ☑ blueKiwi will strengthen Atos position on the ESN market and reinforce its Zero Mail initiative
- ☑ IP ownership as a key differentiation
- ☑ Increasing Canopy Enterprise Application Store portfolio
- ☑ Atos to strongly accelerate blueKiwi technology roadmap by strengthening blueKiwi development team

Atos

blueKiwi

HTTS Consumer Cloud services

Next Generation Messaging & PIM

- Devices applications and web apps to access to the cloud services
- Synchronization systems to link devices with the cloud
- APIs to access all services along the web user interfaces
- Rich and performing business layer and facilities components

Network Based Storage

- A very scalable and cost effective grid storage solution including search, content management and content adaptation features

Atos ambition in Cloud

Atos ambition in Cloud

► **Major player** in the **Private Cloud** area for **large public** and **private organizations**

► A specific **focus on Iaas and Saas** services (Canopy Enterprise apps store)

► Atos has set up since **strong alliances** with **Cloud leaders** (EMC², VMware,..) and **software vendors** (Yonyou, Microsoft,…)

► Cloud is already **a reality** for years **in Atos** with around **EUR 300 million of revenue in 2012**.

Ambition to grow above the Cloud IT market rate (x5 in 2020 – *Source Forrester 2011*)

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Q&A session

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From Questions to Answers

Thank you

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