



ATOS ORIGIN IN THE TELECOM & MEDIA SECTOR »

MEDIAKIT

February 2010



Expertise

Atos Origin has been active in the telecom and media market for more than 25 years. During these years, Atos Origin has been instrumental in the way we address the market through a truly global and continuously evolving portfolio of services and solutions. These are the pinnacle of our global service delivery practices and are supported by Atos Origin local resources with broad functional expertise, technical consulting and high responsiveness as required by our global clients.

Atos Origin's annual turnover in the telecoms & media industry is above 700 m€. It provides our 100 customers around the World with a full end-to-end approach to IT services, from consulting to managed operations. Our telecom expert community consists of business consultants specialized in thought-leadership, market trends and business strategy, system integration expertise gained through numerous Tier 1 Telco BSS/OSS application implementations and through our acumen of managed operations business in providing clients with significant reduction of total cost of ownership for their IT applications and infrastructure. With our Atos Worldline solutions we are offering cost effective transactional services optionally on a pay-as-you-go basis leveraging our existing Atos Worldline assets. These services enable Communication Service Providers to offer differentiating services with an attractive time-to-market enabled by our Atos Worldline Best Practices to re-use/re-deploy existing assets in a highly effective and efficient manner.

Atos Origin has a unique global presence in the telecom market enabling to serve clients all around the world, including rapidly expanding countries such as South America, Africa, Middle East, the Balkans and APAC - where we have key references with Maroc Telecom, TIM Brasil, Telecom Personal Argentina, MTN South Africa and DiGi in Malaysia.

Atos Origin's strategy for the telecom market is to be the trusted partner and enabler for the telecoms operators in their transformation towards a convergent market. This strategy is built on the Atos Origin Distinctive Offers.

Atos Origin's Distinctive Offers are developed in-house or in conjunction with a range of strategic partners, and are focused on responding to the key business issues of Telecom service providers:

- Develop new services in a converged world, in order to serve all communication needs for ends customers and therefore enabling growth of our client's business,
- Capitalize and increase revenues from their key assets, i.e. customers and networks, with the goal to improve projects ROI,
- Reduce overall TCO (Total Cost of Ownership) for their IT while maintaining flexibility and evolution capabilities, which is the key driver in telco's financial performance improvement.

Atos Origin Distinctive Offers:

Develop new services in a convergent world

- **Convergent billing** – Atos Origin demonstrates its best-in-class integration references of real-time fully convergent prepaid and post-paid billing, addressing the trend for



today's billing solutions enabling Telco's to significantly decrease Opex costs, while increase customer loyalty through introduction of flexible offers.

- **Next Generation Intelligent Network services** – Full suite of IMS based fixed- mobile convergent services for professionals and enterprises, developed by Atos Origin Spain on an open platform. Today the solution is in operation at several international Telco's in IMS and pre-IMS environments.

Atos Origin adds advanced functionalities to its NGIN product within its release 5. A powerful residential services bundle comes to complement the wide range of existing Enterprise solutions. New basic features for call management and VoIP migration, Enhanced Group Services (Advanced Call Center functions, Auto-Attendant and Group Pick-up), PC Toolbar enhancements (Conference Management, Calendar Synchronization), full support for multidevice management (call control, web services interfaces and MultiSIM), residential costumers can enjoy all basic NGIN services for VoIP including Free Divert To Voicemail and Home Zone.

- **Next Generation services** – Is a suite of offerings of Messaging, Mobile Rich Media, Mobile Payments, Mobile Advertising and Telco 2.0 services, which can be available at minimal upfront investment (in BPO mode). These provide our clients with a platform on which their can embed innovation into their portfolio and reduce time to market for new offers. To complete the Next Generation services, we also provide solutions for mobile payments such as the M-Banxsafe developed for all Belgian mobile operators, and which capitalizes on Atos Origin's European leadership in payment services.
- **IP OSS Transformation** – Telco's transforming their backbone networks to all-IP networks will also face drastic changes to their OSS infrastructure. Atos Origin is at the heart of these transformations, working with major Telco's in Europe, such as KPN, where we assist our clients successfully deploying and monetising their new infrastructure.



Improving our clients' operational excellence, by industrializing its IT operations and delivery significant savings

The large majority of the telecom industry is striving for cost reductions in order to nurture investments for new services. Atos Origin provides its proven out-tasking and outsourcing services. We commit to guaranteed cost reductions against well defined service level agreements and full transparency while maintaining the flexibility for easily adapting the perimeter or the SLA's as the business evolves.

Atos Origin is the leader in IT service industrialization in Europe, having assessed its key service centers CMMi level 3 or higher. Our offshore center in Mumbai is at CMMi-L5. Atos Origin India is the key telecoms offshore center, and at the same time a regional market leader for telecom solutions in APAC, servicing the industry for over 10 years, and also providing offshore ERP services for almost 10 years. Morocco is our nearshore center for the telecom and finance markets, again with a solid foundation in the regional business.

Our approach to outsourcing includes a commitment to deliver real IT cost savings while allowing our clients to focus on generating new revenue through innovation and evolution.

Telco's BSS Outsourcing

Atos Origin has also further matured its BSS outsourcing practice by industrializing its IT operations and delivery with a focus on end-to-end business processes. Therefore Atos Origin is moving from 'classic' IT-Outsourcing in the BSS domain to more flexible and risk taking BSS outsourcing engagements that enable Communication Service Providers to respond faster to changing business needs. Within such an engagement, Atos Origin is ready to take over the end-to-end responsibility for the IT support of telecommunication specific business processes like Order management, Rating and Billing or Payment Collection that will be remunerated based on the successful delivery of such business support services rather than on a cost and standard IT related SLA basis.

Continue innovation throughout our partners :

Most of these Distinctive Offerings have been developed and are continuously enhanced leveraging the expertise of a broad range of world-class partners such as (but not limited to) Ad-Infuse (now part of Velti), Airwide, Amdocs, Axiom Comptel, Comverse, Ericsson, Genesys, HP, Intec, Intersec, Intelliden, JNetx (now part of Amdocs), Kabira, LHS, Netcraker, Oracle, SAP, Streamezzo and ZTESoft.

Continuous R&D effort and Convergent Telecoms solutions

Atos Origin telecom group is also conducting strategic R&D programs through its Scientific Community in order to stay at the forefront of new technologies and industry market trends, working closely with leading service providers and partners.



References

France Télécom Orange – Financial Information System

Atos Origin is developing, deploying and operating the new core solution (“New Convergence”) for France Telecom Group financial information system. The Solution is based on ORACLE v12. First operational instances are Poland and France.

E-Plus - IT and application management outsourcing

Since 2004, Atos Origin manages the full IT infrastructure operations including datacenter, desktop services, applications management and testing, as well as providing server management for BSS and OSS. E-Plus was one of the first mobile operators to outsource its IT infrastructure and has benefited from lower costs, improved quality and reduced TCO and an improved ability to introduce new features with a reduced time to market.

Furthermore Atos Origin and E-Plus did further mature their from a ‘classic’ IT-Outsourcing to a ‘Flexible IT’ contract in 2008 to further strengthen the customer-supplier relationship and to enable the E-Plus Group to respond faster to changing business needs. Within the new ‘Flexible IT’ contract, Atos Origin is taking over the end-to-end responsibility for 21 business processes from Retail Postpaid Order Management through to Retail Postpaid Billing and Interconnect Billing and will be paid for the services that it delivers rather than a cost agreed upfront.

KPN - From IT domain sourcer to end-to-end IT services partner

Atos Origin's relationship with KPN has evolved over the last six years from a purely IT outsourcing deal to a strategic partnership to help KPN retain its competitive position in the market. Atos Origin has helped to rapidly drive down IT costs, improved the quality of IT services and helped KPN maintain its competitive position in the Dutch market. Outsourcing agreements have been renewed and Atos is the sole systems integrator for Enterprise Application Integration and the transfer of three datacenter sites. Today, Atos is not only KPN's end-to-end IT services partner but also of KPN's subsidiaries BASE in Belgium and E-Plus in Germany.

SFR - Launch of new SFR TV-Video service

Atos Worldline assists SFR in the launch of its SFR TV Video service: the mobile “zapper”. Atos Worldline has developed and hosts the technology platform for this innovative service which offers customers immediate and smooth access to TV channels and video programs from their 3G mobile phones. By providing this service, SFR is the first French operator to make TV and video access available to its customers on their mobile phones.

SFR – Customer Relation Management

Atos Origin is prime contractor (functional design, development & integration) of new CRM system of SFR able to cover all convergent offerings. This solution is based on CLARIFY (Amdocs CRM product).

Eurasian Emerging markets - CRM Project

Atos Origin, has been selected by one of the leading providers of mobile telecommunications services in the Eurasian Emerging markets (former CIS countries) to implement a centrally managed end-to-end Siebel CRM project. The implementation is realized synchronously in four different countries under single project management umbrella. The implementation is based on a single core system with unique extensions as per local country requirements. This implementation will support Operators’ strategy to simplify and transform their core IT systems



and optimize customer satisfaction.

Vodafone Spain - Next Generation IN

The Atos Origin Next Generation IN platform has been leveraged to deploy a wide range of rich and convergent services for Vodafone. Over both legacy and next generation networks (IMS). These services include Mobile VPN, PABX-Trunking, hosted PABX-like features Manager-Secretary, Hunt Group and Switch Board Operator and advanced FMC features like softphone-PC and mobile subscription integrations. This broad portfolio of services available to different types of user (mobile, pstn, sip, dual mode, etc) is a unique offering in the market.

MTN South Africa – Integrated Billing Solution

MTN is a leading communications company delivering its services to more than 22 Million subscribers. Atos Origin has been selected to operate the overall programme, replace the legacy wholesale Billing Solution with INTEC's Singl.eView Billing system. Atos Origin's responsibilities include Business Processes Reengineering, Implementation of Singl.eView billing system, Data Migration and reporting, Integration of all sub systems and Change Management



Biography



Oliver Kleinhenz, Vice President Global Telecom & Media Market at Atos Origin

Oliver Kleinhenz is responsible for the Telecommunication, Media and Services verticals within Atos Origin's Global Sales and Market organization. He has over 10 years of experience in the Telecommunication industry and combines a broad technical knowledge with sound business and management experiences. He joined LHS in 1997 and has held many management positions there and later in Sema, SchlumbergerSema and Atos Origin.



Press Releases

Atos Origin launches Atos Sphere™ for Cloud services and Ambition Carbon Free for its Green IT services

Paris, 14 January 2010 - Atos Origin, a leading international IT services company, today launches Atos Sphere™ - its Cloud Services solution - and Ambition Carbon Free solutions - its Green IT services - which are two cornerstones of its innovation strategy. Atos Origin is strengthening its innovative strategy and will announce further solutions in the course of 2010. The company aims to not only increase its own operational performance, but help its customers reinvent their growth model to increase business results and gain competitive advantage.

Atos Origin and ING Belgium extend their contract for payment card services

Brussels/Paris, 22 December 2009 - Atos Worldline, which brings together Atos Origin expertise in high-tech transactional services, and ING Belgium are extending their collaboration in the payment card business until the end of 2013. In addition to existing services, including the processing of all the bank's debit and credit card payment transactions, Atos Worldline will be exploring new opportunities together with ING Belgium.

Atos Origin now certified in Run SAP® Methodology

Paris, 18 December 2009 - Atos Origin, an international IT services company, today announced it has been certified by SAP AG as a provider of solution implementation based on the Run SAP® methodology. Atos Origin is among the first Global SAP partners to be certified in the Run SAP methodology and will incorporate the methodology into its implementation standards.

Atos Origin demonstrates innovative force as early adopter of Windows 7

Paris, 26 October 2009 - Atos Origin, a leading international IT services provider, demonstrates its innovative force by being an early adopter of Windows 7. Atos Origin's Adaptive Workplace offering, is now available with support for Windows 7. Initial pilot deployments indicate that Atos Origin's clients can realize up to a 40 percent cost reduction in workplace management while increasing productivity and security compared with a traditional managed workplace infrastructure.

Atos Origin strengthens UK payments business

London, 19 October 2009 - Atos Origin, an international IT services company and European leader in electronic payments and hi-tech transactional services, today launched fuelGenie - the first ever business fuel card exclusively for use at multiple supermarket forecourts. Accepted at around 1,000 Morrisons and Tesco forecourts, fuelGenie provides an easy way for businesses of all sizes to pay less for fuel; helping them to reduce their costs in today's tough economic climate.

Atos Origin and Smartesting develop major innovation in SAP Acceptance Testing with support from Oséo

Paris, 14 October 2009 -

Atos Origin, a major international IT services company, and Smartesting, a software developer specialized in functional test industrialization, have teamed to develop a functional test solution for SAP environments. Representing a €2-million investment, co-financed by Oséo, the French government's innovation support and financing agency, the solution has taken a radically different approach by building test modeling into projects right from the launch phase. This means that



customers will no longer need to manually formalize functional test cases as the project advances, since the tests are modeled in parallel with the specifications phase and automatically generated for use during all subsequent phases. This unprecedented R&D initiative will enable the secure deployment of SAP projects while reducing design phase cycle times and costs by up to 40%.

Health insurance provider, Univé-VGZ-IZA-Trias, signs six-year server outsourcing contract with Atos Origin

Utrecht, 12 October 2009 - Univé-VGZ-IZA-Trias, health insurance provider in the Netherlands, outsources its server management to Atos Origin. This significant contract includes the phased relocation of 1,500 Univé-VGZ-IZA-Trias servers to the Atos Origin data centre starting in October and expected to be completed by the end of 2010.

Global player in lighting industry, Zumtobel, and Atos Origin renew IT contract

Dornbirn / Essen, 6 October 2009 - Atos Origin, an international IT services company, today announced that its outsourcing contract with Zumtobel, one of the global players within the international lighting industry, has been renewed for a further five years through to 2014. Atos Origin manages the entire IT infrastructure for the Zumtobel Group across Europe. This includes 4400 workplaces, 2000 SAP workplaces, 400 servers and a data centre.

Lekkerland signs IT outsourcing deal with Atos Origin

Essen, 22 September 2009 - Atos Origin, an international IT services company, today announced that it has signed a new five-year outsourcing contract worth over €25 million with Lekkerland Information Systems (LIS), the IT provider for the European retailing distribution company, Lekkerland. The transition will be completed by 1st November 2009 and 33 Lekkerland employees will transfer to Atos Origin. Under the contract Atos Origin will take over management of all applications and the majority of the IT infrastructure to support Lekkerland's operations across Europe.

Atos Origin strengthens its organization

Paris, July 31, 2009 - Atos Origin, an international IT services company, today announced the appointments of Francis Delacourt, Marc-Henri Desportes, Eric Grall and Philippe Mareine to further strengthen the organization formed by Thierry Breton, Chairman and CEO of Atos Origin, on February 18th, 2009. This new organization established during the first half of 2009 strengthens the role of the global functions and creates a structure that enables Atos Origin to transform into a global company.

Scotrail signs new contract with Atos Origin to upgrade AVANTIX Mobile

London, 15 July 2009 - Atos Origin, an international IT services company, today announced a new long term contract with Scotrail to replace and upgrade all existing AVANTIX Mobile devices. Roll-out will be completed by the middle of 2009 across all of ScotRail.

AVANTIX Mobile, the Atos Origin 'next generation' mobile ticketing solution, is the number one mobile ticketing solution for the UK rail industry and in 2008 issued over 50 million tickets. It provides quick and easy ticketing on the move for tickets to and from any location as well as providing train staff with fast, easy access to up-to-date fare and timetable information.

The Atos Origin alliance supports the electronic transmission of prescriptions in Scotland

Scotland, 13 July 2009 - The electronic Acute Medication Service (eAMS), launched today by



Nicola Sturgeon MSP, Cabinet Secretary for Health and Wellbeing, is the second major step in the delivery of the Scottish Government's ePharmacy Programme. As NHSScotland's national IT partner, the Atos Origin Alliance, designed, built and operates eAMS, which is the first nationally live system in the UK, and one of only a handful in the world, to provide an end-to-end solution that supports the Electronic Transmission of Prescriptions (ETP).

Atos Origin wins Royal Liver Assurance contract

London, 29th June 2009 - Atos Origin, an international IT services company, today announced that it has won a new ten-year contract with Royal Liver Assurance (RLA), an incorporated Friendly Society that has been providing financial services to thousands of families in the UK and Ireland for over 150 years. This is the first time that RLA has outsourced its Group IT in this way and the primary drivers for doing so now are to achieve cost savings and provide flexibility for future business change whilst at the same time maintaining regulatory compliance.

Atos Origin signs deal on 'Adaptive Workplace' with NXP

Utrecht, 25 June 2009 - NXP, the independent semiconductor company founded by Philips, has awarded a contract to international IT services company Atos Origin to manage its global workplaces worldwide. Some 16,000 seats will be managed remotely using Atos Origin's key solution 'Adaptive Workplace' in order to respond to NXP's strategy to realize a uniform desktop design worldwide and generate cost savings. The contract value amounts to 30 million EUR and runs for 4 years.

Atos Origin and PTC Partner to Deliver World-Class Product Lifecycle Management Solutions

Paris, Needham USA, 17 June 2009 - Atos Origin, an international IT services company, and PTC® (Nasdaq: PMTC), The Product Development Company®, today announced they will partner to provide best-in-class Product Lifecycle Management (PLM) solutions for discrete manufacturing companies in the Aerospace & Defense, Industrial, Electronics & High Tech, Automotive, Medical and Consumer industries in Europe. The partners will focus on a consulting-led approach and exploit in-depth market knowledge to offer customers innovative, sustainable and results-oriented solutions that will reduce time to market considerably.

Atos Origin signs Business Productivity Online Suite reseller agreement with Microsoft

Paris, 8 June 2009 - Atos Origin, an international IT services company, has signed an agreement with Microsoft Corp. to become a global reseller of the dedicated version of the Microsoft Business Productivity Online Suite. This underlines the Group's long-term commitment as one of Microsoft's enterprise alliances. It also demonstrates Atos Origin's strategy to pursue investments in cloud computing and SaaS related activities. By providing this suite, which includes Microsoft Exchange Online, Microsoft SharePoint Online, Microsoft Office Communications Online and Microsoft Office Live Meeting, Atos Origin will be able to provide customers with a choice on how to use and manage software.

Atos Origin launches new solution that eases direct debit migration to SEPA

Paris/Brussels/Frankfurt, 3rd June 2009 - Atos Worldline, the European expertise of Atos Origin in electronic payments and transactions, launches a new solution that eases adoption of the SEPA Direct Debit scheme (SDD) for European corporations and banks, and that can easily be integrated into the existing IT systems. The launch of the Worldline European Mandate and Direct Debit management solution (EMD2) represents a significant milestone in the company's continuing development of cost-effective service solutions that meet clients' needs in order to



comply with the latest regulations and to reduce time to market for the introduction of new product and services.

KAS BANK outsources mainframe services to Atos Origin

Utrecht, 19 May 2009 - Atos Origin, an international IT services provider, signed a 2½ year contract with KAS BANK, a European independent specialist in securities services, for the outsourcing of its mainframe services. The move of KAS BANK's mainframe services in Amsterdam, London and Wiesbaden to Atos Origin's European mainframe data centre in Essen (Germany) will enable KAS BANK to be flexible in freeing up the capacity it needs. Outsourcing to Atos Origin will guarantee the continuation of compliancy requirements such as SAS70. KAS BANK chose Atos Origin because of its extensive track record in business-critical environments within the financial sector. Atos Origin can guarantee KAS BANK the necessary continuity of its main critical business applications during the migration of the mainframe services.

Atos Consulting becomes first Oracle business accelerators partner in France for service companies

Paris, May 13 2009 - Atos Consulting, the global consulting practice of Atos Origin, is the first partner in France to be certified for implementation of the Oracle E-Business Suite based on Oracle Business Accelerators. With Oracle Business Accelerators, Atos Origin and Oracle can offer customers significant time and cost savings for prototyping and deploying their projects, which feed through to a faster return on investment that can be quantified upstream.

Atos Origin signs contract with DSM to increase flexibility and generate cost savings

Utrecht, 13 May 2009 -

Atos Origin, an international IT services company, and Royal DSM N.V., the global life sciences and materials sciences company, have signed a new service agreement for the global delivery of hosting and technical application management services until the end of 2013. This agreement is an addition to the existing 'SAP' agreement and will provide DSM with a state-of-the-art hosting and data centre environment. The agreement strengthens the way to global collaboration and the creation of innovative applications and enables DSM to offer increased flexibility and considerable cost savings.

Munich Re (UK) appoints Atos Origin as its IT Partner

London, 6 May 2009 - Atos Origin, an international IT services company, today announced that it has signed a new five year contract worth over £13 million with Munich Re in the UK. Munich Re is one of the world's leading re-insurance companies. Under the contract Atos Origin will develop and manage all IT applications and systems for Munich Re's UK businesses. The decision to appoint Atos Origin forms part of Munich Re's IT strategy in the UK to further strengthen its client services and more cost effectively manage its risk through improved and standardised IT systems and policies. The new contract replaces a number of existing contracts and will provide Munich Re (UK) with an improved, more flexible and cost efficient service.

Travelex signs new contract with Atos Origin

London, 29 April 2009 - Atos Origin, an international IT services company today announced that it has signed a contract with Travelex to design, build and support an IT system to securely manage the process for cashing all travellers' cheques as and when they are presented worldwide. The new Travellers Cheque System will be available at all Travelex offices later this year. It is being built using .net technology and provides secure access over the internet from



anywhere in the world. It will include increased auditing and monitoring functionality to more accurately track travellers' cheques and help protect against fraud. The system being built by Atos Origin is based on a prototype created jointly with Travelex.

Novell hands out European award to Atos Origin

Paris, London, 23 April 2009 - Atos Origin, an international IT services company, has won the prestigious Novell award "Best EMEA Partner of 2008 for Identity & Security Management (ISM)". The award was won based on Atos Origin's consistent quality delivery across the region, proactive support with customer wins and effective implementation of Novell's Identity & Security Management technology with customers across all market sectors in EMEA (Europe, Middle East and Africa).

Companies with more mature sustainability programs enjoy higher profit margins, generally a full 2% or higher, reveals new European research

Paris, 6 April 2009 - European research launched today by IDC, a leading global provider of market intelligence and sponsored by Atos Origin, an international information technology services company, reveals that companies with more mature sustainability programs enjoy higher profit margins, generally a full 2% or higher than industry margins. The research based on a survey of 165 senior executives in the manufacturing and retail sectors clearly demonstrates that the business case for environmental excellence is real. Even in the current economic climate, the survey indicates that companies are planning to stay the course as they expect to reap above average returns as a result of their sustainability efforts. Information technology is identified as a key tool for driving sustainable initiatives with 70% of those interviewed saying that IT will play a role in reducing their businesses' environmental impact.

SAP and Atos Origin to deliver added value to clients in key business areas through new go-to-market agreements

WALLDORF, Germany and PARIS, France, 2nd April 2009 - SAP AG (NYSE: SAP) and Atos Origin today announced the extension of their global services partnership. In addition, they are cooperating further via new go-to-market agreements through their local subsidiaries to help customers reduce the total cost of ownership of deployments of SAP® solutions by improving application reliability and performance. Such cooperation takes effect immediately across key geographies in Europe, including France, Spain, the Netherlands, the United Kingdom and Germany.

Brother signs new contract with Atos Origin

London, 20 March 2009 - Atos Origin, an international IT services company, today announced that it has renewed a contract with Brother International Europe Ltd., a world wide electronics and manufacturing company for Hosting and SAP Basis Support Services. Under the contract Atos Origin will manage the transition of all SAP systems to a new hosting environment based on a dual data centre solution with full Disaster Recovery capability. The reshaped service will further improve service quality, while reducing costs and providing a more sustainable service.

Atos Origin wins European VMWare innovation award

Paris, 16 March 2009 - Atos Origin, an international IT services company, received a prestigious innovation award 'EMEA North Partner Award 2008 for most innovative use of virtual infrastructure' at the 2009 VMworld event in Cannes. This award was given to Atos Origin in recognition of its innovative use of VMWare technology across its customer base in Europe.

About Atos Origin

Atos Origin is a leading international information technology (IT) services company, providing hi-tech transactional services, consulting, systems integration and managed operations to deliver business outcomes globally. The company's annual revenues are EUR 5.5 billion and it employs 50,000 people. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Worldline and Atos Consulting. For more information, please visit the company's web site at <http://www.atosorigin.com>

For more information, please contact:

Stefan Pieper
Tel: + 00 49-201-4305-9159
stefan.pieper@atosorigin.com