

- >> BOOST PERFORMANCE
- >> REDUCE COST
- >> INCREASE AGILITY
- >> ENHANCE CRM
- >> SHORTEN TIME TO MARKET
- >> DRIVE INNOVATION
- >> IMPROVE EFFICIENCY
- >> INCREASE ADAPTIVITY
- >> ENABLE BUSINESS TRANSPARENCY
- >> ENSURE REGULATORY COMPLIANCE



CONSULTING > SOLUTIONS > OUTSOURCING

Jornada Lanzamiento Servicios Avanzados
7º Programa Marco y las Empresas

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Mallorca, 14 de Junio 2011

Atos Origin

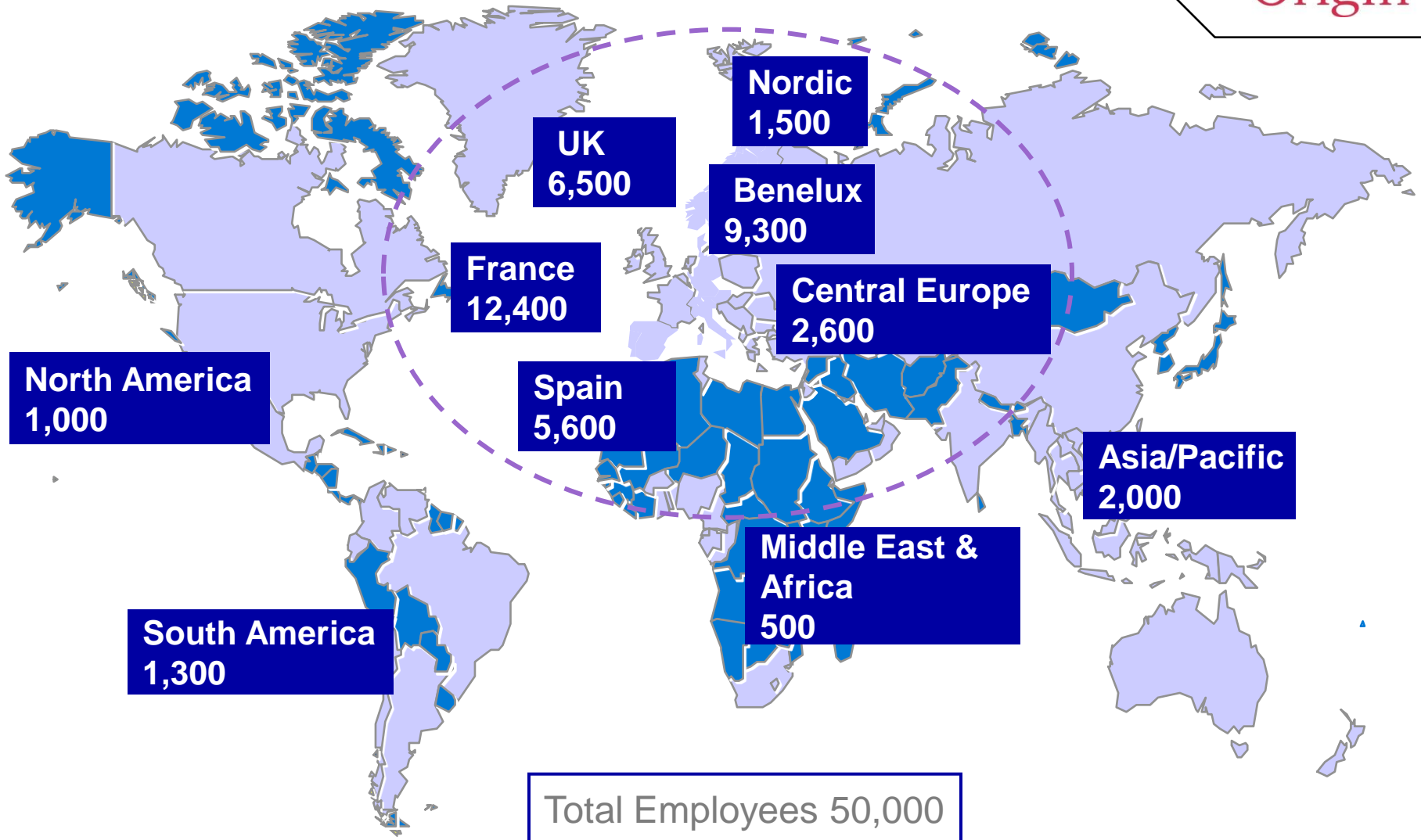
A worldwide player in ICT



- » Atos Origin is an IT services company providing business consulting, system integration and managed operations that improve the effectiveness of its clients' businesses.
- » 5th largest worldwide IT Consulting company, 1st European
- » Five markets (PS&H, Fin, Tel, Ind, Tra), thousands of references (IOC,...)
- » Annual revenues over € 5 bn
- » 50,000 employees in > 40 countries
- » R&D located in Spain and Turkey (Atos Research & Innovation)
- » Atos is going through an integration process with Siemens IS, to be implemented on July 1st 2011



Atos Origin – worldwide presence



Atos Research & Innovation

Objectives



Atos Research & Innovation

Come with us to the
future of technologies



- » Participate to RTD projects in national or international consortia that enrich the Atos' technological portfolio, market view or Atos position within the research community
- » Play the role of source of innovative ideas to be used by Atos' sales force and technical staff
- » Becoming and entrance gate to the European institutions for the different units and customers of Atos, thanks to the large background of EC projects (since 1987).
- » Supporting Atos companies in other countries, as well as Atos' customers, thanks to the network of public and private partners in all European countries which, in turn, are current or potential customers for Atos Origin.

Position of Atos Origin in Spanish R&D&I

Some facts:

- » Roughly 300 R&D&I projects in the last 20 years
- » Jan 2011: 135 ongoing R&D&I projects
- » According to the Spanish Ministry of Industry, in the Spanish R&D&I constellation, Atos Origin's position is:
 - » No. 5 as global R&D actor
 - » No. 2 as industrial actor
 - » No. 1 as global R&D leader
- » According to the European Commission, Atos is:
 - » No.16 as global industrial actor
 - » No. 2 as Spanish industrial actor
 - » No.1 as ICT Consulting company



Atos Research & Innovation

Presence in Technology Platforms



- » Atos Research & Innovation is currently involved in the following European Technology Platforms:
 - » NESSI: Founding member, vice-chairmanship of the Steering Board & Committee, Leadership of the working groups on Security and eHealth
 - » ISI: Member of the Steering Council
 - » NEM: Member of the Steering Committee
 - » Active member of the platforms Artemis, eMobility, eSafety, and Nanomedicine
 - » Active member of the Future Internet PPP G-16 group

- » Founding member and member of the steering committee of the following Spanish national technology platforms:
 - » INES (Software and Services, holding presidency)
 - » eISI (SatCom)
 - » eSEC (Security)
 - » Logistop
 - » eVIA (holding vice-presidency)
 - » Es.Internet (holding vice-presidency)



¿Por qué investigar?

Los tres objetivos de una empresa



¿Por qué investigar?



- » Investigar es la única manera de anticipar el futuro desde un punto de vista **tecnológico**, **financiero** y de **gestión**.
- » Es clave para el crecimiento, e incluso para el mantenimiento.
- » Las universidades y OPIs juegan un papel importante en el proceso.
- » El sector público puede y debe soportar esta actividad privada.

Bad Times

2008:

- » “It’s the worst economic crisis since the 30’s” ,
Mark Gertler, New York University

2009:

- » “I think [the crisis] is going to last a lot longer
than we have anticipated” – Anne Mulcahy,
CEO Xerox Corp

2010:

- » “After two years of crashing banking systems
and economic recession, the euro zone enters
2010 with a full-blown debt crisis. The
European Commission warns that public
finances in half of the 16 euro-zone nations are
at high risk of becoming unsustainable” – Wall
Street Journal

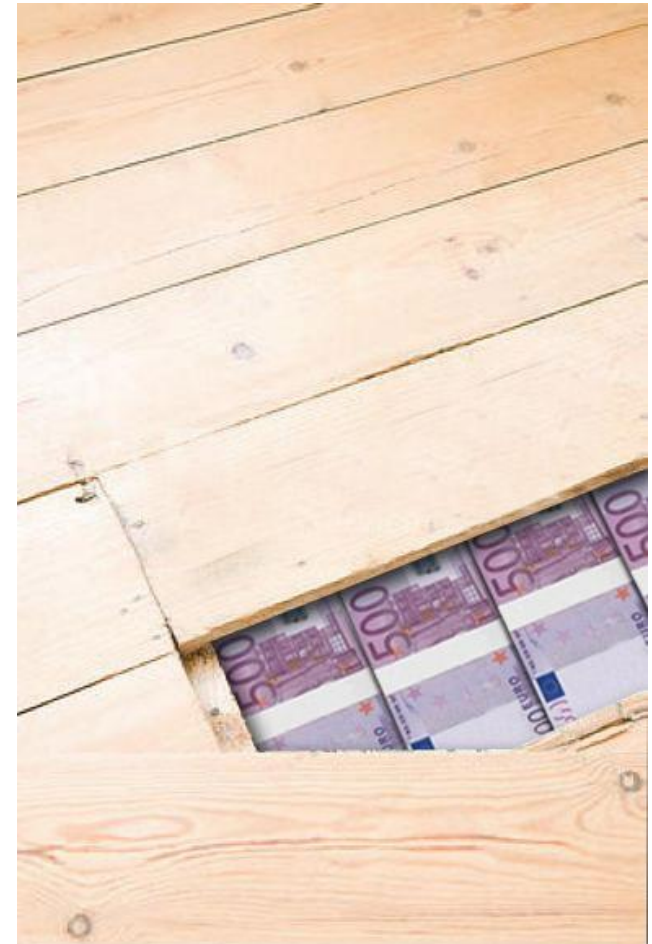


Building a new order (1)

- » Wall Street Journal: three things are needed to bring the deleveraging process to an end:
 - a) Financial institutions must write down the value of distressed assets
 - b) All need to pay off debt
 - c) Capital cushions should be rebuilt

- » How to do that?
 - a) is a tough accounting exercise
 - b) requires new money
 - c) requires new money too

- » But the money ...has not disappeared



Building a new order (2)

- » Where is the money?
 - Some assets are gone,
 - ...but large sums of capital remain
 - ...just some too scared to show up

- » As soon as capital sums show up again, cash will flow again and **b)** and **c)** will be carried out

- » Non-financial parts of the economy must help revitalise the capital flow



The way ahead for Europe

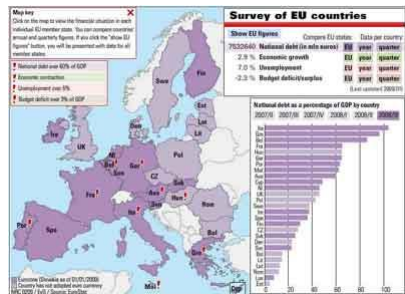
» LEAN methodology states that a **problem** has to be perceived as an **opportunity**

» “La crise, moteur du capitalisme”:

- André Orléan, Le Monde: “Les grandes déflagrations économiques, sociales et monétaires permettent de passer d'un système à un autre. **Le krach de 2007 nous oblige à réinventer un modèle de croissance**”

» Completely new concepts are needed:

- Georg Erber, Readers Edition: “Sollte sich die hier kurz skizzierte Entwicklung realisieren, [...] wie sie sich in der Weltwirtschaftskrise 1929 mit ihren 6 Mill. Arbeitslosen [in Deutschland] auf ihrem Höhepunkt gestellt haben. **Es wird daher völlig neue Konzepte erfordern**”



Innovation is our ahead sign

- » Merriam-Webster defines “crisis” as “an unstable or crucial time or state of affairs in which a decisive change is impending. This definition implies that during times of uncertainty or instability, opportunities, i.e., moments of “decisive change,” may arise. In times of crisis, opportunities emerge, and creativity, innovation, and entrepreneurship are inspired.
- » Supermarkets, laundromats, the car radio, the chocolate chip cookie, the electric dry razor, and the Monopoly game, were invented during the Great Depression. (source: American Journal of P.E.).
- » A crisis challenges “business as usual” and produces an urgency for change.



¿Por qué acudir al FP7?



- » Para aprender
- » Para enseñar
- » Para que te conozcan
- » Para que te llamen
- » Para extender tu mercado

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 1: Redes de confianza e infraestructura de servicios

Challenge 2: Sistemas cognitivos y robóticos

Challenge 3: Caminos alternativos a los componentes y sistemas

Challenge 4: Tecnologías para contenidos digitales

Challenge 5: TIC para la salud, la mejora del envejecimiento, Inclusión y Gobierno

Challenge 6: TIC para una economía baja en carbono

Challenge 7: TIC para la empresa y la fabricación

Challenge 8: TIC para el aprendizaje y el acceso a los recursos culturales

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 1: Redes de confianza e infraestructura de servicios

→ Redes del Futuro

→ Cloud Computing, Internet de los Servicios de Ingeniería Sw

→ Confianza TIC

→ Internet del Futuro: Investigación y Experimentación

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 2: Sistemas cognitivos y robóticos

Sistemas cognitivos y robóticos

Challenge 3: Caminos alternativos a los componentes y sistemas

Componentes nanoelectrónicos avanzados: diseño, ingeniería, etc.

“Smart” Componentes – Micro-Nano Bio Systems (MNBS)

Tecnologías fotónicas

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 4: Tecnologías para contenidos digitales

Preservación Digital

Gestión inteligente de la información

Challenge 5: TIC para la salud

Humano Virtual

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 6: TIC para una economía baja en carbono

→ Redes de energía inteligentes

→ TIC para la gestión eficiente del agua

→ PPP EEB: Eficiencia energética en edificios

→ Sistemas para la eficiencia energética y movilidad sostenible

→ PPP GC: TIC para el vehículo eléctrico

Líneas prioritarias de I+D de la CE en el ámbito TIC

Challenges ICT Call 8 FP7

Challenge 7: TIC para la empresa y la fabricación

→ PPP FoF: Factorías inteligentes

→ Soluciones de fabricación para los nuevos productos TIC

Challenge 8: TIC para el aprendizaje y el acceso a los recursos culturales

→ “Enhanced” eLearning

→ TIC para el acceso a los recursos culturales

FP7 – ICT – Call 8

- » El Challenge 1 como pilar horizontal
 - 1.1 – Networks
 - 1.2 – Clouds and software& services
 - 1.3 – Objects (Call 7)
 - 1.4 – Security & Trust
 - 1.5 – Media (Call 7)
 - 1.6 – FIRE Federation and experimentation

 - Future Internet subjects
 - 1.7 – Core Platform
 - 1.8 – Vertical Usage Areas
 - 1.9 – Capacity Building
 - 1.10 – Coordination

Europe is waiting

Es preciso alentar a las empresas a ir a Europa:

- » Por la actual coyuntura económica
- » Para ampliar la visión del negocio
- » Para incorporar la innovación en el ADN de la empresa

Se puede hacer, no es una misión imposible

La constelación de I+D+I nos espera.



Thank you



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