# WHITE PAPER

## Atos Origin: A Microsoft Software Assurance Case Study

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## COMPANY BACKGROUND

Atos Origin is an international information technology (IT) services company with offerings that include consulting, systems integration, operations management, and business process outsourcing. With annual revenue of €5.5 billion, the company employs over 47,000 people in 40 countries. Atos Origin's clients include international blue-chip companies across all sectors.

The company is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos EuroNext Market Solutions, Atos Worldline, and Atos Consulting.

## Microsoft Products and Solutions

Lucy New, global category manager for Software, is part of the global procurement team at Atos. New is responsible for numerous software vendor/supplier relationships on behalf of Atos and its 47,000 employees.

The primary Microsoft products in use at Atos include:

- ☑ Office

- ☑ SMS

- ☑ Windows Server

- ☑ Microsoft Exchange

- ☑ SQL Server

Atos Origin acquired these products via Microsoft volume licensing, with all products purchased under a full-platform Enterprise Subscription Agreement.

### *Microsoft Software Assurance Purchase and Benefits*

When Global Purchasing was pitching the idea of moving from Select to an Enterprise Agreement to Atos Origin senior management and its board, it had assistance from a United Kingdom–based Microsoft reseller, Bytes, as well as an Enterprise advisor from Microsoft. These parties worked with Atos Origin to provide the company with an overview, both in-country and globally, of what the Software Assurance (SA) benefits would be worth over a three-year period.

Factors that were considered included the cost savings associated with key SA benefits such as home use licenses, training vouchers, and enhanced support. According to this analysis, the value of the SA benefits was somewhere in the region of £3,000,00 over three years. According to New, this estimate was a key tool in selling the agreements internally and specifically within the U.K. business.

Once Atos entered into the Enterprise Agreement, Bytes worked to make sure that Atos accessed the full range of its SA benefits.

According to New, implementing contracts, and then recognizing the benefits associated with these contracts, are not the same thing; "Normally, many benefits are sold and very few are implemented because they're too complex," said New. "But this time, and most unusually, I would add, we have managed to get the value out of the contract, so we're very pleased." New believes that the estimated value of the SA benefits that was developed prior to the signing of the agreement has proven to be a realistic number given the benefits that Atos Origin is now recognizing.

Some of the SA benefits that Atos Origin has taken advantage of include training vouchers. The company has recently decided to deploy SMS in some countries, and one of the key factors in the decision was access to free training under SA to train all of its developers. In fact, the training benefit was an important driver in the company's decision to choose the Microsoft tool over a competitor's tool that had already been licensed by Atos Origin in these countries.

In addition, the home use license benefits around the Office applications have been perceived as a very positive and tangible benefit by Atos Origin's employees. The company ran a marketing and awareness campaign to help make employees aware of the benefit, and many thousands have taken advantage of it.

New also believes that the SA-related benefits are contributing to the support function and enhancing Atos Origin's existing Premier Support contract. For example, while the Premier Support contract is utilized by a select group of people within the organization, SA has enabled Atos Origin to extend support access out to additional people across more regions and applications. And, while Atos Origin's support staff was initially concerned that it would be complicated to figure out how the SA-related support would interact with the company's existing Premier Support benefits, this has not been an issue, according to New. Instead, the relationship between the two benefits has been symbiotic as Atos Origin earns additional Premier Support incidents that correspond to the amount that the company invests in SA.

### Microsoft Certified Reseller — Bytes

For a company such as Atos Origin, which normally buys software on an ad hoc basis, to make a large investment in an Enterprise Agreement, it required a lot of up-front analysis to help convince senior management and the board to approve the purchase. As mentioned previously, Bytes engaged with Atos Origin as one of its two selected global large account resellers (LARs) prior to the signing of the Enterprise Agreement to help the company calculate the value of the SA benefits.

In addition, Bytes worked with the company for months to set up the initial agreement and get Atos Origin up and running on its benefits. Any time there are changes or enhancements to SA, Bytes communicates these to Atos Origin and tries to help the company determine how to best take advantage of them.

According to New, Bytes' ongoing role in making sure that Atos Origin recognizes its benefits helps provide continuous justification of the Enterprise Agreement; "Without Bytes, I don't think that Software Assurance would have been so well perceived," said New. "It would have been viewed by senior management as a cost rather than having associated benefits."

## CONCLUSION

As Atos Origin continues to deploy new Microsoft technologies and upgrades, many of the benefits associated with software assurance help ensure that employees are trained and supported on the new products. In addition, the Desktop Deployment and Planning services offered under SA have helped Atos Origin adhere to its own global standards for technology deployment.

These services, delivered by a Microsoft services partner or by Microsoft Consulting Services, are designed to help customers extend the business value of Microsoft Office or Microsoft Windows software, and they are available in blocks for 1–15 days of deployment planning services, based on the amount of Microsoft Software Assurance purchased on Microsoft Office software.

"We are deploying new technology here and there, and it really helps us that somebody with that experience can go around and make sure that the deployment is being done in a consistent way around the globe," said New.